



Defining the UK Sport & Physical Activity Sector Workforce

Sep 2023

About CIMSPA

The Chartered Institute for the Management of Sport & Physical Activity (CIMSPA) is the professional body for the sport and physical activity workforce.





CIMSPA's Vision

Shaping a **recognised and respected** sport and physical activity sector that **everyone** wants to be part of.



The Purpose

Having a clearly defined, agreed and adopted view of the sport and physical activity workforce is critical in moving the sector forwards. By connecting our viewpoint to the government labour index*, we can showcase our sector, influence decision making more effectively and understand and respond to trends, gaps, current and historical barriers, and create inclusive and meaningful opportunities.

*The government labour index is how the government views sport and physical activity and is referenced in the index of this document. CIMSPA continues to work with the sport and physical activity sector and stakeholders to better influence this view to reflect the way in which the sector functions.

Sport and Physical Activity

The Sport & Physical Activity sector can be viewed through two distinct lenses; **industries** and **occupations**.



Industries

Defines sport and physical activity by the place services are delivered or the type of service or product being delivered.



Occupations

Defines sport and physical activity by the roles performed by the people delivering a service or product.



1. Industries

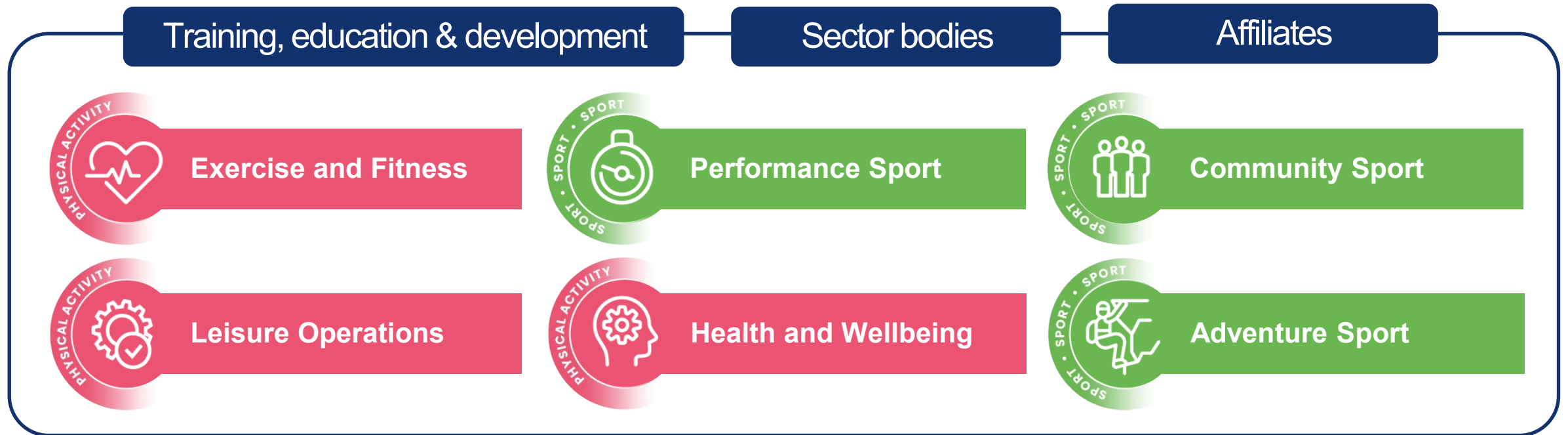
The Sport & Physical Activity sector is made up by **6 core industries** and supported by training, education & development and sector bodies.

Each core industry offers different services and products for participants with the common goal of helping people lead active and healthy lives.



Sport and Physical Activity: Industry Landscape

● Sport ● Physical Activity



*Whilst the core industries are identified as being independent of each other, it is quite common for single venues or organisations to operate across multiple industries.



Industries Definitions

For examples of places and services, please go to slide 18.



Exercise and Fitness

Definition: Services, activities and venues that predominantly improve participant physical fitness.



Leisure Operations

Definition: Services, activities and venues that predominantly improve participation in physical activity.



Performance Sport

Definition: Competitive sport and activities including those in which athletes receive payment for their performance; professional, semi-professional and grass roots sport.



Health and Wellbeing

Definition: Holistic services and activities that promote improvements across all aspects of health, sometimes involving health care and other non-sector professionals.



Community Sport

Definition: Sport/skill based services, activities and venues that increase participation and develop skill, sometimes targeting under represented groups and inequalities.



Adventure Sport

Definition: Activities, services and venues both indoor and outdoor improving participation in physical activity perceived as having a high level of risk.



Sub-industries: Exercise & Fitness



Medium/Large Gyms

Definition: Medium to large sized gyms and fitness facilities providing multi-modality cardiovascular and resistance based exercise equipment and opportunities for their users.



Personal Training/Coaching

Definition: The design and delivery of safe and effective personalised fitness programmes to individuals based around goals and needs.



Boutique Gyms/Specialist Facilities

Definition: Small to medium sized specialist fitness facilities providing specialist or single modality based equipment and opportunities for their users.



Fitness Events

Definition: Events inspiring individuals or groups to participate in single or multiple modalities of exercise either competitively or recreationally.



Group Based Exercise

Definition: The provision of exercise instruction to 3 or more participants.



Active Travel

Definition: Facilities providing safe means for individuals to actively travel to a destination including walking, jogging and cycling.



Sub-industries: Leisure Operations



Dry

Definition: Medium to large sized leisure facilities not including swimming pools or wet side operations. Can be indoor, outdoor or a combination of both.



Wet

Definition: Medium to large sized leisure facilities which include swimming pools or wet side operations. Can be indoor, outdoor or a combination of both.



Ice & Snow

Definition: Leisure facilities with ice and snow based environments.



Sub-industries: Health & Wellbeing



Sports Injury & Holistic Therapies

Definition: The provision of sports injury, sports therapy or holistic therapy services.



Wellbeing Focussed Physical Activity

Definition: The provision of alternative physical activity instruction including yoga, pilates and tai chi.



Sports Psychology/Mental Wellbeing

Definition: The provision of sports psychology or mental wellbeing services in relation to an active lifestyle.



Sports Nutrition/Weight Management

Definition: The provision of sports nutrition or weight management based services in relation to an active lifestyle.



Health Navigation & Social Prescribing

Definition: The provision of sports nutrition or weight management based services in relation to an active lifestyle.



Sub-industries: Performance Sport



Professional Sport

Definition: Competitive sport whereby the athletes/competitors earn their living through their performance in the sport.



Semi-Professional Sport

Definition: Competitive sport whereby the athletes/competitors receive payment for their performance in the sport but do not necessarily rely on it entirely for a living.



Youth & Talent Development

Definition: The provision of conditions and support to identify, develop and signpost children and young people in competitive sport.



Sports Management/Administration

Definition: The field of business dealing with sports management and administration.



Strength & Conditioning

Definition: Strength & conditioning based services and products supporting the performance of competitive athletes.



Sport Science & Sports Performance Analysis

Definition: The provision of sports analysis and sport science to clubs, athletes and other organisations.



Sub-industries: Performance Sport Continued



Sports Media & Sponsorship

Definition: Infrastructure providing coverage of sport to audiences including sports media, promotion and sponsorship.



Sub-industries: Community Sport



In-school provision

Definition: The provision of sport-based activities and services to engage children and young people in curriculum with a focus on health, well-being, participation and social outcomes.



Grass Roots Sport Clubs

Definition: The provision of sport-based activities and services to engage adults and ageing populations with a focus on health, well-being, participation and social outcomes.



Sport Development

Definition: The promotion of sports and sport related activities for the community built on effective partnerships between community groups, service providers, facility operators, national governing bodies and voluntary groups.



Sports for Development

Definition: The provision of sport and sport related activities to achieve social outcomes for children, youth and society including learning, health, employment and protection.



Disability & Inclusion

Definition: The provision of sport-based activities and services specifically targeting inequalities.



Out of school provision

Definition: The provision of sport-based activities and services to engage children and young people out of curriculum with a focus on health, well-being and social outcomes, including holiday and school wrap-around provision.



Sub-industries: Adventure Sport



Indoor

Definition: Indoor activities, services and venues improving participation in physical activity perceived as having a high level of risk.



Outdoor

Definition: Outdoor activities, services and venues improving participation in physical activity perceived as having a high level of risk.



Examples of Membership Bodies within Sport and Physical Activity



Exercise and Fitness

CIMSPA, EMD UK, BASES



Leisure Operations

CIMSPA, STA, Swim England



Performance Sport

CIMSPA, PFA, BASES, BASRaT, STA, Swim England, NGBs



Health and Wellbeing

CIMSPA, BASRaT, STA



Community Sport

CIMSPA, BASES, NGBs



Adventure Sport

CIMSPA, NGBs



Industry Definitions

- ➔ **Training, education & development:**
Delivering industry qualifications, training and development to the sport and physical activity workforce including Higher Education, Further Education, Training Providers and Awarding Organisations.
- ➔ **Sector bodies:**
Providing professional standards, policy, guidance, funding and support to the sport and physical activity workforce including home nations sports councils, UK Sport, CIMSPA, not for profit organisations and sector trade bodies including ukactive & Sport and Recreation Alliance.
- ➔ **Affiliates:**
Supporting and supplying to the industries within sport and physical activity, including but not limited to manufacturing, software, marketing, local authority and insurers.



2. Occupations

The people working within sport and physical activity can be defined by their occupations which sit within two overarching categories; **front line** and **support chain**; each including sector and non-sector occupations as well as all types of employment. Support chain can be further broken down into managers, support workforce and policymakers.

CIMSPA continues to work with the sport and physical activity sector to develop reflective and relevant professional standards for all occupations working within the sector.



Occupational view of sector



*Whilst occupations are identified as being independent of each other, it is quite common for a member of the workforce to have multiple roles in different areas. Furthermore, some occupations have front line and support chain elements.



Occupations Definitions

Front Line

Occupations in sport and physical activity directly servicing the needs of the participant

Support Chain

Occupations in sport and physical activity servicing the needs of the front line and/or the facilities

Extended Workforce

Enablers and influencers of sport and physical activity who are not part of the sector workforce

Front Line Occupations

Sector workforce

(CIMSPA professional standards)



Gym Instructor, group exercise instructor, coach, personal trainer, strength and conditioning coach, pilates / yoga, aspiring manager, entry manager, health navigator, swimming teacher, lifeguard, leisure attendant, recreation assistant, swimming teacher assistant, assistant swimming teacher

sports therapist, nutritionist, sport nutritionist, physiotherapist

Broader Workforce



Receptionist, bar staff, kitchen and catering assistant, waiting staff, cleaner and domestic assistant, sales and retail assistant, chef



= Occupations supported directly by other professional bodies

*As the sector continues to professionalise, many occupations can still be referred to under varying titles

Support Chain Occupations

Sector workforce

(CIMSPA professional standards)



Entry manager, general manager, senior manager, personal and professional developer, senior coach, maintenance operative, health navigator, pool plant operator

Broader Workforce



Administrative occupations, finance occupations, health and safety, quality manager, environmental manager, asset manager, governance manager, procurement manager, auditor, sports media and reporters, manufacturer, wardrobe attendant, security, general assistant, visitor assistant, facilitator, researcher, teacher, sport development officer, **coach educator**

*As the sector continues to professionalise, many occupations can still be referred to under various titles

Extended Workforce

Enablers

Enablers of sport and physical activity who don't necessarily hold a sector-specific professional qualification



Primary school teachers, teaching assistants, PE teachers, childcare workers, carers, sport event staff/volunteers, activity group leaders (e.g. scouts, guides etc), officiating

Influencers

Influencers of sport and physical activity who don't necessarily hold a sector-specific professional qualification



Parents, sport role models, sport and fitness models, sport and fitness social media influencers

*As the sector continues to evolve, further groups may be identified as enablers and influencers

Index

Government view of sport and physical activity:

SIC: Standard Industrial Classification

The Standard Industrial Classification (**SIC**) are four-digit **codes** that categorize the industries that companies belong to, based on their business activities.

SIC	Code description
1 digit	R = Arts, Entertainment and Recreation
2 digit	93 Sports activities and amusement and recreation activities
3 digit	931 – Sport Activities
4 digit	8551 – Sports & Recreation Education
4 digit	9311 – Operation of Sports facilities
4 digit	9312 – Activities of Sports clubs
4 digit	9313 – Fitness Facilities

SOC: Standard Occupational Classification

The **UK** Standard Occupational Classification (**SOC**) system is used to classify workers by their occupations. Each code encompasses a group of occupations. For example, 3443 – Fitness Instructors includes: fitness instructors, group exercise instructors, aerobics instructors and personal trainers.

SOC	Code description
1 digit	Major group 1: Managers, Directors and Senior Officials Major group 3 – Associate Professional and Technical Occupations Major group 6 – Caring, Leisure and other service Occupations
2 digit	34 Culture, Media and Sports Occupations
3 digit	344 Sports and Fitness Occupations
4 digit	1225 Leisure and Sports Managers
4 digit	3441 Sports Players
4 digit	3442 Sports coaches, instructors and officials
4 digit	3443 Fitness instructors

Glossary



Exercise and Fitness

Example places:

gyms, studios, community venues, outdoor, web-based

Example services:

group exercise, personal training, virtual fitness, exercise to music / dance activities, active e-sport, active travel



Performance Sport

Example places:

sports clubs, stadia, grass roots sport facilities

Example services:

sport participation, grass roots sport, sports entertainment, spectatorship



Community Sport

Example places:

community halls and venues, sports clubs, schools

Example services:

community activity clubs, holiday clubs



Leisure Operations

Example places:

leisure centres, swimming pool, splash parks

Example services:

swimming lessons, activity based sessions



Health and Wellbeing

Example places:

leisure centres, gyms, health centres, studios,

Example services:

exercise referral/social prescription, physiotherapy, nutrition, mindfulness



Adventure Sport

Example places:

outdoor centres, blue spaces, green spaces

Example services:

bouldering, rock climbing, skateboarding, water sports, mountain biking, obstacle course racing



CIMSPA