



**CIMSPA**

Standards  
Professionalism  
Advocacy

# Defining the UK Sport & Physical Activity Sector Workforce Guidance

December 2022

## 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, valued and inclusive sport and physical activity sector that everyone can 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 understanding your audience and customers in a recognised and sector-adopted way you will:**

- Have greater confidence in who your customers are and which part(s) of the sport and physical activity sector they operate in
- Be better able to support your customers
- Gain valuable insight to support your growth strategy

# Guidance questions and responses

When conducting research with current and future members of the sport and physical workforce it is recommended that you embed the following questions and set responses in-line with the current sector-adopted definition.

## 1. Age

What is your age?

18-24 | 25-34 | 35-44 | 45-54 | 65-54 | 65-74 | 75+

## 2. Gender

What is your gender?

Female | Male | Transgender Female | Transgender Male | Non-binary | Agender | Genderfluid | Gender nonconforming | Intersex | People with variations in sex characteristics | Genderqueer | Cisgender Male | Cisgender Female | Other | Prefer not to say

## 3. Race/ethnicity

What is your race or ethnicity?

White – English, Welsh, Scottish, Northern Irish or British | Irish | Gypsy or Irish Traveller | Any other White background // Mixed or Multiple ethnic groups – White and Black Caribbean | White and Black African | White and Asian | Any other Mixed or Multiple ethnic background // Asian or Asian British – Indian | Pakistani | Bangladeshi | Chinese | Any other Asian background // Black, African, Caribbean or Black British – African | Caribbean | Any other Black, African or Caribbean background // Other ethnic groups – Arab | Native Hawaiian | Chamorro | American Samoan | Any other ethnic group

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## 4. Disability status

Do you consider yourself as having a disability?

Yes | No | Prefer not to say

## 5. Region

Which UK Region do you currently live in?

East | East Midlands | London | North East | North West | Northern Ireland | Scotland | South East | South West | Wales | West Midlands | Yorkshire and the Humber | Outside the UK

## 6. Employment status

What is your current employment status?

Full time employee | Part time employee | Freelance/Self-employed | Proprietor | Worker | Unemployed

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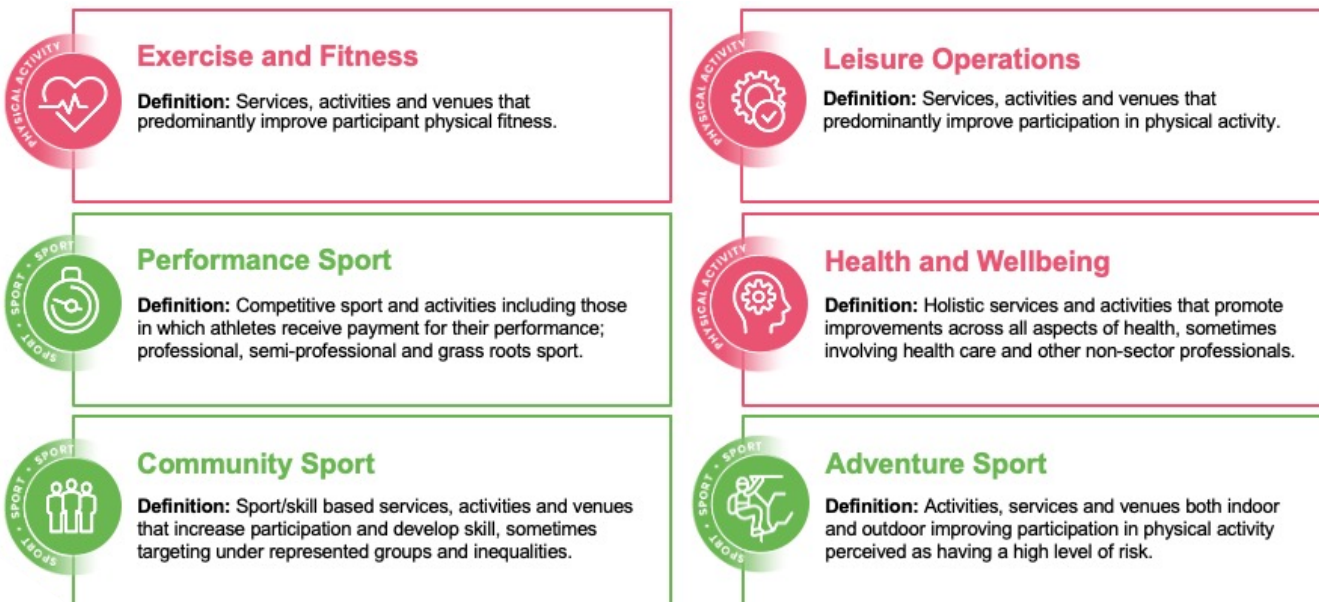
## 7. Primary role

What is your current primary job role?

CEO | Coach | Director | Entry Manager | Exercise referral instructor | Group exercise instructor | Gym instructor | Health practitioner | Lifeguard | Middle manager | Personal trainer | Recreation assistant | Senior manager | Sports development manager | Sports development officer | Swimming teacher | Other [please specify]

## 8. Industry area

Which of the following industries best describes where you primarily work



# 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





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