

delivering more

The essential finance, management and leadership
qualification for the public services



The New CIPFA Professional Qualification

CIPFA, in conjunction with employers, students and academics, has undergone the most extensive review of its Professional Qualification in recent years. Our new qualification has been designed to be absolutely essential in supporting your organisation to develop outstanding financial managers well versed in the strategic, financial and policy challenges facing public services today, and skilled in the techniques and strategies to create effective and innovative solutions.

The changes we have made cement our position as the only professional accountancy qualification dedicated to public finance and the only one to deliver the skills to truly meet the needs of those working in this arena.

‘CIPFA launched me on the career path that got me to where I am today. I’m running a £7 billion building project associated with the Olympics, which is also probably the biggest regeneration scheme in Europe.’

Dennis Hone, CPFA, Chief Executive, The Olympic Delivery Authority

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‘The breadth of the CIPFA Professional Qualification provides a broad base of knowledge, essential to be a finance manager and leader in the future.’

Richard Douglas, Director General Policy, Strategy & Finance, Department of Health & Head of the Government Finance Profession, HM Treasury



more focus on your public service needs



With CIPFA you can be sure your staff will be trained to deliver a greater return to your organisation. Because not only does CIPFA give your employees all the technical accounting skills they need, it also gives them relevant training in business, strategy and leadership. All delivered in the context of your business and giving you a return on investment from day one.

We are the only professional accountancy body to specialise in public services - no other professional accounting qualification comes close. As experts in our field we are actively involved in setting accounting standards for public services in the UK and Internationally and providing technical support to governments, public bodies and those working with the public services.

Our members work across, and with, the public services at the highest levels. Here is just a flavour of where some of them work:

World Bank	County Councils
Deloitte	HM Treasury
Metropolitan Police	PwC
Home Office	Greater London Authority
IMF	Unitary Councils
NHS	Barnardo's
BBC	Olympic Delivery Authority
KPMG	Arts Council
United Nations	UNICEF

Take a look at the opposite page for many of the reasons why CIPFA is essential for your organisation.

'As public bodies work hard to implement the government's austerity measures, it is essential that the measures they take are effective and preserve sustainable public services, which promote the highest standards of value for money. CIPFA is the closest of the accountancy institutes to this agenda and has a unique perspective and role. CIPFA accountants have a unique insight to advise on the tough decisions necessary to preserve these services for the future but on a much more cost effective basis.'

Jon Roberts, Partner, Grant Thornton UK LLP

More reasons why CIPFA is essential for your organisation

The new CIPFA Professional Qualification:

- **Saves you money:** your staff gain technical accountancy, business management, strategy and leadership skills in a public service context – so no further training is needed in these areas.
- **Gives you an immediate return on investment:** your employees implement key skills from day one.
- **Provides unrivalled value:** our high pass rates ensure your money is well spent – with final stage students achieving a pass rate of 70% compared to 44% for ACCA and 50% for CIMA.
- **Has proven retention benefits:** 80% of CIPFA members remain in the public sector after qualifying.
- **Gives you confidence in your staff:** you can be sure that your staff will excel in effective financial management.
- **Is built around you:** the new Professional Qualification has been designed in response to your feedback and changing needs – with new content that includes an even greater focus on leadership and the business skills that you require.
- **Delivers complete public sector support:** we provide extensive national and regional support for our members with access to policy and technical guidance, a technical helpline, CPD training and much more – delivering all this straight into your organisation.

Today, more than ever, effective training for future finance leaders is essential. So make sure your staff qualify with CIPFA and deliver a sound future for public services.



free support to build a stand-out team



CIPFA offers all the support you need to create a finance team that can deliver more. One that's competent, highly motivated and loyal. We understand you have a busy operating schedule so we're here to help make things as easy as possible for you. Feel free to take advantage of our great support services, all available at no additional cost.

The Employer Relations team supports CIPFA employers with all their recruitment, training and development needs. As an employer you will be assigned an Employer Relationship Manager who is there to help you. Read more on the page opposite for details on the services we can provide.

CIPFA Trainee Vacancy Service

One of our key services many employers tap into is our Trainee Vacancy service, supporting you in your recruitment of trainees. We can advertise your vacancies online, at the careers fairs we attend and through our graduate database. If you would like us to work with you to support your recruitment campaigns then just get in touch.

'The skills and abilities that CPFAs bring are in huge demand at a time of significant challenge for local authorities and public sector organisations. The importance of finance adding value through VFM, compliance and control and business insight is absolutely critical. CPFAS are unique in that their focus is on public sector requirements whilst bringing to the table all the commercial attributes you'd expect of an accountant. CIPFA is at the heart of an organisation's ability to transform and to challenge itself with its strong focus on both people and financial management.'

**Mike Suarez, Executive Director of Resources and Finance,
London Borough of Lambeth**

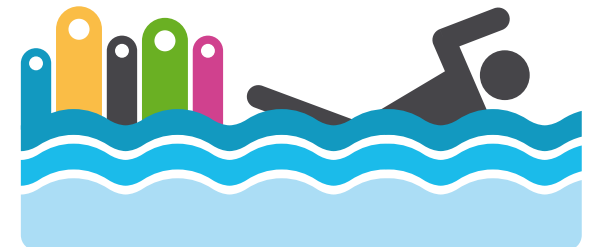
More support for your recruitment and training

With CIPFA's help and the new Professional Qualification you can build a highly skilled and knowledgeable workforce with training tailored to meet your needs.

Your dedicated Employer Relationship Manager can help:

- prepare advertisements and job descriptions that attract the best recruits
- advertise trainee vacancies on the CIPFA website and market trainee vacancies to university students throughout the UK
- tailor a training scheme to meet your organisation's needs
- design work plans for your CIPFA students so they make the most effective use of their time
- welcome your new CIPFA students at staff inductions
- arrange on-site CIPFA presentations to existing staff
- provide information on CIPFA employer accreditation.

Contact our dedicated Employer Relations team on **020 7543 5757** to discuss your training and development needs.



delivering in your demanding environment



CIPFA has a deep understanding of the on-going challenges you face in an increasingly demanding environment that's subject to constant change, innovation and complexity. Unlike the other accountancy bodies, who support organisations across all industries, your specific needs are central to all we do. So you can rely on CIPFA for staff trained to deliver as we continue to understand and meet your needs, whatever happens.

To help us offer you highly relevant staff training, we regularly carry out extensive consultation with employers, members, students and academics. Based on the feedback you give us, this leads us to create the most robust financial management qualification possible for today's public services. One that remains future proof to meet the demands of tomorrow.

NEW QUALIFICATION: with updated content and increased value

CIPFA has made the most extensive changes to its qualification in seven years. Our new qualification is specifically designed to meet the increasingly challenging demands of the financial and strategic environment now facing public services.

'CIPFA launched me on the career path that got me to where I am today. I'm running a £7 billion building project associated with the Olympics, which is also probably the biggest regeneration scheme in Europe.'

Dennis Hone, CPFA, Chief Executive, The Olympic Delivery Authority

The new CIPFA Professional Qualification

The qualification now delivers you more, in particular there is:

- significantly greater focus on commercial skills – such as performance management, business change, strategy development, value for money, contract management and procurement
- greater prominence and strategic emphasis on leadership and innovation
- increased emphasis on public services accounting, auditing and governance at all levels
- better signalled law and ethics content
- a re-focusing of the tax content on elements most applicable to the public sector
- substantial treasury management content
- a new, strategic final level to reflect the skills needed for senior roles in public finance.



more skills for challenging times



Compared to the other professional accountancy qualifications such as ACCA, CIMA and ICAEW, CIPFA has the broadest syllabus. We not only incorporate the latest audit and accounting standards but also address the policies, standards, challenges and opportunities facing public services today.

Uniquely, CIPFA covers everything from financial and management accounting to audit, tax and governance as well as stakeholder relations, policy, funding and more. All of which make CIPFA accountants able to deliver the skills and knowledge your organisation needs.

The Professional Qualification typically takes three years to complete but as a modular qualification it can be sat at a quicker pace if required. The skills developed can be directly applied from day one and throughout the qualification.

The qualification has three stages: Professional Certificate, Professional Diploma and the Strategic stage. As well as the 12 modules across the three stages, students are expected to complete a log of their work place experience. The diagram on the opposite page shows the structure of the qualification and highlights some of the key areas of expertise each module develops.

Take a look over the following pages for more information on our qualification, entry routes and study options.

‘The breadth and structure of the qualification takes students well beyond the technical aspects covered by other accountancy bodies.’

Elaine Lawther, Head of Finance Training & Support Unit, NHS Education for Scotland

‘The challenge of managing public sector finances will be the paramount issue of this era and CIPFA as a qualification is enabling me to be poised to deliver on that challenge’

Marcus Richards, CIPFA Trainee, KPMG

The CIPFA Professional Qualification

PROFESSIONAL CERTIFICATE

Financial Accounting

double-entry accounting | ethics | financial statements

Management Accounting

budgeting | costing | decision-making | sustainability

Financial Reporting

IFRS | company financial statements | consolidation | interpretation and analysis

Audit and Assurance

audit environment | risk assessment | audit evidence | external and internal audit

PROFESSIONAL DIPLOMA

Public Finance and Taxation

public expenditure | revenue and debt | taxation systems | corporation tax | income taxes | VAT

Public Sector Financial Reporting

reporting frameworks | financial statements | performance reporting

Governance, Public Policy, and Ethics

reform and regulation | contemporary issues | policy environment | good governance | ethical behaviour

Financial Management

Treasury management | investments | financial risk | working capital management

Business Strategy

organisational strategy | environmental analysis | strategic choice | organisational structures | public value

Business Management

procurement | commissioning | quality | performance | project management | information systems

STRATEGIC

Strategic Leadership

Contemporary approaches | innovation | communication

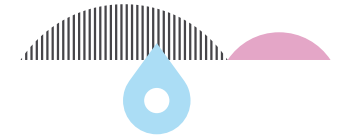
Strategic Financial Management

Strategic decision-making | problem-solving | professional judgement | effective communication | ethical dilemmas

Initial Professional Development Scheme (IPDS)

Students are also expected to submit a workplace experience log as part of their studies. See page 14 for more detail.

more study options and the best pass rates



With CIPFA your staff can choose to study at a pace to suit their work, home and other commitments. Our flexible study options support your staff and lead to excellent pass rates. Qualifying sooner, and with a thorough background in the public sector, you can be sure CIPFA trained staff will continue to achieve ever greater successes throughout their working life.

Exemptions

Depending on the current qualifications of your employees, exemptions may be granted as below:

AAT qualified staff

Fully qualified AAT members gain exemptions from:

- Management Accounting
- Financial Accounting
- Taxation*
- 200 days of the Initial Professional Development Scheme.

*Please note this is dependent on the AAT modules passed and is only available whilst the Taxation part of the Public Finance and Taxation paper is available as a stand alone exam.

Fully qualified accountants

People who have completed all the exams for ACCA, CIMA, ICAEW, ICAS or ICAI can fast track their qualification in specific public sector finance skills **in under six months**. To achieve this they only need to complete the following two papers:

- Public Sector Financial Reporting
- Strategic Financial Management.

Not only will your fully qualified staff benefit from increased and more relevant skills - but as CIPFA members they will also have access to our support services for public finance managers. This includes technical guidance, CPD events, Public Finance magazine, online resources and a renowned network of public finance professionals.

Graduates

Graduates can apply for exemptions based on the modules passed during their degree. Our Student Support team is happy to consider your trainee's exemptions and these can be applied for at the start of the course.

How to register

Simply visit: www.cipfa.org.uk/students/registration



Flexible study support

Our study services include face-to-face tuition and webinars as well as revision and exam support.

The comprehensive range of study support includes:

- a fully interactive opportunity to take part in live online webinars, or to view the tutorials later, via CIPFA Live Online
- day or block release classroom based courses – available at conveniently located training centres around the UK
- progress tests to assess readiness for sitting exams, and question packs to give a flavour of what may be asked giving lots of opportunity to practise
- revision courses to provide intensive, structured study designed to prepare for exam success
- mock exams to provide valuable feedback as to how your staff are progressing.

Your employees are free to complete their studies in as little or as much time as they wish. All they have to do is choose how many modules to sit at each exam.

developing your staff



As an employer there are many ways to support your staff in their studies and ensure they fulfil their true potential. During their studies students will need to complete the Initial Professional Development Scheme and after qualifying we ask members to participate in the Continuing Professional Development Scheme. CIPFA recognises your commitment to these schemes in our Employer Accreditation Scheme.

Initial Professional Development Scheme

The CIPFA qualification requires a portfolio showing 400 days of relevant work experience which we call the Initial Professional Development Scheme. We ask that your staff are exposed to activities in at least four of the following competency areas:

- Leadership and strategic management
- Strategic and operational financial management
- Financial and performance reporting
- Governance, ethics and values
- Audit and accountability
- Partnerships and stakeholder relations
- Change, risk and project management
- Procurement and contract management

Please note that at least 20 days experience must be obtained from a minimum of four different areas.

Continuing Professional Development

All members are required to maintain their professional competence by participating in the CIPFA Continuing Professional Development scheme (CPD). This ensures they are up to date with standards and practice and continue to develop their professional skills.

We provide a range of local and national training courses and events that can help your members with their CPD requirements as well recognising other activities they may participate in. We also provide a simple and easy way for members to record their CPD activity online.

Seminars, training courses and networking events

CIPFA runs hundreds of events each year for practitioners covering a comprehensive range of public finance subjects. Open to anyone to attend and available in-house, online and in a range of locations, many at no, or low, cost. Visit www.cipfa.org.uk/business for more information.

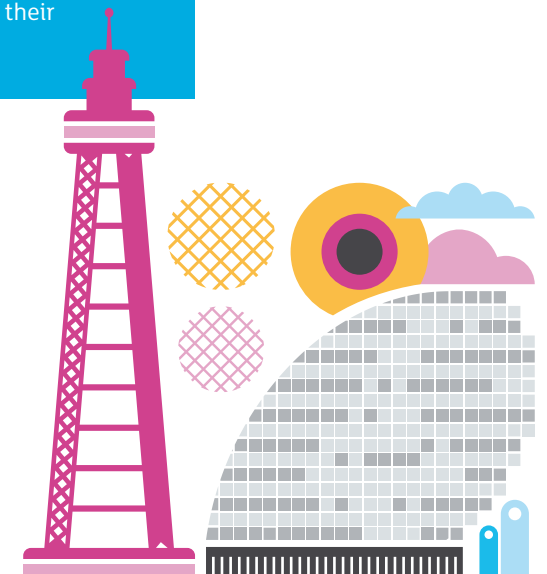
Employer Accreditation for Training and Continuing Professional Development

We understand that your organisation's training and development needs are constantly evolving. So our employer accreditation scheme publically recognises your strong commitment to the professional development and training of your staff.

The benefits of the scheme include:

- recognition of your commitment to excellence, which will help you increase employee motivation and help you build, develop and retain your finance team
- comprehensive support and advice from CIPFA's Employer Relations team
- easier CPD submissions for members within your organisation
- access to discounted rates on CIPFA courses and other products and services.

Applying for accreditation of your in-house development scheme is easy and free. Doing so will give your staff more time to devote to their development. More information can be found on the Employers section of our website: www.cipfa.org.uk/employers.



delivering results with CIPFA



It goes without saying that CIPFA qualifications give your employees an excellent grasp of accountancy practice. Which means you can expect your staff to create powerful results in your organisation. Yet there's a lot more to CIPFA – and that's what makes our accountants stand out from the rest. Here is a recap of just some of the many additional benefits you'll receive:

- Proven staff retention – 80% of CIPFA members remain in the public sector after qualifying.
- Employees with sound strategic business and management skills.
- Board level leadership skills with staff who advise on corporate strategy.
- Staff who understand ethical standards.
- Added value to your organisation from day one – as staff implement best practice immediately.
- Staff with mature and effective interpersonal skills.
- Staff who consider non-financial issues and balance them with cost – including value for money, customer service, public opinion, corporate strategy and political requirements.

'As an accountant, public finance is the most challenging, stimulating and rewarding environment that you could ever find yourself working in. CIPFA is invaluable to me and delivers a wealth of skills, knowledge and resources.'

Tom Taylor, Director of Finance, DEFRA

Other qualifications from CIPFA

In addition to the CIPFA Professional Qualification, we have a number of other qualifications available to your staff including:

Certificate in International Public Sector Financial Reporting

An online learning programme, developed by CIPFA and ICAEW, to support individuals in the public services financial reporting requirements of IFRS and IPSAS.

Certificate in International Treasury Management - Public Finance

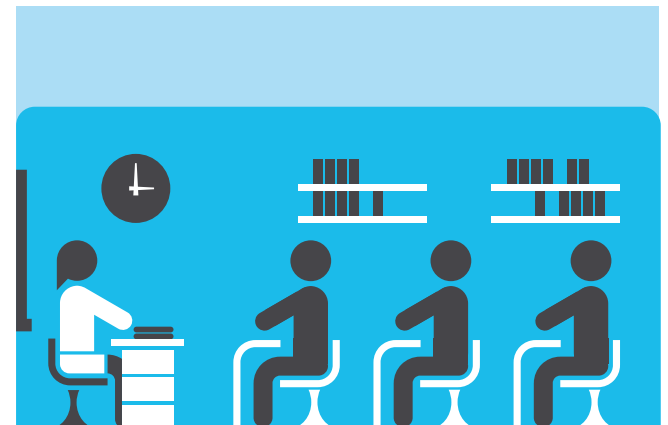
A professional qualification from CIPFA and the Association of Corporate Treasurers (ACT), covering the fundamentals of treasury management for the public services.

Certificate in Charity Finance & Accountancy

Designed by CIPFA and London South Bank University this course is for finance professionals working in charities and social enterprises.

CIPFA Certificate in Financial Reporting for Academies

A qualification designed by CIPFA in conjunction with the National College for School Leadership, this course develops the skills of those performing a finance function for schools and academies.



more about CIPFA



CIPFA has been training accountants, financial managers and auditors for over 125 years. We are members of the Consultative Committee of Accountancy Bodies (CCAB), and the only professional accountancy body in the world to specialise in the public services.

CIPFA has over 14,000 members who work in a wide variety of areas – including central government, local government, the third sector, audit firms and the NHS.

CIPFA stands for sound public financial management

CIPFA carries out research and writes guidance for finance, performance and governance matters in public services. Where public money needs to be effectively and efficiently managed, CIPFA members are at the forefront. Our qualifications allow employers to build a highly skilled and knowledgeable workforce tailored to the needs of the public sector.

We stand for sound public financial management and good governance globally.

CIPFA membership

Our professional qualification is the route to CIPFA membership. This modular qualification typically takes three years to complete, costs as little as £2,000, and is assessed via exams and a workplace experience log. Successful completion provides full membership and the use of the designatory letters – CPFA. Exemptions are available for graduates, AAT members and those qualified, or part-qualified with the other CCABs, speeding up the route to membership.

More services from CIPFA

In addition to our qualifications, CIPFA also provides a range of support services to organisations including benchmarking, research and statistics, events and peer networks, in-house and open courses training, consultancy, recruitment services and support for property and asset management. For more information see our website:

cipfa.org.uk

contact us



For more information or advice on the range of CIPFA services available for you as an employer, contact the CIPFA Employer Relations team on:

T: 020 7543 5757

E: employers@cipfa.org.uk

cipfa.org.uk/employers

We look forward to hearing from you - and to working with you.



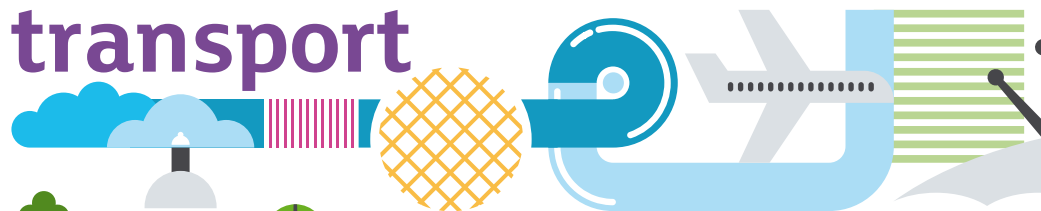
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