



Releasing the  
**Power**  
of our **Profession**

# CIMSPA strategy – update and impact report

APRIL 2025



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APRIL 2025

# Foreword

One year ago, we launched [Releasing the Power of our Profession](#), a strategy designed to advance the sport and physical activity workforce by ensuring its professional recognition, development and sustainability.

The past twelve months have reinforced just how crucial our workforce is to the health, wellbeing, economic sustainability and social cohesion of the country.

The sector's professionals continue to make a profound impact on individuals and communities, delivering life-changing benefits through sport and physical activity.

Since launching our strategy, we have witnessed significant progress. Employers, education providers and sector partners have embraced the vision of a recognised, highly skilled workforce. Together, we have driven forward the six system interventions that underpin this strategy, creating tangible development in training, career pathways and professional status.

While there is still much to achieve, the momentum we have built together is undeniable.

A key ambition of this strategy has been to enhance professional recognition – both individually and collectively. Over the past year, we have seen:

- greater adoption of professional standards that validate the expertise and dedication of our workforce

- expanded learning and development opportunities, ensuring that professionals can upskill and respond to sector demands
- strengthened partnerships between CIMSPA, employers and education providers to create clear, accessible career pathways
- enhanced collaboration across the sector, creating a shared commitment to excellence and continuous improvement.

However, professional recognition is not a static milestone. It is an ongoing journey that requires adaptability and a culture of innovation.

The past year has demonstrated that, as a sector, we are prepared to meet these challenges. Whether responding to changes in policy, supporting national health and wellbeing initiatives or ensuring the highest professional standards, our workforce continues to deliver on the evolving needs of the local communities that they serve.

This one-year update is an opportunity to reflect on our progress and reaffirm our commitment to the strategy's long-term goals. It is also a moment to acknowledge the collective efforts of our talented and dedicated professionals, employers, education providers and partners who have contributed to the progress made so far. Their dedication has been key in moving forward and making the vision of professional recognition a reality.

Looking ahead, we must continue to embed professional recognition as a fundamental principle of our sector. This means:

- launching professional status to allow everyone working in our sector to be recognised for their skills and expertise
- further strengthening professional standards to support career progression and workforce sustainability
- ensuring qualifications and skills development align with emerging trends and industry needs
- creating an inclusive and diverse workforce that reflects and meets the needs of the communities we serve.

Over the past year, we have seen first-hand the power of collaboration in achieving meaningful change. By continuing to work together, we can build on the foundations we have laid and ensure that professional recognition becomes an enduring reality for all those who dedicate their careers to improving lives through sport and physical activity.

One year on, our resolve remains stronger than ever. The journey continues, and with the collective efforts of everyone in our sector, we are well on our way to releasing the full power of our profession.



*Tara Dillon*

**Tara Dillon** CIMSPA CEO



*Marc Woods*

**Marc Woods** CIMSPA Board of Trustees Chair



**Professional status and recognition  
– a year of build, test and learn**

### Introduction

The six system interventions detailed in this report all support the central goal of the CIMSPA strategy Releasing the Power of our Profession – transforming sport and physical activity careers and progression through professional status, leading to individual and collective professional recognition for our sector.

Success here will ensure our workforce continues to contribute to the physical and mental health and wellbeing of the population, to social cohesion, to community engagement and to the economic prosperity of the country now and into the future.

### Build, test and learn

Year one of our strategy has operated as a “build, test and learn” phase for our six interventions. These are now being combined into an integrated system to enable and implement professional status leading to professional recognition for our sector workforce.

Our **careers support intervention** is the start of our talent pipeline – ensuring the sport and physical activity sector is visible and attractive to both those starting and changing careers. And, once within our sector, careers support is the continuing touchpoint that helps our people shape their individual futures and professional status advancement.

As well as connecting with individuals, our careers support work also aligns our sector with government’s priorities. We support agencies such as the Department of Work and Pensions to signpost those not in education and employment towards accessible and inclusive careers in sport and physical activity.

Our **Training Academy and education ecosystem intervention** provides quality-assured learning and development to get these individuals into their first job role and gain their first professional status, then progress, specialise and advance in line with their ambitions and the needs of the sector.

The CIMSPA **local skills intervention** uses its evidence base to align this education provision at a local level to match what employers need in their area to contribute to local health, economic and social priorities.

Our **business support intervention** works to increase the resilience and success of our sector’s employers, with a particular focus on sole traders, micro-enterprises and small employers, with support effectively informed by our business diagnostics data.

Our **workforce observatory and insight intervention** shapes and guides the future success of the sport and physical sector through data, research and workforce planning to advance our development as a recognised profession.



## SYSTEM INTERVENTIONS – PROGRESS UPDATE

Intervention	System intervention 2025 goal		Spring 2025 update
<b>Local skills delivery</b>	By 2025 we will have a UK-wide network of established local skills hubs that deliver against their local skills plans by working effectively with the CIMSPA National Training Academy. The local skills delivery team will inform the local sector skills plans and support local economic, health, social and wellbeing priorities.	ON TRACK	<ul style="list-style-type: none"> <li>34 local skills accountability boards working with CIMSPA</li> <li>Engagement with over 1,000 partners at the local level</li> <li>First five local skills plans implemented</li> <li>Continuous local skills diagnostics process ongoing with over 800 completed</li> </ul>
<b>National training academy and education ecosystem</b>	By 2025 we will have a network of quality-assured education partners that can respond to the training needs highlighted in each local skills plan.	ON TRACK	<ul style="list-style-type: none"> <li>Training Academy for Sport and Physical Academy launched</li> <li>Over 120 education partners now hold our highest quality assurance status</li> <li>Further education partnership launched and actively aligning curricula with local employer needs</li> <li>Over 1,900 endorsed education products within the sector, enhancing flexible learning pathways</li> </ul>
<b>Careers support</b>	By 2025 we will have launched the sector's first careers support system. This will feature pathways that are understood by all stakeholders and underpinned by occupational maps, giving multiple opportunities for the workforce to achieve their career aspirations.	ON TRACK	<ul style="list-style-type: none"> <li>New career guidance course launched and signposting learners and career changers to our sector</li> <li>Department for Work and Pensions working with CIMSPA at scale to connect job seekers and those not in education to our employers</li> <li>Integration of our careers hub resources, jobs board and training academy into a new single online portal ready for launch</li> </ul>
<b>Business support hub</b>	By 2025 we will have established our business support hub as a crucial support for small and micro businesses and sole traders to be more resilient and adaptable.	INSIGHT & RESEARCH UNDERWAY	<ul style="list-style-type: none"> <li>New business diagnostic process launched in August 2024, focused particularly on the needs of sole traders and micro-enterprises, with over 100 diagnostics already completed</li> <li>This insight will determine how we build out our business support intervention in the coming year</li> </ul>
<b>Workforce governance project</b>	By 2025 we will have completed the two-year project that Sport England and UK Sport commissioned to define what an effective workforce governance culture looks like.	ON TRACK	<ul style="list-style-type: none"> <li>Commissioned Sport England and UK Sport project work completed</li> <li>The final report is on track to be delivered in Spring 2025</li> </ul>
<b>UK sport and physical activity skills observatory</b>	By 2025 the workforce skills observatory will have established a consistent and data-led approach to strategic workforce planning and workforce development within the sport and physical activity sector.	ON TRACK	<ul style="list-style-type: none"> <li>Sport and Physical Activity Workforce Observatory now operational</li> <li>CIMSPA Data Lens platform in use by over 250 partners</li> <li>Sport and Physical Activity Workforce Research Community providing a community of practice for researchers and academics</li> </ul>

## Professional status

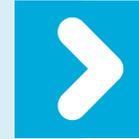
### Earned

By successfully completing learning and development that is aligned to the sector's professional standards and delivered by our quality-assured ecosystem of education partners.



### Issued

By CIMSPA as a chartered professional body and regulator recognised by the UK government.



### Maintained

As a respected sport and physical activity professional by completion of ongoing CPD and by being professionally regulated by the CIMSPA code of conduct for members.



## Professional recognition

Being awarded professional status leads to individual professional recognition. This acknowledges an individual's expertise, education and experience. It demonstrates credibility to employers, colleagues, allied sectors and the public.



Collectively, this will increase professional recognition for the whole sport and physical activity sector in the eyes of government, allied sectors and the public.



### The roadmap for the coming year

The story of the second year of delivering the Releasing the Power of our Profession strategy will centre on making professional status a reality for CIMSPA members and partners, and ensuring the whole sector understands the value and power of being a part of this.

We will change how CIMSPA is understood within the sport and physical activity sector from that of a conventional chartered membership body to being identified as a regulator and professional accreditation body.

As the year unfolds this organisational evolution will become real through a sequence of systems and platform enhancements for our members, partners and other audiences, both inside and outside the sector, as highlighted below.

The first to benefit from this will be current CIMSPA members. Professional status will give them opportunities for personal growth, for extending their personal scope of practice and for enabling the recognition that is of most value to them.

By completing this evolution, we will be better understood as the sector guardian that is able to provide professional status leading to professional recognition for both our members and the whole sport and physical activity workforce.

### Aligning our platforms to professional status

Later this year all our online platforms and audience contact points will be repurposed to make our singular focus on professional status and recognition clear and tangible to both our workforce and to sport and physical activity participants.

This will include the web portal our members use to engage with CIMSPA and access their benefits and maintain their CPD as well as the portal that our employer and education partners use.

### Inclusivity-focused standards development

The standards for deployment policy, which is detailed below, depends on employer led professional standards for its implementation, and in June 2024 we published a new professional standard – [Working with Culturally and Ethnically Diverse Communities](#). This further enhances our ability to open specialist routes for practitioners who want a professional status that reflects the depth of their expertise at a senior level, in this case in inclusive working, as we work as a sector to ensure our sport and physical activity services meet local community needs.

#### STRATEGY MILESTONE

### Verified digital credentials

An integral part of encouraging greater professional recognition is ensuring peers, potential employers, allied professions and the public all understand an individual's professional status, including experience, skills and specialist knowledge, and can easily verify this.

In 2024, through a test-and-learn pilot, we provided our chartered members and fellows with verifiable digital credentials – also known as digital badges. When used on online profiles and websites, these link through to a trusted CIMSPA verification statement.

This year, we will extend verified digital credentials to all CIMSPA practitioners and managers and leaders.

*Example practitioner verified digital credential shown. Digital credentials also made available for chartered high performance coach, general manager chartered member, senior manager chartered member and senior manager chartered fellow.*



This latest professional standard adds to our library of over 30 occupation, population, environment and technical specialism standards that define our sector and underpin our work.

### Chartered status

Throughout 2024 we have continued to evolve our process for granting chartered status – the mark of distinction granted to those who have demonstrated true excellence, innovation and impact within their work in sport and physical activity.

Based on feedback from candidates, we've streamlined evidence submission processes and ensured that applicants can focus their assessment topics closer to where their work has driven excellence in our sector.

These changes have driven interest in and applications to our chartered process. In February 2025 the [largest cohort of new chartered members and fellows](#) were confirmed, celebrating their track record of delivering positive outcomes within sport and physical activity. This cohort included chartered fellows from leadership roles in our sector, chartered activity and health practitioners and a chartered assessor – the first time we have granted chartered status to a people developer professional.

Our chartered status system is now well placed to act as the pinnacle of professional status for the sector's workforce.

### STRATEGY MILESTONE

## Standards for deployment policy

In October 2024, CIMSPA released its [standards for deployment](#) policy.

This allows employers to use a right-touch risk assessment approach to ensuring that whoever is carrying out a certain occupational role and delivering an activity has met a set of criteria to ensure that they do so safely, effectively and to a consistent level of quality.

Participants and employers can have confidence that their coach, instructor, trainer or lifeguard is “doing the right thing” and provides clarity on the professional status of the individual they are engaging with.

The policy ensures that, for example, a volunteer who is always supervised may not need to complete a long and expensive qualification, as the requirements of their role are different to a personal trainer working with cancer rehabilitation patients.

The policy uses professional standards as a means of differentiating training and qualification requirements, enabling education providers to fine-tune the design and delivery of their education products to specific job roles, reducing the worry that we may be overburdening our people with

excessively long, over-regulated and costly qualifications.

Insurance providers are clear on the importance of risk-based regulation approach through standards for

deployment as it gives them clarity on our sector's work, reduces uncertainty and allows them to model our sector's insurance overhead more accurately.

Publishing this policy on behalf of the sector was an important milestone towards our goal of making professional status and subsequent professional recognition a reality for our workforce.

Our focus and challenge going forwards will be to encourage employers to implement it to establish minimum operating standards for their businesses and people and for education partners to bring the policy to life by aligning their learning and development and policies to it.



Standards for deployment policy



## SYSTEM INTERVENTION 1

# Local skills plans through local delivery

**Bringing together employers, education providers and employability-focused organisations to deliver the right training, in the right place, at the right time through local skills plans**

Photo courtesy of Nottingham Forest Community Trust – providing great activity and engagement experiences and contributing to their area's local skills accountability board.

### Introduction

We have deployed a delivery team of skills hub managers working at a local level across England, Scotland and Wales. In each area we have formed local skills accountability boards representing sport and physical activity sector employers, education providers, Active Partnerships, NHS integrated care boards, chambers of commerce and other skills bodies, with each board accountable for its own local skills plan.

These plans ensure local education and training provision matches what employers need to equip them with a skilled workforce that is able to deliver great sport and physical activity opportunities to their communities, to drive business success and to align with local health, economic and social priorities.

This project is funded by Sport England, with further support from sportscotland and Sport Wales. The work of the CIMSPA local delivery team is closely aligned with that of the Training Academy for Sport and Physical Activity, which is detailed in the next system intervention.

This system intervention highlights how sport and physical activity can contribute to the government's cross-sector skills and productivity goals by increasing the positive impact that our workforce has on the health, wellbeing and economic prospects of the nation specific to local needs.

### What we have done

#### Overview

- CIMSPA manages and co-ordinates the collaborative work of 34 local skills accountability boards (LSABs).
- This year we extended our local skills work in Scotland, with our second Scottish local skills accountability board starting work in Edinburgh.
- The local skills project has engaged with over 1000 partners across employers, deployers, chambers of commerce, the Department of Work and Pensions, health boards, local authorities and education partners.
- The first local skills plans have been launched, covering Leicester, Leicestershire and Rutland; Nottingham and Nottinghamshire; Cheshire and Warrington; Devon; and Oxfordshire.
- Over 800 local skills diagnostics have been completed in LSAB areas which identify localised workforce recruitment and training needs to better align supply and demand.
- These skills diagnostics inform the training and development needs of over 50,000 individuals within the sport and physical activity workforce.

#### CASE STUDY



### CIMSPA partnership with the Department for Work and Pensions

In January 2025, CIMSPA announced a significant collaboration with the Department for Work and Pensions to support jobseekers to build a great career in the sport and physical activity sector.

CIMSPA is creating resources and training on sector careers to help over 30,000 Job Centre Work Coaches and DWP Employer Engagement Officers across the country to support job seekers.

As part of this collaborative work, CIMSPA will also support over 130 DWP School Advisers, working across over a thousand schools, with access to careers guidance to inspire young people to consider a career in the sport and physical activity sector.

Local DWP leads are also engaged with many of our local skills accountability boards, connecting job seekers with local employers through initiatives that deliver on local priorities.

### CASE STUDY

## Vision West Nottinghamshire College: a long-term approach to turning skills gap evidence into a talent pipeline

Vision West Nottinghamshire College have been collaborating with CIMSPA since 2021 to demonstrate the value of connecting their further education curriculum with employer needs based on detailed evidence and skills gap diagnostics.

This has created four practitioner professional qualifications, co-developed with CIMSPA, across fitness and coaching specialisms at both intermediate and advanced levels.

Our local skills and education teams have continually evolved this work, updating skills diagnostics with local employers including Everyone Active and Serco Leisure, and plugging this new knowledge into further updating the Vision West Nottinghamshire College curriculum to stay aligned with local priorities.

### Programme highlights

- 98 students have been certificated, representing over £465k of education funding directly realigned to local employer needs.

- All students completed community work placements in the local communities and over 60% secured employment in local sport and physical activity businesses.
- Loughborough College replicated this model (with adjustments for their locality) and has already certificated 31 students in the past year – directing £114k of education spend against local employer needs.

### Leveraging this success into wider impact

43 other further education colleges expressed an interest in duplicating this model in their curricula. Our National Further Education Partner Loughborough College estimates that this rollout could realign £4.9M existing of education investment to meet employer needs within the next 18 months.



## Our impact

### Local level reform of workforce development with health and quality training access

Our local skills team has improved connectivity with local health partners including integrated care boards to ensure that the sport and physical activity workforce are integrated into health workforce pathways.

We've also made extensive and effective progress at the local level to ensure employers are aware of and have access to relevant, CIMSPA-endorsed, high quality training provision.

### Connecting our workforce to broader local skills agendas

Our impact here is ensuring our workforce is valued by key cross-sector and governmental bodies. We have built relationships with 37 cross-sector employer representative bodies (ERBs) to align the work of our local skills accountability boards with their local skills improvement plans (LSIPs).

### The power of effective data

Our workforce skills diagnostics across our local board areas has created an informed and realistic picture of workforce gaps, needs and opportunities. This has never been achieved before in our sector and provides a clear focus for closing gaps and focusing future work.

### Making our mark

How our local delivery team is achieving workforce-positive success in their areas even before their formal local skills plans are completed and launched.

#### Chair-based exercise in Derbyshire

The local skills hub manager identified significant demand with the area's LSAB members and recruited local employers to enable in-person training opportunities in chair-based exercise, delivered through the Training Academy for Sport and Physical Activity.

In October 2024, 3-star quality-assured provider AMAC training delivered their Chair-Based Exercise Instructor CPD, which is evidenced against the Core Group Exercise Instructor professional standard, at Moorways Sports Village in Derby.

[20 sport and physical activity professionals](#), from local employers including Livewell, Derby Community Trust, Derby Active, Places Leisure and Move More Derby completed the course.

This training need would likely not have been identified and aggregated to drive costs down for local employers without our network of skills hub managers across the UK, who are working to effectively and efficiently align skills development supply and demand.

#### Opening doors for inclusive training in North of Tyne

Every local skills accountability board brings together multiple businesses and organisations together on a regular basis, creating mini-networking hubs as a serendipitous side effect.

As an example, Northumberland-based disability sport charity Smile Through Sport have been able to [step up their collaboration](#) with others directly because of their involvement with the local skills project. This has included linking up with the area's further education colleges to run events for students, shaping a college curriculum to strengthen inclusivity content and getting involved in tutoring on disability awareness.

#### Staff development in Cambridgeshire

One Leisure have a team of over 80 staff at six leisure and events facilities across Cambridgeshire.

They identified a need to [improve staff progression and retention](#) to evolve their business to meet post-pandemic challenges. Already a part of the Cambridgeshire and Peterborough Local Skills Accountability Board, they have benefited from the group's collective insight to align their people development to sector professional standards, encouraging staff to develop, achieve CIMSPA-recognised qualifications and progress along clear career pathways.

### What is next

The national skills, education and workforce landscape is not static, and we will evolve our sector representation and leadership to track this.

#### Skills England

In 2024 the launch of Skills England was announced to reform the skills landscape and create a shared national ambition to boost the nation's skills which are crucial to economic growth, with a third of productivity improvement over the last two decades explained by improvements to skills levels.

Skills England have stated their intention to support local areas to develop the skilled workforces they need as part of their work.

Many of the approaches and ambitions outlined in the plan for Skills England are already underway in our sector as part of our strategy. We're already harnessing meaningful collaborations between employers, education providers and other stakeholders to address skills gaps with our local skills project – already in operation across 31 areas – and Skills England will be able to leverage this to accelerate their plans.

We look forward to working with Skills England to continue to grow our sector workforce as a key driver of public health and wellbeing and economic growth.

This is in keeping with our commitment to shaping our strategy to align with devolved skills development approaches across all four home nations.

#### British Chambers of Commerce

We are developing a closer working relationship with the British Chambers of Commerce at a national level to foster a collaborative approach and ensure our sector increases its influence within and demonstrates its value to cross-sector local skills improvement plans.

#### Local Skills Leadership Group

This recently formed group brings together CIMSPA, the Active Partnership Network and Sport England. The group's core work is on sharing local skills best practice with the Active Partnership Network, including health and skills agenda updates and advice on how individual Active Partnerships can contribute to their local skills accountability boards and local skills plans.

Our goal here is to avoid duplication, improve efficiency and increase our whole-sector influence.

### What we have learned

#### Connecting with micro and smaller employers

Engagement with larger sector employers has been effective across the local skills project. However, sole entrepreneur and micro-

enterprise employers are an elusive and challenging target as they are time poor and one-to-one engagement with our skills team is an unrealistic goal.

Instead, our approach will be focused on engaging through local events both in person and online. Our goal here is to collect skills diagnostics specific to this employer cohort and educate about CIMSPA's work and the support available. This approach is being piloted by our skills hub managers in the Merseyside area.

We will also collaborate with those organising both intra-and cross-sector events in targeted local areas to improve our outreach.

#### Maintaining our evidence-base over time

Our local skills work and impact has proved the value of evidence-based decisions in each local area. However, ensuring both that we reach the right employers and education providers to collect this data and that the process is not burdensome for our respondents has proved challenging and will need continued attention.

Our local business skills diagnostic process has been continually evolved over four improvement cycles. This ensures we are asking the right questions as to local skills gaps and training needs.

A woman in an orange hoodie is standing and presenting to a group of students in a classroom. She is holding a laptop. The students are sitting at desks, some with laptops open, and are looking towards her. The classroom has large windows in the background.

## SYSTEM INTERVENTION 2

# Training Academy and our education ecosystem

Meeting skills development demands across the sector through quality-assured education provision aligned with both employers and professionals progressing in their careers

### Introduction

This system intervention continues to develop and increase the positive impact of the education delivery ecosystem that CIMSPA and our partners have built over the past decade. Our education work is helping match sector training and development supply and demand to help lower training costs for employers and individuals.

All our work is built on our graded quality assurance system – a real-world representation of our guardianship of the sport and physical activity education ecosystem.

### What we have done

#### Training Academy for Sport and Physical Activity

In July 2024 the [Training Academy](#) was launched with a test-and-learn approach. Managed by CIMSPA, it enables access to quality-assured CPD and training for sector professionals and those looking to start a career in sport and physical activity. The academy provides a single, comprehensive portal for our people to develop new skills and respond to sector changes.

All Training Academy content has been endorsed and mapped to sector professional standards and is delivered by providers who have achieved CIMSPA’s highest quality assurance outcomes.

### Quality assurance

When our strategy launched in February 2024, we had already successfully implemented the second generation of quality assurance systems for CIMSPA training provider partners.

This year we have extended this quality assurance support to our further and higher education partners as well as our awarding organisation partners.

120 training, further and higher education providers have now reached our highest 3-star level of quality assurance and are able to use verified digital credentials to communicate this to learners, parents and stakeholders.

These 3-star education providers include key sector partners such as Activity Alliance. Their [CIMSPA-endorsed training products](#) help our workforce both connect their offer to disabled people and deliver more inclusive sport and physical activity services.

#### Further education partnership

In February 2024, CIMSPA launched its further education partnership for general education and sixth form colleges. The partnership supports colleges to ensure their curriculum offer aligns with and meets the priorities and needs of local sport and physical activity employers, to help students effectively transition into rewarding careers in our sector.



### Flexible and inclusive learning at the forefront

Our strategy understands that people learn differently at different career stages and we are actively modernising the learning experience – encouraging blended work and study to be more inclusive and accessible.

Micro-credentials exemplify this ambition – short, flexible, quality-assured courses that can be used either as standalone qualifications or “stacked” into larger awards.

The first sector micro-credential has now been introduced to the sector. This is the Principles of Sport and Physical Activity Management and Marketing module, which forms part of the Certificate of Higher Education in Sport Management and is being delivered by CIMSPA higher education partner Cardiff Metropolitan University.

The approach taken here is “test and learn”. For example, feedback from those interested in the course revealed that up-front payment was a barrier to commitment, so instead, a four-part payment plan was put in place to improve accessibility to this flexible learning.

### Our impact

#### Training Academy for Sport and Physical Activity

The training academy website has created a space for CIMSPA to test the delivery of new training opportunities and refined approaches to how employers and individuals access the best training at the lowest cost.

Its launch amplifies our marketing and communications around how our education ecosystem is robust, based on professional standards and is fully quality assured. It also functions as an additional gateway for sector professionals to explore our wider careers hub and learn more about professional status and recognition.

During the current test-and-learn phase we are collecting feedback and data to optimise the academy for a wider rollout.

#### Quality assurance

The sport and physical activity sector now benefits from a consistent approach to quality assurance across all education partners.

Our approach has been centred on transparency and reliability. This has strengthened the value of a CIMSPA partnership to education providers as all are within the same ecosystem, can clearly understand how they can improve their quality grading and are supported in doing so by our education team.

**1,900+**

Endorsed education products

**30,000+**

Endorsed course starts and completions

### “Quantity has a quality all of its own”

Over 1,900 endorsed education products are now available for learners and professionals within sport and physical activity across awarding organisations, training providers, further and higher education and sports governing bodies.

Over 30,000 individuals are on or have completed a CIMSPA-endorsed course that meets the sector’s professional standards.

This year-on-year steady growth of our quality-assured education ecosystem has a value and impact in itself. More endorsed education products mean more routes to professional status and more options to gain higher professional statuses, wherever our workforce is and whatever the learning model that suits their lifestyle and needs.

This is a clear example of how CIMSPA is acting as a guardian for our sector – ensuring individuals can access high-quality training to release their career potential and improving the confidence employers have as to how their training investment can drive business success.

### Further education partnership

The introduction of this partnership, with 24 colleges already committing to CIMSPA, has completed our quality-assured education ecosystem offer for all post-16 education institutions, allowing us to present our sector as joined-up and cohesive to government and other stakeholders.

This increases our sector's potential to attract ongoing funding and investment as we can demonstrate clear success in supporting curriculum development and employability outcomes for those working in, or aspiring to work in, the sport and physical activity sector at all points in the post-16 education pathway.

The partnership allows colleges to clearly demonstrate how they are responding to the Skills and Post-16 Education Act 2022 – evolving their approach in line with skills funding devolution and keeping the focus on delivering skills and knowledge to meet local employer needs.

## What is next

Our quality assurance systems will now implement periodic reviews with education partners to refine and improve their real-world practices based on partner feedback and developments in the wider sector.

The training academy will transition from its current test-and-learn phase to a full-scale rollout in line with feedback from sector professionals who have used the platform to drive their career development.

The training academy, sector jobs board and careers guidance resources will exit their test-and-learn phase and merge together into a single unified platform that will be the centre of how CIMSPA enables and implements professional status for the sport and physical activity workforce.

## What we have learned

Implementing a quality assurance system that covers all sector education providers has highlighted the importance of tailoring on-the-ground quality assurance processes to different education partner types.

Also, maintaining ongoing partner communication and engagement throughout was crucial to successfully rolling out the quality assurance processes across diverse educational institutions. The test-and-learn phase of this work highlighted the importance of user feedback in shaping effective systems.



## SYSTEM INTERVENTION 3

### Careers support

Aiding the recruitment and retention of great talent by enabling clear pathways for those exploring careers in our sector and helping our workforce plan their professional progression

### Introduction

The careers support system intervention is providing the sport and physical activity sector's first comprehensive careers service.

We are ensuring that individuals, wherever they are in their career journey, understand our sector and the lifelong career pathways on offer, then through our jobs board can get connected to great employers.

We are also supporting careers professionals with teaching products and resources to introduce their learners and job seekers to the world of sport and physical activity.

### What we have done

#### Second generation careers hub

We have unified our careers hub, jobs board and endorsed learning directories together into a [single online platform](#).

The new portal explains both the varied occupations within our world and the power of professional status for those exploring a career in our sector, then connects them to potential employers. It is also be a key resource in our projects with partners such as the Department for Work and Pensions, as they actively signpost those not in education or employment towards working in our sector.

For our current workforce, the new platform helps them map out their personal career pathway and understand the quality-assured training available to help them progress to a higher professional status and recognition of their skills and expertise.

#### Careers guidance courses and support resources

Our focus this year has been on [creating and distributing resources](#) for careers professionals to use to signpost their audiences to the accessible careers our sector offers, both throughout the secondary and post-16 user education pathway as well as for adult job seekers.

We have created resources for a face-to-face programme designed for learners interested in exploring careers in the sport and physical activity sector.

This consists of four PowerPoint presentation sessions and educator guidance and was launched in February 2024. The first generation of this course is already in use by over 30 further and higher education institutions, training providers and employability specialists.

Based on user feedback, a streamlined version of the main course has also been tailored for secondary schools with delivery through a single workshop session. This was piloted by 12 schools in autumn 2024 and is now being made available UK-wide.

CIMSPA are also working with the Careers and Enterprise Company to connect with more schools and widen the adoption of these careers advice resources.

Pre-recorded webinar versions of our careers guidance content have also been created and are in use by training provider partners and the Department for Work and Pensions.

#### Sector jobs board

CIMSPA operates an [online jobs board](#) on behalf of the sector, accessible by employer partners as a key benefit of a CIMSPA partnership. The jobs board has continued to help new talent discover our sector and become a part of our workforce, and to signpost new career choices for those already in our world.

In the year since the launch of the strategy the jobs board has seen over 8,500 new users and over 28,000 new page views, with users spending almost twice the time engaged on the platform per visit than in previous years.

#### Inclusivity skills project

Since February 2024, this project has provided funded training to practitioners to address specific needs such as working with disabled individuals, engaging inactive populations and understanding the unique challenges faced by women, particularly during menopause and pregnancy.

199 practitioners were supported through this project, with over 430 courses completed. 67% of participants live in areas whose socio-economic profile means their communities are the most likely to be inactive. These practitioners are now better equipped with the necessary tools and knowledge to support diverse populations effectively.

### Coach Core project

CIMSPA has partnered with employment and education charity Coach Core to target young people from disadvantaged areas, placing them into apprenticeships and starting their sporting careers. Employers benefit from this talent pipeline of 16–24-year-old apprentices keen to transition into long-term employment – building an inclusive and diverse workforce.

### Apprentices

- 172 apprentice starts since September 2023\*
- 35% of these are female
- 23% are ethnically diverse
- 43% are from Index of Multiple Deprivation Areas 1–3\*\*
- 23% of those engaged benefit from Learner Support Needs assistance.

### Employers

- 85 employers\*\*\* are working with the above apprentices, 43 of which are new to employing apprenticeships.

\*September 2025 target is 230 apprentices supported.

\*\* Where 1 is the most deprived area, ranked 1–10.

\*\*\* September 2025 target is 126 employers.



## “More Than” marketing campaign

This social media-centred CIMSPA campaign celebrates and informs how professionals working in our sector are “more than” what their job title might suggest.

**More Than...**

And their work brings people together – building community cohesion and providing inclusive shared experiences to enhance mental health and resilience.

Most people would understand that a group exercise instructor, for example, delivers activity and fitness opportunities, but our campaign explains that this is only the start of the story.

The campaign has given us an inspiring and powerful way to connect with those exploring their own career choices by highlighting how rewarding and accessible working in our world is.

That same instructor is likely also an individual entrepreneur – able to respond to their local community’s needs with agility and purpose, equipped with a skillset including event management, motivational practices and business awareness.

It has also helped refresh and remind those already working in our sector of the value they bring to society and further reinforces to the public how our people are talented, effective and professional.

### Our impact

Our strategy delivery this year around careers information, advice and guidance has supported schools and education providers to deliver effective careers education. This has provided students with targeted careers information, enabling them to make informed decisions about their futures.

This showcasing of careers potential in sport and physical activity has been closely aligned with both national government priorities around careers education for learners and targeted support for the detailed needs of job seekers engaging with agencies such as the Department for Work and Pensions. This work is integral to increasing the diversity of our workforce.

### What is next

Our marketing and communications activity will extend awareness of our careers information, advice and guidance to more schools and education providers, with a close focus on localities that are challenged by high numbers of those not in education, employment or training.

In parallel, we will develop and provide professional development support for educators to strengthen their confidence and capability to provide sector-specific careers education.

Our careers support programmes are also now being integrated into a single platform that includes the training academy and jobs board to ensure the best possible user experience.

### What we have learned

#### Taking a persona-centred approach

A key challenge identified in the first year of strategy delivery was how we cater to the wide range of individuals seeking careers information and guidance – from students and early-career professionals to those looking to transition within the sector or upskill.

A single, generic resource could not fully address the varied needs and motivations of different user groups and this initially manifested as:

- a lack of engagement from some users who felt the resource was not directly relevant to their stage of career development
- a demand for more tailored support, which we were initially unprepared to provide at scale.

To address the challenge of audience segmentation within resource constraints, our future careers support resources will be aligned to CIMSPA's existing model of specific career personas.

We will develop more relevant and personalised guidance for each persona within a scalable framework that allows us to refine and expand content over time, leading to increased engagement and improved user satisfaction.

#### The power of a local picture

We have found that our careers guidance course is enhanced by including local information about sport and physical activity jobs, salaries, career options and potential employers. In response, our careers support team are now connected with the [CIMSPA Data Lens](#) insight system to source local context data for regional versions of the course.

Another important focus for the coming year will be strengthening relationships with employers at a local level, through connections forged by our local delivery intervention. These employers are our key source for the authentic personal case studies that bring our careers guidance course to life for our audiences.

### Explore career options

Explore the occupations available in sport and physical activity to discover your career.

### Explore job vacancies

Search thousands of relevant jobs across the UK to find your next job role.

### Careers guidance course

Informing and inspiring students and learners towards a career in sport and physical activity.



# Careers Hub

[careers.cimspa.co.uk](https://careers.cimspa.co.uk)

### Learn and train

Use our endorsed training and CPD directory to find the right course to get into and progress in our sector.

### Training Academy for Sport and Physical Activity

Take your skills to the next level with top-tier CIMSPA endorsed training.

### Small business support

Access all of our Digital Marketing Hub resources for sole traders and micro-enterprises.

### Reinforcing professional status and recognition

Awareness, understanding and inspiration across the careers hub.

## The new careers hub – an overview

Our new careers hub brings together the work of several of our system interventions into one unified platform.

- Individuals can fully explore their career options in our sector and access job opportunities.
- Employers are supported in recruiting and retaining their workforce and connect with training and job opportunities.
- Education providers can showcase their quality-assured training and CPD through our education directories and the Training Academy.
- Educators can access resources to help students and learners who are interested in pursuing a successful career in the sector.

## SYSTEM INTERVENTION 4



## Business support

Enhancing business resilience and success for sector enterprises with a focus on smaller employers

## Introduction

This system intervention is centred around enhancing business resilience and success for sector enterprises, with a focus on smaller employers and those in a startup phase.

Achieving this goal of resilient enterprises will lead to better staff retention and lower recruitment costs.

## What we have done

### Research, intelligence and understanding

We know from our strategy's evidence base that sole traders and micro-enterprises of fewer than 10 employees make up 89% percent of the businesses in our sector, including over 73,000 freelancers and sole traders.

In this first year of strategy delivery we have focused in particular on this "business persona" – building an understanding of their business needs and exploring how we can position our product offer and partner support to meet these.

We have done this in part by developing and launching our new business diagnostic process. Our local delivery team have been using and refining this since August 2024, with over 100 diagnostics already completed.

### Supporting self-starters

In the last year we have made progress on supporting individuals who want to be entrepreneurs in sport and physical activity. Our [new-generation careers hub](#) contains a wide range of content for those looking to start a new business in our sector.

### Digital marketing hub repurposing

The small-business focused social media management advice, market generation guides and other content that were created as part of our Digital Marketing Hub project have also been repurposed and integrated into the new careers hub.

### Marketing and communications outreach

We've also actively highlighted the needs of sole traders and micro-enterprises in our marketing and communications outreach and invited engagement to confirm our understanding of what is needed.

### Trusted signposting

Our work with chambers of commerce and other key partners is also aiding us in developing credible signposts to trusted sources of small and startup business information, for example on budgeting and people management.

## What we have learned

We understand that business support is the newest of our system interventions compared to others such as local skills or our insight functions which are built on ongoing work – for example it is over seven years since we published the first professional standards that underpin our education ecosystem.

And, it is clear that engaging with and supporting sole traders and micro-enterprises within sport and physical activity at scale will be an enduring challenge.

This is why our first year actions related to business support has centred on research, intelligence and understanding, with an initial focus on the sole traders and micro-enterprises that make up the majority of businesses within sport and physical activity.

**CASE STUDY**



## **Inclusivity skills project – targeted employer support**

Since August 2024 the second phase of this project made funded training available to over 60 micro-enterprises and small and medium employers delivering sport and physical opportunities in their communities.

This skills development again focused on building a resilient and adaptable workforce able to engage effectively with under-represented groups. One of the courses on offer was the Inclusive Activity Programme, delivered by Activity Alliance, a CIMSPA partner who have achieved our highest quality assurance rating.

Over 60% of participating employers work within communities, as identified by socio-economic data, where people often feel excluded from being active. These employers are now better positioned to remove these barriers to active wellbeing.





**SYSTEM  
INTERVENTION 5**

## **Workforce governance**

**A professional, well-governed sport and activity workforce  
delivering safe and high-quality participation opportunities for all**

### Introduction

In response to the Whyte Review into allegations of abuse in gymnastics (and in the context of other reports and studies into abuse and harm caused within sport), Sport England and UK Sport issued a joint policy response in January 2023.

One of these commitments was for Sport England and UK Sport to work in partnership with CIMSPA and governing bodies of sport to develop a national workforce registration scheme for coaches to include their qualifications and suitability for work in specific roles.

This workforce governance and registration scheme project is a 'whole system' approach covering four interrelated areas of work:

- Workforce evaluation
- Standards, policy and stakeholder engagement
- Support, auditing and action planning
- Workforce registration scheme

### What we have done

Working with sports governing bodies (SGBs) and other key stakeholders, the project has comprehensively evaluated policies and processes in relation to workforce development and management across over 70 sporting bodies.

Through a consultative approach and "digital touchpoints", a greater understanding of the coaching workforce across these bodies has been established.

This evaluation has enabled us to determine the system conditions that are needed in order to establish a national registration scheme pilot.

The project introduced two parallel workstreams that aimed to understand and test the processes, structures and systems needed for a nationwide system. A small number of sports governing bodies were selected to test various components and policies as part of the registration scheme pilot, whilst a broader number of sports governing bodies continued to work with us to identify areas of challenge and development through integrated workforce audits and wider support exploration.

This has informed the scoping of a prototype register which explores how the digital aspects of a registration scheme may operate.

Throughout the project, the focus has been placed solely on the role of sports coach as defined in the Coach Professional Standard, within the scope of current NGB systems and club structures.

In parallel to this, research work is ongoing to expand our understanding of the policies that currently exist in relation to harm prevention and reporting in a sports coaching setting,

outside of the NGB ecosystem, as over 70% of coaches operate outside of the NGB and club structure.

We are also engaging in an aligned period of consultation directly with sports clubs.

Some research literature identifies local factors, such as club culture and accepted behaviours, as having the greatest influence on informing coaching practice. This could lead to limitations on the impact of any systemic-level initiatives that could be introduced.

### What is next

Further exploration of culture and behaviours, in collaboration with clubs, will aim to identify any barriers in governance systems and also generate solutions to ensure any future implementation of new initiatives are more likely to land successfully at club level.

A report with recommendations in relation to a future workforce governance and national registration scheme will be submitted to Sport England during Spring 2025.



**SYSTEM  
INTERVENTION 6**

**Sport and physical activity workforce  
observatory and general insight work**

**Turning insight into foresight with impact  
to drive sector transformation**

### Introduction

Our insight work, including the new Sport and Physical Activity Workforce Observatory and our Data Lens platform, provides CIMSPA and its partners with the necessary data and research to support our sector's workforce planning and development as a recognised profession.

The observatory leads our longer horizon work to shape the future of the sport and physical activity sector – through data-driven insights, bridging theory and practice, and fostering meaningful collaboration between academia and the sector.

CIMSPA Data Lens is the real-time intelligence dashboard for the UK's sport and physical activity sector. The service provides essential insight support for CIMSPA partners, enabling them to plan their operations, support the sector workforce and service the needs of customers.

Also contributing to this system intervention is our development of commercial insight consultancy services as well as regional workforce datapack resources for both the local skills and wider projects.

### What we have done

#### Sport and Physical Activity Workforce Observatory

2024 saw the sector's workforce observatory become a reality with a clear mission to advance the impact of the UK's sport and physical activity sector through robust and targeted research work. It will help to develop education curriculums; future-proof organisations; inform policy development; support workforce management, development, and planning; and foster new research collaborations and interdisciplinary studies.

#### New workforce intelligence framework

This has been developed to ensure a standard approach to defining, collating, analysing and disseminating workforce intelligence across the sector. By modelling recognised frameworks in established industries such as health and education, as well as building on international standards, this commonality will ease collaboration and comparison of workforce insight projects that the observatory commissions.

#### Professional standards review

In March 2024 the Sport and Physical Activity Workforce Observatory Advisory Board commenced work, and it has already developed a methodology to inform the review process of professional standards.

The goal is to ensure that key decisions around professional standards are research and evidence based, as well as drawing upon sector-wide learned experience through consultations and from our professional development committees, to ensure the standards framework remains relevant and impactful.

This work will also include reviewing what new professional standards might be required within sport and physical activity to ensure they evolve in line with employer and wider sector needs.

#### Professional status for academic and industry researchers

The observatory has also informed how we will develop professional status opportunities for researchers and academics whose work is focused on sport and physical activity, while aligning to best practice frameworks for research and data usage practices. More detail on how this work will progress is in the "what is next" section below.

### CIMSPA Data Lens

The [CIMSPA Data Lens platform](#) is now fully operational with over 250 CIMSPA employer and education partners benefiting from the service as of January 2025.

Data Lens was used to provide rich workforce insights to enhance the 2024 Sport England [Moving Communities Impact Report](#). Our work added a layer of relevant workforce insights around recruitment and salary to the participation and performance insights within the report.

### Online research community up and running

We have created a [Sport and Physical Activity Workforce Research Community](#) as a LinkedIn group to help build a community of practice for those in workforce research roles.

This research community is a key part of the workforce observatory as we strive towards a more collaborative and well-informed sector with a greater capacity to attract, recruit, develop and retain the incredible workforce operating across sport and physical activity.

### Providing insight consultancy to our sector

In this first year of strategy delivery, we have completed insight projects with multiple sector partners to test and learn how we provide sport and physical activity workforce consultancy services to leverage our growing insight expertise.

Our work has included researching coaching workforce shortages for the Lawn Tennis Association through recruitment and salary analysis as well as comparison with wider workforce trends. CIMSPA have also completed a training needs analysis for [sportscotland's Active Schools coordinator workforce](#), providing actionable insights to help shape future planning and support for the programme team. See also our case study with Hartlepool Borough Council in the section below.

## Our impact

### Workforce observatory

We have built a clear consensus within sport and physical activity as to the value of a sector-specific workforce research observatory. Developing this capability successfully positions our sector as a growing and respected profession and opens cross-sector research collaboration possibilities.

### Data Lens

We have established our data and research products as trusted and versatile sources of sector-specific insight, as highlighted by Sport England's integration of our work into their 2024 Moving Communities Impact Report.

**Education curriculum development** We are confident that our insight work is positively shaping further and higher education curricula and informing students. For example, Brighton university have built our sector definitions into their education programmes.

### Regional datapacks

Over 40 regional datapacks have been produced in the last year. These have positively impacted the local skills delivery system intervention by providing our local skills accountability boards with an immediate localised evidence base to guide their work and underpin recommendations in their skills plans.

CASE STUDY

## Case study – recruiting for active wellbeing provision in Hartlepool

Hartlepool Borough Council are building a £35 million new leisure complex, the Highlight Active Wellbeing Hub.

They had already used our Data Lens platform to understand the local recruitment landscape but wanted a deeper understanding of how they could overcome known recruitment challenges to build a staff team to ensure the hub’s success.

The CIMSPA insight team produced a sector workforce analysis to help with this. Its findings gave the project’s development team the evidence base they needed to ensure the borough council’s senior management team approved their recommendations.

The council are now working with Sport England to expand swimming teacher training in the local area as well as acting to ensure that apprenticeships targeted at school leavers, career switchers and upskilling existing staff are part of the recruitment solution.

The Highlight Hub development team are also engaging with the area’s CIMSPA local skills accountability board to target local

further and higher education talent pipelines and thus attract a younger workforce.

### How our insight contributed

Insight like this delivers on our mission to improve local skills. By providing local authorities with detailed data about the sport and physical activity sector in their area, we can help them to gain an evidence-based understanding of the relationship between skills and the jobs available.

In doing so, we can ensure that these are better aligned. This is achieved by creating plans to improve education availability to fill skills gaps – through academic offering as well as on-the-job upskilling such as targeted CPD and apprenticeship opportunities.

Marrying local skills with job opportunities is essential to ensuring the sustainability of local businesses, the viability of local education and personal growth for individuals. The key is having data available that creates a factual picture of the existing landscape, enabling sport and physical activity sector stakeholders to collaborate and find solutions.



## What is next

### Professional status for academic and industry researchers

In the coming year the observatory will continue its work to provide professional status value to our research community, tailored to their specialised career needs.

Achieving this ambition will involve benchmarking against the Standard Architecture for Trusted Research Environment (SATRE) framework, as used by the Office for National Statistics, to ensure that data is being accessed and interrogated safely, responsibly and effectively. Our sector-specific trusted research framework will deploy the “5 SAFE Framework” across people, projects, settings, data and output.

Adapting these approaches within sport and physical activity workforce research will deliver confidence as to how we protect data usage, support researchers and maximise the impact of our insight.

Accrediting to this framework will be central to our issuing of professional status to our research and academic workforce, as such robust benchmarking to established research standards will underline the high value of our offer to these audiences.

### What we have learned

#### The power of a shared and common view

Consensus on definitions, terminology and how we quantify the sector is vital. Continuing to report conflicting numbers with inconsistent definitions undermines our communication of the power of sport and physical activity and our shared ambition of increased professionalism.

The observatory is providing a single picture, corroborated by multiple sources, along with opportunities to contribute and engage. We as a sector need to continue enhancing our maturity in adopting a shared and common view rather than a fragmented and confused picture.

#### The importance of trusted research environments

Data and insights are not enough to drive change and can easily be misinterpreted. Good data and insights drive good decision-making but poor data or data taken out of context dilutes the impact of our analysis.

The SAFE principles described above that we developed for the observatory are there to safeguard both the data and those accessing it so that outputs and outcomes are aligned with the context of the data and a trusted research environment is created.

As a sector we have a vast range in capabilities when it comes to extracting accurate insights from data and these principles will support all engaging with the data to do so safely and effectively.



CREATING A HEALTHIER, HAPPIER, MORE PRODUCTIVE AND MORE PROSPEROUS NATION.

# Sector leadership and advocacy

Kim Leadbeater, Labour MP for Spen Valley speaks at the NSPG event at the Houses of Parliament in September 2024.

Since the launch of our strategy, CIMSPA has continued to lead and advocate for the sport and physical sector, connecting our work with government, allied sectors and other professional bodies.

### National Sector Partners Group

CIMSPA is part of the National Sector Partners Group (NSPG) – a coalition of bodies from across the sport and physical activity sector. Our NSPG partners are Active Partnerships, the Local Government Association, the Sport and Recreation Alliance, the Sport for Development Coalition, the Youth Sport Trust, and ukactive.

Through our collaborative work, we engage with decision makers and government to embed sport, recreation and physical activity as a key contributor to wider public policy objectives and speak to policy makers with one voice, ensuring that the value of our sector is consistently represented.

The NSPG accelerated its collaborative work during 2024. The highlight of this was in September 2024, when we were invited to showcase the power of our workforce at the Houses of Parliament during an event organised by Kim Leadbeater, Labour MP for Spen Valley – a former personal trainer and lecturer in physical health – and attended by Stephanie Peacock MP, Minister for Sport, Media, Civil Society and Youth.

This was a great opportunity at the start of the new parliament to put our sector and the phenomenal work of the professionals spearheading sport and physical activity across the country at the forefront of policymakers' thinking and to explain how we can help government deliver on their priorities.

### Working with other professional bodies

We've been following through on our strategy commitment to working effectively with devolved organisations. One highlight came in April 2024 when CIMSPA signed a [memorandum of understanding](#) with the Welsh Sports Association (WSA), the membership body for the sport and leisure industry in Wales. As part of the agreement, CIMSPA will align its work in Wales with the WSA's own strategic goals.

We followed this in May with a [strengthened partnership](#) with Disability Sport Wales, whose purpose is to ensure that disabled people are as likely to have a lifelong enjoyment of physical activity and sport as non-disabled people.

Our work together will focus on improving the opportunities for disabled people to become sport and physical activity professionals, as well as enhancing the confidence of our workforce in Wales to deliver inclusive opportunities.

### NSPG partner organisations



Another key engagement was with the British Association of Sports Rehabilitators and Trainers (BASRaT) who support and regulate healthcare practitioners who work within sport and physical activity to assess, diagnose and rehabilitate physical injuries.

The partnership is a commitment to work together on areas of common interest to ensure that career pathways and professional standards for our workforce are complementary to those established in the profession for sport rehabilitators.

[CIMSPA recognises BASRaT's occupation endorsement](#), directing members who wish to work in sports rehabilitation to BASRaT registration and education programmes. CIMSPA is also engaged with BASRaT on standardising higher education course endorsement and professional standards development.

By collaborating we are heading off potential duplication of regulation and creating professional status clarity for those who want to specialise in this career pathway.

## NHS Horizons

### National Collaborative Group for Physical Activity and Healthcare

CIMSPA has increased our involvement with this [NHS network group](#) in the first year of strategy delivery.

The group works to raise the visibility and embed the importance of physical activity – as part of a whole-system approach – consistently across the NHS, integrated care systems and healthcare, making physical activity for the prevention and management of long-term conditions a part of the norm, rather than the exception.

CIMSPA has been raising the profile and visibility of workforce within the group, elevating it into conversations around how our workforce can connect physical activity to health and active wellbeing.

Physical activity has never been higher on the public health agenda, so sharing understanding of our workforce's potential, and understanding what is required to build capacity and trust between our sector and health, is key.

Our value to the group is that CIMSPA brings clarity to the role of workforce across all parts of the healthcare system and how we can all work together to achieve sustainable change and offer opportunities to support physical activity for all.



## Our vision

Shaping a recognised, valued and inclusive sport and physical activity sector that everyone can be a part of.



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