

# Twinkl expands by offering bespoke CPD service

---

Founded in 2010, Twinkl creates and publishes online educational resources used by millions of educators worldwide. The company is now expanding by launching its first-ever separate service, 'One Step CPD', which provides research-based, bespoke CPD training.

CPD is compulsory for schools in England and is underpinned by the Department for Education's Standard for Teachers Professional Development. Training can focus on areas such as how pupils learn and approaches to teaching and assessment, as well as training on a particular subject or area of the curriculum.

Sally Hill, CPD Project Manager at Twinkl, said: "Twinkl began developing OneStep CPD after gathering feedback and research from the teaching community on current CPD practices.

"Every year the vast majority of teachers will have a professional development target linked to their appraisal, but we found that some are being restricted by training days or courses that take a full day, aren't tailored to the participant and may even include things that aren't relevant to them at all.

"One of the most worrying figures we came across was from a study of training provision by the Centre for the Use of Research and Evidence in Education (CUREE) that found only 1% of the training looked at was effectively transforming classroom practice."

Powered by Twinkl, OneStep CPD provides over 130 strategies that educational staff can select, depending on their targets and those of the school and class. These must be implemented in the classroom every week for six weeks after the training and logged in an evaluation form provided by OneStep CPD.

"We wanted to provide something that revolutionised CPD practice by making it bespoke, easy to apply and manageable," said Sally.

"This is why we've developed CPD strategies that can be introduced in the classroom one step at a time and form habits that stick."

The service takes into account time constraints faced by educational staff; CPD takes place during class time and teachers require on average 1.5 hours to fill in all

the reflection exercises during the 6 weeks. As the service is digital it can also be accessed at any time across different devices.

Rebekah Emmerson, a Year Five teacher at Byron Wood Academy, who helped trial and develop the service, said: “OneStep CPD allowed me to choose what would be relevant for my children and my class and wasn’t a one-size fits all option. I didn’t have to put in a lot of time beforehand and I could immediately see how I could relate the strategies to my own practice.”

Twinkl has been developing One-Step CPD since April 2018 and will continue to add new strategies to the service following its launch.

Jonathan Seaton, Founder and CEO of Twinkl, said: “The majority of staff working at Twinkl are current or former teachers and we have worked closely with schools to make sure OneStep CPD offers what educators need. We’re really proud of the service and how, just like the resources we offer at Twinkl, it can be discovered and used at a time and in a way that suits the teacher.

“This is the first ever separate service to be powered by Twinkl and we’re over the moon that this offers us another way to continue our mission ‘To help those who teach.’”

Twinkl is hosting a launch event for Onestep CPD at its Head Office on Ecclesall Road in Sheffield on Thursday 20th June. If you are interested in attending please contact Sally Hill, CPD Project Manager, at [info@onestepcpd.com](mailto:info@onestepcpd.com)

For more information please visit [www.onestepcpd.com](http://www.onestepcpd.com)

--ENDS--

**For media enquiries please contact [media@twinkl.co.uk](mailto:media@twinkl.co.uk) or call 0114 212 3007**