



# CIMSPA

Standards  
Professionalism  
Advocacy

## CIMSPA Annual General Meeting

# Meeting Minutes

18<sup>th</sup> September 2019, 2.00pm

SportPark, Loughborough University, Loughborough, Leicestershire, LE11 3QF

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**Date:** 18<sup>th</sup> September 2019

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# CIMSPA Annual General Meeting Minutes

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FUNDED PARTNER

# Present

Christian Anderson, Jon Argent, Sintija Bekere, Claire Brisbane, Tara Dillon, Sandra Dodd, Clare Dunn, Natasha Eason, Sarah Edmonds, Lisa Forsyth, Helen Hiley, Ben Hulson, Jordana Johnston, Nick Masson, Jessica Melling, Jane Mellors, David Monkhouse, Danielle Peel, Alex Pitts, Danny Ross, Kay Simnett, Phill Wright and Spencer Moore.

# Apologies

Duncan Wood-Allum, Chris Tye, Darren Humphrey, Alison Bennington, Danny O'Connor, Maria Wilson, Danny Cullinane, Wanyi Pong, Wendy Kearsley, Adriana Kuhlman, Jehan Ricketts, Judit Farkas, Jenny Beveridge Kilby, Malcolm Grinstead, Keith Byers, Paul Frost, Simon Ingyon, Sean Hazlewood, Mick Holdham, Rebecca Charker, Adrian Matthews, John Clough, Neil McGowan, Martin Sheppard, Bernard Warden, Steve Russell, Mark Newey, Emily Wilcock, Roy Wilson, Lisa Wainwright, Alistair Robertson, Anita Broad, Gertie Shields and Analeen Moore.

## 1. Welcome from the Chair

Marc Woods (MW) welcomed those in attendance to the Annual General Meeting (AGM) and gave a brief overview of the agenda points to be covered. MW highlighted that the past year has been an extremely busy and successful period of change for CIMSPA with large growth in memberships and the sustainability of the organisation.

## 2. Record of CIMSPA's Annual General Meeting 2018 Minutes

The minutes of the 2018 Annual General Meeting were approved by the members.

## 3. Matters arising

MW acknowledged there were no matters or updates arising from the previous AGM minutes.

## 4. Chief Executive Officer's Update

### Growth in Members and Partners

Tara Dillon (TD) welcomed all to celebrate the success of the growth of CIMSPA memberships and partnerships over the past year and highlighted how this increase means that CIMSPA is now supporting a larger proportion of the sectors workforce. The following statistics outline the growth since August 2018:

|                          | August 2018 | August 2019 |
|--------------------------|-------------|-------------|
| <b>Memberships</b>       | 8587        | 11776       |
| <b>Employer Partners</b> | 108         | 136         |

|   |     |      |
|---|-----|------|
| <b>Education Partners (Awarding Organisations, Training Provider Partners, Higher Education Partners and Higher Education Associates)</b> | 145 | 199  |
| <b>Total Number of Education Endorsements</b>   | 800 | 1183 |

TD highlighted the largest growth in memberships has come from individuals in practitioner positions within the Sport and Physical Activity Sector, which has been facilitated through the expanding CIMSPA professional standards library and the resulting increase in endorsed education products available.

Although CIMSPA acts to regulate the Sport and Physical Activity Sector, as an organisation CIMSPA adopts a leading by listening approach and as such the partnerships with organisations and individuals across the sector are essential to allowing CIMSPA to operate effectively.

TD thanked the CIMSPA team for their hard work and commitment to supporting the growth of the CIMSPA partnership network.

## CIMSPA's Strategy

CIMSPA's new strategy outlines the route to shaping a recognised and respected Sport and Physical Activity Sector that everyone wants to be a part of. TD explained that CIMSPA's strategy is directly linked to the Sport England strategy, which CIMSPA act as a key component deliverer of.

The strategy outlines 4 strategic targets that CIMSPA will achieve (Insight and Engagement, Standards and Quality Assurance, Systems Development and Our Impact) and how these will be actioned

The CIMSPA strategy is built on the foundations of the 3R's:

- Reputation: Enhancing the reputation of the sector with allied professionals to be a professional body embedded in the sectors culture whose role is fully understood by the government and public,
- Recognition: Of individuals who meet the professional standards and their contribution to the sector to promote its recognition as a profession,
- Regulation: Policies, standards and regulation that support a growing change in culture and perception of the sectors workforce.

## New Brand

TD explained that the CIMSPA brand evolution and the development of the new CIMSPA shield creates a trusted 'kitemark of quality' for the sector with reference to the Chartered Status in the Crown.

## Sport England Funding

TD explained that for CIMSPA, funding has previously been a barrier which did not allow the organisation to invest in long term planning.

CIMSPA are now recognised as an expert partner of Sport England and are their point of reference for the sectors workforce. This is reflected in the funding which CIMSPA has received from Sport England, with £4.5 million of funding secured across 2 years.

The funding will be invested in the following areas:

- Staffing infrastructure and governance,
- Standards, regulation and quality assurance,
- Widening the scope of CIMSPA Partnerships to include National Governing Body (NGB's) and Active Partnerships,
- Improving the member and value proposition,

- Equality and diversity in the Sport and Physical Activity Workforce,
- Improving and extending CIMSPA's communication with the sector and public so that the kitemark of quality and the implications of the sector having a Chartered Institute is understood.

## Strategic Partnerships

TD noted that in the past year CIMSPA has seen a shift in the dynamic of its partnerships, with organisations now approaching CIMSPA wanting to work together.

TD highlighted the significant expansion of CIMSPA's strategic partnership network in the last year. Recent relationships established include:

- **sportscotland**: MoU signed to co-fund a Corporate Partnerships Executive post in Scotland
- RSPH
- Mind
- UK Anti-Doping

## Sector Regulation

TD explained CIMSPA has received significant recognition around its role as a sector regulator over the past year.

CIMSPA has been confirmed as the Quality Assurance Agency's (QAA) professional statutory regulatory body for Higher Education in the Sport and Physical Activity Sector. This puts CIMSPA as the sector representative body that will influence and shape the standards required of sport and physical activity related degree programmes. Moving forwards this will see all degree programmes relating to the sector meet CIMSPA professional standards which are led by employers.

TD also highlighted that the Institute for Apprenticeships and Technical Education has named CIMSPA as the end point assessment quality assurance agency for apprenticeships.

## Standards and Education

TD explained that standards and education are the foundation of CIMSPA and are where quality starts. By driving the development of professional standards and endorsing individuals who have completed endorsed training and met these standards, CIMSPA are able to signpost to the best in the sector. This will allow a culture to be created where companies interview for team fit because the individuals are verified by CIMSPA as meeting the professional standards required for deployment in the sector.

To date 32 professional standards and specialisms have been developed and approved, with 50 qualifications, 22 CPD modules and 8 degrees endorsed against them.

TD highlighted that the competition for degree endorsement is fierce and the growth in Higher Education partnerships is expected to be large over the next few years. Cardiff Metropolitan University were the first Higher Education Institution to gain endorsement with their BSc in Sports Management undergraduate degree programme.

TD drew attention to the part that CIMSPA plays in the delivery of apprenticeships. It is key to understand that CIMSPA's role is not to deliver the apprenticeships, but to gather information and insight from the sector to shape the future of apprenticeship delivery. CIMSPA is represented on the Institute for Apprenticeships and Technical Education Health and Science Route Panel and understands that apprenticeships provide a clear route into the sector for individuals and are a valuable resource which employers can use to shape the future of workforce development. Current Live Sector Apprenticeships include:

- Leisure Duty Manager
  - Funding: £5000
- Leisure Team Member
  - Funding: £5000
- Community Sport and Health Officer
  - Funding: £9000
- Personal Trainer
  - Funding: £4000
- Community Activator Coach
  - Funding: £6000

## Coach Deployment Guidelines

TD noted the Coach deployment guidelines, which are driven by the Department for Education and Sport England in partnership with the Youth Sport Trust, UK Coaching, UK Active Kids, the Association for Physical Education and the Active Partnerships Network have been published by CIMSPA. These guidelines will help increase awareness for schools and the wider workforce around what to look for when employing staff to work in these specialist environments.

## Workforce Registration and Regulation Consultation

TD explained that on the back of the Duty of Care Report CIMSPA were tasked with looking at creating a license to practice scheme, which would make it easier for participants to access and experience sport and physical activity in a safe environment. This is a large task with around 3 million people currently deployed in the Sport and Physical Activity Sector across a range of job roles. The proof of concept review was completed by CIMSPA in partnership with Sporting People in August 2019, with the outcome demonstrating that the sector is on board with this concept. TD explained the actioning of this now sits with CIMSPA.

## CIMSPA Higher Education Partnerships

TD explained that the CIMSPA degree endorsement scheme is now live. CIMSPA currently have 14 Higher Education Partners who are building employability into higher education and an increased demand from institutions to be involved. The institutions already involved include:

- Canterbury Christ Church University
- Cardiff Metropolitan University
- Edge Hill University
- Edinburgh Napier University
- Loughborough College
- Newman University Birmingham
- Plymouth Marjon University
- Southampton Solent University
- University of Bolton
- University of Brighton
- University of Central Lancashire
- University of Cumbria
- University of Hertfordshire

## **CIMSPA Member Code of Conduct**

TD explained that in order for CIMSPA to practice good governance this needs to extend to CIMSPA members too. A CIMSPA Member Code of Conduct has been developed which all members must agree to adhere to upon joining.

## **CIMSPA's Annual Conference**

TD explained that CIMSPA is excited to announce CIMSPA's annual conference will be taking place on the 27<sup>th</sup> February 2020 at the East Midlands Conference Centre.

## **CIMSPA Youth Panel**

TD highlighted the success of the CIMSPA Youth Panel since its launch. The CIMSPA Youth Panel is made up of 12 individuals, aged from 16-26 who help advise CIMSPA on the strategy and delivery of communications to the sector.

## **The CIMSPA Team**

TD highlighted the rapid team expansion CIMSPA has undergone in the last 3 months, with team numbers increasing from 13 to 31. Although the team has undergone a lot of change CIMSPA still remains in the upper quartile for staff engagement, as shown by the staff engagement multiplier surveys.

## **Strategic Partnerships**

TD noted that new relationships are in development with Sport Wales, Sport Northern Ireland and UK Sport.

## **The Route to Chartered**

TD explained that previously CIMSPA has only been able to award Chartered Status to Management Members which does not reflect the structure of the sector today. The changes to the Charter and Statutes now allow CIMSPA to award Chartered Status to individuals in Practitioner membership categories, to reward achievements and work with recognition.

## **Next Steps**

TD explained that CIMSPA are working hard to improve the member value proposition based on sector feedback. This includes the development of new operational guidance notes for members and a wider range of member benefits. This is a key area of development for CIMSPA, with a significant amount of the Sport England investment assigned here to ensure it is a priority.

The work of CIMSPA around workforce regulation and registration will continue after a successful phase 1 consultation.

TD outlined a key area of work CIMSPA will be undertaking with UKCC to transition to the professional standards. This will involve increased engagement with NGBS's and the Community Sport Sector.

In order to overcome the issue of individuals leaving the Sport and Physical Activity Sector due to insufficient training opportunities and career direction, TD explained CIMSPA is working with its Training Provider Partners to develop a new generation of management awards for the sector, which meet the professional standards for deployment.

## **High Performance**

TD shared that CIMSPA will be undertaking the Investors in People Award (Bronze Level) and the National Equality Standard (Foundation Level). As the Chartered Institute for the Sport and Physical

Activity Sector CIMSPA, it is key that CIMSPA demonstrate exemplar governance and a commitment to developing a high performing team, as an example for the wider sector.

In relation to operating with good governance, CIMSPA were considered low risk in Sport England's recent governance review.

## Finance Summary

TD explained that CIMSPA are on track to achieve sustainability, as supported by the cash flow figures. CIMSPA has seen a 3% growth in non-funded income, which after the recent transition away from pool plant operations, is due to membership expansion.

CIMSPA has also received significant funding from Sport England over a period of 2 years (to March 31, 2020). TD highlighted that CIMSPA has received £2.25m in year 1.

TD also highlighted that CIMSPA are moving to a March 31<sup>st</sup> Year end in order to streamline operations.

## 5. Report on the Approval to Reform the Royal Charter and Statutes

TD drew attention to the changes in the CIMSPA Charter and Statutes that have taken place following the Special Resolution passed by the members at the 2018 CIMSPA Annual General Meeting. TD explained that Sport England and UK Sport's A Code for Good Governance outlines the governance standards that all funding partners must adhere to. CIMSPA intends to be fully compliant with the Code of Good Governance and be an exemplar organisation with good governance at the heart of its business. In order for CIMSPA to achieve this the Charter and Statutes needed to change to establish strong governance foundations, reflect membership and sector needs and improve CIMSPA's operating capabilities in line with the long-term vision.

The main goals of the Charter and Statutes reform were:

- To reflect CIMSPA's growing leadership of the sport and physical activity sector and its new vision and mission.
- To remove legacy wording regarding CIMSPA's formation.
- To meet sector needs by widening access to membership for individuals across the sport and physical activity sector,
- To ensure good governance e.g. tenures of board trustees

The process of reforming CIMSPA's Charter and Statutes was outlined by Danielle Peel (DP). The need for the reform was identified in 2017 and the ensuing review started, with completion occurring in Q1-3 of 2018. The proposed changes as a result of the review were in line with good governance, the CIMSPA mission, vision and strategy, and the needs of the sector. Formal submission of the reform was proposed to Privy Council in Q4 2018. Clarification requests from Privy Council were received in Q1 2019 and further clarifications resolved in Q2 2019 with Privy Council confirming their recommendation to prepare the Orders to amend the Charter and Statutes. The final version of the revised Charter and Statutes, in the presence on Her Majesty the Queen, were approved at the Privy Council meeting of 12<sup>th</sup> June 2019, with CIMSPA receiving written confirmation on 16<sup>th</sup> June 2019. CIMSPA is now working to implement the key changes into its operation.

The revision to the Charter and Statutes resulted in a change to the CIMSPA Membership Structure. The main change as a result of the reform is in the voting rights of members. Individuals in the CIMSPA membership categories: Member, Chartered Member, Fellow and Chartered Fellow will all have met the relevant professional standard and in order to recognise the value of these standards, have voting rights



within CIMSPA. Changes to the Charter and Statutes also mean votes are able to be received electronically. Additional membership categories linked to a professional standard but without voting rights are Student Member, Graduate Member and Associate. The addition of the Graduate Member category is for individuals who have completed a CIMSPA endorsed qualification but are not yet in employment within the sector. The companion category is not linked to a professional standard and is for individuals who have made an outstanding contribution to the sector. Individuals in this category have voting rights. The affiliate category is for individuals who do not meet a professional standard, however, want to be associated with CIMSPA and does not have voting rights. All members regardless of category agree to adhere to the CIMSPA code of conduct and CPD policy upon joining.

CIMSPA is a modern, contemporary institute that has evolved along with the Sport and Physical Activity Sector and the Charter and Statutes needed to reflect this. A key issue within the sector is the lack of recognition. The changes to the Charter and statutes allowing for membership category transformation and the development of clear career pathways and routes to chartered status for Members will allow CIMSPA to recognise individuals and promote recognition of Sport as a profession.

## 6. Member Proposed Agenda Items

MW noted there are no member proposed agenda items.

## 7. Any Other Business

MW invited the CIMSPA Board members in attendance to introduce themselves. Those present were:

- Nick Masson of Big Wave Media
- Sandra Dodd of Places Leisure
- Jon Argent of GLL
- David Monkhouse of Leisure Net
- Lisa Forsyth of Max Associates

MW offered the apologies of the CIMSPA Board members who were unable to attend.

MW opened the room up for questions to the Board.

Phillip Wright (PW) asked the board what they feel is going to be their biggest challenge over the next 12 months. It was communicated by the CIMSPA board that they have to draw on their range of experiences to act as the critical friend to ensure that CIMSPA remain a high performing organisation, who delivers on their strategy and are able to support the Sport and Physical Activity Sector. CIMSPA's leading by listening approach to operating has allowed the sector to be involved in the journey of driving cultural change across the Sport and Physical Activity Sector. The clear importance of the work that CIMSPA is undertaking needs to continue to be communicated to ensure that CIMSPA is able to maintain and increase support and backing from the Sport and Physical Activity Sector.

TD asked the CIMSPA Board to describe the most significant change they have seen as a Board member. It was evident from the board that the level of critical challenge which they provide to CIMSPA, in partnership with the CIMSPA sub-committees has increased and they are therefore able to supportively challenge CIMSPA. TD explained that to have a board that critically challenges creates a high functioning environment for CIMSPA to operate in. TD shared that this is due to the expertise on the board and the level of questioning that occurs is both gratifying and securing. Lisa Forsyth (LF) and

David Monkhouse (DM) both noted the transition from CIMSPA approaching organisations to develop buy in and support, to organisations approaching CIMSPA because they want to be involved in the journey. It was noted by Sandra Dodd (SD) this is also reflected in the increased levels of support from Sport England, with CIMSPA now having a duty to deliver a strategy for Sport England around career path development and professionalisation of the Sport and Physical Activity Sector.

Spencer Moore (SM) addressed TD to find out if she could see CIMSPA where it is today at the start of the original 100 day contract. TD explained that she could see it. TD expressed that the strength of the success is about the strength of the vision and the plan which was developed in the first 100 days of her time at CIMSPA is almost identical to CIMSPA's present vision. TD noted that the growth and level of recognition that CIMSPA has achieved has exceeded her expectations, with CIMSPA having become a go to for expertise in the sector whilst it is still in its relative infancy.

No other business was noted.

MW closed the Annual General Meeting and thanked the members for their attendance, the CIMSPA Board for their insight and guidance, the CIMSPA staff for their work and TD for the passion that she instils in the sector.