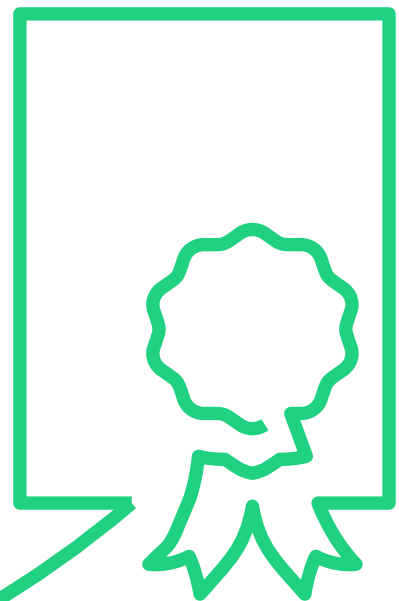


APM Endorsed Application



Guidance for completing your
APM Endorsed application

Contents

Introduction	2
APM Endorsed Framework	2
Application process	3
Application stages	3
Guidance on completing the application form	4
Section 1	4
Section 2	5
Competence Framework mapping	6
Final checks before submission	6

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Introduction

These guidance notes are designed to help you in your application by providing direction for each question in the endorsed application form. Your responses within the application and supporting evidence supplied will allow us to assess your application swiftly to lead to a positive outcome.

Please refer to the online application pack to view the terms and conditions.

Your application should contain everything you consider appropriate to demonstrate how your organisation meets the APM Endorsed Framework.

APM Endorsed Framework

The Endorsed Framework is made up of three overarching criteria, referred to as The Standard, supported by a set of Guiding Principles.

The Standard is:

- 1 Organisation status
- 2 Legislation
- 3 Learning provision

Guiding Principles

The Endorsed Standard is underpinned by the following principles. Any learning provision seeking endorsement must demonstrate that:

- The organisation must be a reputable recognised legal entity.
- The learning provision content is created and owned by the applicant organisation with any relevant permissions secured or cited as appropriate.
- The learning provision must be based on published content and standards (which could include APM documents such as the Chartered guidance).
- The learning provision must not be linked to, be in competition with, or cover substantially the same content as an APM qualification.
- The naming convention of the learning provision does not conflict with APM official qualification titles.
- The learning provision must uphold the APM Competence Framework with content that is accurate and correct.

Please refer to the **APM Endorsed – The framework** document to view the detailed breakdown of the assessment criteria.

Application process

Application stages

Stage 1 – Completing your application

In completing your application, you should answer the questions as fully as possible and submit all requested supporting documentation.

Stage 2 – The assessment

Your completed application, along with supporting evidence, will be reviewed by an APM approved assessor.

Stage 3 – Assessment decision

Once the assessor has reviewed your completed application, they'll make a recommendation to APM that your application is either 'accepted for endorsement' or 'does not meet the framework'. You'll receive a copy of the assessor's report.

If the assessor considers your application does not meet the requirements, your application will be reviewed by the Quality Reviewer. If the Quality Reviewer agrees with the assessment decision, you'll be provided with guidance on areas that require development to meet the endorsed requirements. You'll be provided with a 2-week window in which to respond and seek further information from APM.

If your application is unsuccessful, you may make a re-submission which will be treated in all respects as a new submission.

Stage 4 – Annual renewal

Endorsed learning provision needs to be renewed every year. If nothing has changed, providers can choose to complete a declaration of no change instead of a full renewal. However, this option can only be used once in a row. This means that after one year of declaring no change, a full renewal will be needed the following year to keep the provision up to date. This ensures that provision is reviewed formally at least every two years while allowing flexibility where no updates are necessary.

Guidance on completing the application form

When completing this form, please ensure that all information provided is accurate, up to date, and directly relevant to your learning provision. Incomplete or unclear applications may delay the endorsement process.

Along with this application form, you must also submit:

- Your learning content.
- Your completed competence framework mapping.
- Any supporting evidence or documentation referred to in your application.

Section 1

Organisation details and parent organisation details (if applicable)

Please provide the name and contact details of the organisation applying for endorsement. This will be the organisation name in which the endorsement is to be held. It should be a legal entity, if you use a trading name, the full name of the legal entity plus the trading name should be noted. If your organisation is a subsidiary of a larger organisation and this has an impact on your learning provision, please supply details of the parent organisation.

Please provide your company registration number and VAT number or supply appropriate evidence as an appendix to demonstrate your organisation is a reputable recognised legal entity.

Please confirm how many years your company has been in operation and in which sector you operate.

Contact details

This person should be able to answer any questions related to your application and will be responsible for the annual renewal process, once endorsed.

Section 2

Please confirm the name of the learning provision you wish to be endorsed.

- Clearly state the full official name of the learning provision.
- Ensure it matches how it appears in marketing materials or internal records.

Please confirm the start and end date associated with your learning provision or confirm if this is ongoing.

- Provide the start and end date of your learning provision.
- If the provision is ongoing, tick the “Ongoing offering” box instead of giving dates.

Please confirm the intended learning objectives and learning outcomes of the learning provision.

- List the intended learning objectives (what the programme aims to achieve).
- State the learning outcomes (what learners will be able to do or demonstrate at the end).
- Use clear, measurable language (e.g., “By the end of this course, learners will be able to apply project risk assessment methods to real-world case studies”).

How do you ensure your learning provision content is created and owned by the organisation, holding the relevant permissions or cited as appropriate?

- Explain how your organisation ensures that all learning content is:
 - Original and created by your organisation, AND
 - Properly cited and permission obtained if external sources are used.
- If you use third-party resources, state how rights and acknowledgements are managed.

Please share the experience and credentials of the content author/s.

- Provide details of the experience, qualifications, and expertise of content author(s).
- Include academic background, professional certifications held, or relevant industry experience.
- This helps demonstrate credibility and alignment with professional standards.

Please confirm the published research that has been used to inform the learning content.

- List any published research, frameworks, or academic sources used to inform the learning content.
- Include references (title, author, year) where possible.
- Briefly describe how this research underpins or validates your learning design.

Please confirm how you seek and analyse learner feedback.

- Explain the process used to collect, analyse, and act upon learner feedback.
- Examples include post-course surveys, focus groups, or evaluation forms.
- Highlight how this feedback is used to improve delivery and learner outcomes.

Please confirm your process for updating the learning content, to include the frequency and sign off.

- Describe your process for regularly reviewing and updating content.
- Specify:
 - Frequency of reviews (e.g., annually, bi-annually).
 - Who is responsible (e.g., content authors, quality team).
 - The sign-off or approval process for changes.

Please confirm whether you intend to deliver this learning provision across multiple sites. If so, please state how you will ensure that content and delivery are standardised.

If delivery will take place at a single site only, please confirm this.

If delivery will take place across multiple sites, please briefly outline how you ensure consistency, for example:

- Use of standardised learning materials
- Staff training and induction processes
- Quality assurance and moderation arrangements
- Ongoing review and monitoring

Competence Framework mapping

Clearly map your learning content on the APM Competence Framework mapping document. We would recommend that this is completed by the course author/owner.

Demonstrate how each relevant competence area is covered by the learning provision. You must ensure one or more learning objectives of the learning provision include the development of capability or 'refreshes' in one or more of the APM Competence Framework components.

Ensure alignment between objectives, outcomes, and the framework.

Final checks before submission

- Verify that all sections are fully completed.
- Ensure consistency between the learning objectives/outcomes and the competence framework mapping.
- Attach all required supporting documents:
 - Learning content.
 - Completed competence framework mapping.
 - The application form.
- Submit your application to **accreditation@apm.org.uk**.



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