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THE INSTITUTE OF SPORT AND RECREATION MANAGEMENT

# ISRM Fitness Management Certificate

Leading to the Active IQ Level 3 Certificate in Fitness Management

**The industry-recognised qualification  
for health club and leisure staff at  
first management level**

Active  IQ

**ISRM**   
Managing and Developing Sport

# ISRM Fitness Management Certificate

## Course outline

The certificate aims to bridge the gap in the training of both fitness suite staff, whose background is usually associated with training in the field of exercise science and fitness, with leisure centre and Health Club managers/duty managers whose background is in general facility management. This course will enable them to develop the knowledge and understanding of the operational and management requirements of modern health & fitness facilities and to help them gain promotion within their organisations (in both the Private and Public sectors). Alternatively it could provide the gateway to positions within the Health and Fitness sector for the first time for those who have a relevant professional background and/or qualifications (e.g. Physical Education teachers, PTI's from the Uniformed Services, Graduates of Sports Studies/Science and related subjects).

The course provides an overview of how a health & fitness facility is managed from the design and technical considerations, operations and management, marketing and member retention. The course programme has been designed and written by managers who have worked or are currently working in Health and Fitness sector. Though there are necessarily some elements of theory (e.g. Motivation theory) that underpins the practice, the course is essentially a vocational qualification i.e. it relates to the actual work environment. In this regard a candidate's experience is as important as their academic ability.

As an ISRM level 3 award, the Fitness Management Certificate (FMC) provides an opportunity for successful candidates to gain Associate Membership of the ISRM and use of the designatory letters A.Inst SRM.

The award will help prepare candidates for higher level courses, and in particular the Level 4 qualification of the ISRM/City & Guilds Higher Professional Diploma in Sport and Recreation Management. This, in turn, can lead to full membership of the ISRM and use of the designatory letters M.Inst.SRM.

## Course level

National Qualification Framework (NQF) Level 3. The certificate is the only recognised qualification within the Health & Fitness industry for staff at first management level.

### Prerequisites:

All candidates must be 18 years or over and should have current industry experience (at least 12 months) in the role as a duty supervisor/fitness Instructor in a Leisure Centre, Health Club or similar establishment.

## Mode of delivery

The certificate can be delivered directly over a period of 225 Guided Learning Hours (GLH). Each of the 3 units could be delivered over 75 hours directly (face to face) though candidates enrolling on this course should expect to spend time researching and reading around the subject.

This course is designed also to be delivered in a flexible way to include a mixture of 'blended' learning options.

This course is designed to be studied in a flexible way using comprehensive study materials as distance learning and internet based interactive resources. All learners will have personal tutors to whom they can refer and receive feedback on their assessed work.

## Course aims

The course aims to enable the candidate to:

- Develop an understanding of the layout, design, construction, environmental factors and building services of health and fitness facilities to enable informed decision making in all technical aspects of the operational management and maintenance of facilities.
- Explore the financial operations and information management within health & fitness facilities that inform management decisions about improving performance and highlight the potential for other income generating opportunities.
- Develop an understanding of the health & fitness market including current and future trends, and promotional techniques to capture, keep and care for potential clients across all sectors.
- Develop a basic understanding of how to discharge the general management responsibilities under health and safety legislation including techniques of effective risk assessment within health & fitness facilities specifically.
- Develop a basic understanding of staff recruitment and training, team dynamics, employee motivation, performance management and managerial effectiveness.

These general aims are conveyed in the following learning outcomes against which the assessments are based. These are divided into three distinct units as detailed in the course outcomes section below.

## Assessment

The certificate will be assessed after completion of each of the course units by THREE work-based projects/assignments of around 1,500 words in length. ONE work based project/assignment is to be completed for each of the units to satisfy the learning outcomes for each. The work must be in word processed format and be submitted within the deadline date set by the tutor.

## Course outcomes

Upon successful completion of the course the candidate will be able to:

### Unit 1: Client Retention in Health and Fitness Facilities

- Identify the processes for effective customer recruitment and retention and their importance in maximizing income generation within health and fitness facilities
- Apply the principles of motivation theory to effective management of individuals and the teams
- Evaluate procedures and systems to ensure the effective and efficient use of resources to achieve consistent service delivery

### Unit 2: Design and Technical Requirements of Health and Fitness Facilities

- Explain the basic technical requirements associated with facility design, construction and operation of all areas of health and fitness facilities
- Describe the various factors involved in the selection and maintenance of surfaces and equipment used in health and fitness facilities
- Explain the general management responsibilities required under Health and Safety legislation including techniques of effective risk assessment

### Unit 3: Operations and Management of Health and Fitness Facilities

- Evaluate the internal and external influences on the current and future market position of the UK's health and fitness sector
- Apply effective marketing techniques to develop services and programming opportunities for niche markets
- Explain the principles of financial management and their application to budget planning, preparation and performance

# The Fitness Management Certificate – questions and answers

## What is the course all about?

The FMC is designed principally to bridge the training gap for Fitness Instructors and Duty Managers who are looking to make the step up to Fitness Manager or Club Manager level, within both private and public sector facilities. Additionally it can provide a CPD opportunity if you are in an existing managerial position.

## What level is it?

The FMC equates to the National Qualification Framework (NQF) Level 3 equivalent to 'A' level or National Diploma.

## What are the pre-requisites for this course?

You must be 18 years or over and should have current industry experience (at least 12 months) in the role as a duty supervisor/fitness Instructor in a Leisure Centre/Health Club or similar establishment.

## How much will it cost?

The total cost of the course is £500 plus vat.

## What can I expect from the ISRM when I enrol?

All candidates will receive a study pack (Manual) with materials relating to each of the 3 Units. Additionally you will be allocated your own personal tutor who will provide support (including e-mail and telephone), assessment and feedback on your assignments (3 in total). All candidates who successfully complete the course receive an ISRM FMC certificate.

## What support can I expect from my personal tutor?

Your tutor will be an ISRM accredited tutor who has senior management experience in Health and Fitness Operations. They will be available to respond to your queries about the assignment projects and assessment feedback both by e-mail and by telephone (though obviously these will need to be limited to a 'reasonable' number). Candidates will negotiate with their personal tutors the times and days that are best for each.

## How is the course assessed?

On completion of the coursework (i.e. after reading the study materials and carrying out further investigations around their place of work and from relevant literature, journals, reports etc) you will undertake a work based assignment for each of the three Units of the FMC. Each work-based project/assignment will be around 1500 words in length. The work must be in word processed format and submitted (preferably electronically) to your personal tutor within the agreed deadline date.

## How long will it take me to complete?

There are no time limits for the completion of this distance learning course. It is designed to be flexible to accommodate the needs of learners though once deadlines for submission of assignments have been agreed with your personal tutor you will be required to honour these.

## What do I get when I complete?

On successful completion of the course you will receive the ISRM FMC certificate. Further, as a level 3 qualification with this qualification you will be eligible (if you have at least one year's experience working in the Health Club or sport and recreation sector) to apply for Associate membership of the ISRM and use of the designatory letters A. Inst SRM. A letter of invitation will be sent to you along with your certificate.

## Who do I contact about the FMC course?

If you would like to enrol on the FMC or learn more about the benefits ISRM training can offer your organisation, please contact us for further information.

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