

Impact Report

2021–2022



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CIMSPA is the professional development body for sport and physical activity in the UK, committed to supporting, developing and enabling individuals and organisations to succeed and, as a result, inspire our nation to become more active. Together, we are developing a vibrant sport and physical activity community, with the highest standards.

Welcome to CIMSPA's 2021-22 Impact Report, where we highlight some of the main initiatives and activities that have benefited our members, our partners and sport and physical activity. This year, we have created a separate Impact Report and Annual Governance Review, to make it easier for everyone to understand the impact of our work and how we are governed as an organisation.

During another challenging year for sport and physical activity and society at large, we are proud to have made real progress in many areas, supporting the community and all the organisations and people who work within it.

This report covers the period from 1 April 2021 to 31 March 2022.

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A message from our Chair and CEO

The period covered by this report was undoubtedly another challenging one for sport and physical activity. Covid-19 continued to be a real danger to the health of the nation, with lockdowns and other restrictions having a sizeable impact on organisations and individuals. At the time of writing, we are also in the midst of an energy price and cost-of-living crisis.

We are proud that CIMSPA has led the way in helping sport and physical activity to deal with these challenges, and continues to do so. The most visible manifestation of this has been the injection of millions of pounds into sport and physical activity through initiatives such as ReEngage, ReTrain to Retain and the Digital Marketing Hub. These programmes have been delivered by CIMSPA but only made possible through investment from Sport England and close collaboration with other partners.

This cross-sector collaboration has been one of the major positives to emerge from the challenges of the last two years. For example, the National Sector Partners Group (NSPG) was formed, bringing together a number of national organisations representing the breadth of the sport, physical activity and leisure. The NSPG has provided an effective conduit for engaging with government and campaigning, with a single voice, for greater support and policy changes. These efforts have undoubtedly led to an improved

understanding in government about what sport and physical activity actually does, and its enormous potential to contribute to society.

We believe that the pandemic has also prompted a rethink among many about what we are really here to do (beyond running a successful and sustainable organisation). Few areas of society have as much potential to make a genuine difference in terms of physical health, mental wellbeing, social good, community cohesion and economic benefit. This 'higher purpose' is something that we should all keep at the front and centre of what we do, and unashamedly promote to our customers, stakeholders and the wider world.

People working in sport and physical activity are at the heart of delivering all of these benefits and we are very proud to have seen growth in CIMSPA membership over the last year, with an increasing number of people becoming qualified and meeting the professional standards for their role. The ongoing training and development of people is critical to future successes, but to be truly effective this needs to be aligned with the needs of the local community. This 'place-based' approach to skills development links into the wider political and economic agenda, and we have led the way with projects such as the Local Skills Improvement Plan pilot in Leicestershire.

Alongside this positivity, there are still challenges we must collectively deal with. The TRARIIS report laid bare the racism and

racial inequality that still exists within sport and physical activity, and there is still much work to do in addressing that.

The Whyte Review was a distressing report into the mistreatment of athletes within gymnastics. Our ongoing Workforce Governance project has taken a close look at how sport and physical activity can be made safer for all participants, and has highlighted the need for a truly interconnected approach to harm prevention. It has a series of recommendations set to be taken forward, including a pilot of a national workforce registration scheme.

Overall, we are pleased to say that CIMSPA now sits right at the heart of workforce development for the whole of sport and physical activity, evidenced by significant long-term investment announced by Sport England earlier in the year. We hope you enjoy reading our Impact Report and look forward to working with you in the year ahead.



A handwritten signature in black ink that reads "M Woods".

Marc Woods
CIMSPA Chair



A handwritten signature in black ink that reads "Tara Dillon".

Tara Dillon
CIMSPA CEO

"...we are very proud to have seen growth in CIMSPA membership over the last year, with an increasing number of people becoming qualified and meeting the professional standards for their role."

2021/22 Highlights

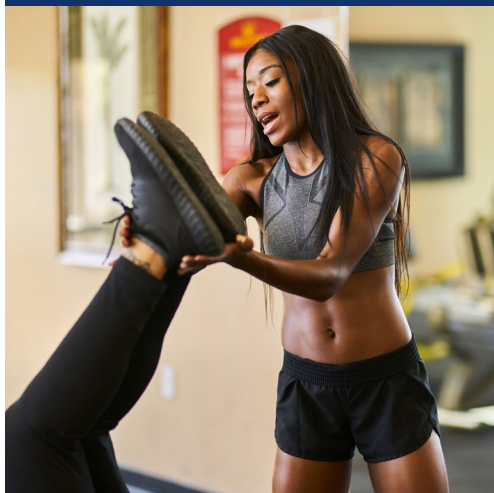
+36%

Growth in membership



Up to £2,000

Annual value of
member benefits



£5m

Investment in **ReTrain to Retain**,
supporting 50,000 people

Local Skills Improvement Plan

Pilot scheme launched for
sport and physical activity

Over 1,900

Endorsed training products

Digital Marketing Hub

Launched and used by
more than 5,000 people



4,300

Career opportunities on the
new CIMSPA Jobs Board

ReEngage

Free learning
platform launched

Our vision

We are sport and physical activity's chartered professional body: committed to supporting, developing and enabling professionals and organisations to succeed and, as a result, inspire our nation to become more active.

CIMSPA helps to nurture talent and develop careers, while also setting clear regulatory standards, which means we spearhead modern, prosperous and respected sport and physical activity in the UK.

Our vision is simple: Shaping a respected, valued and inclusive sport and physical activity sector that everyone can be a part of.



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Supporting our members

We provide recognition, benefits, and support for everyone working in sport and physical activity.

CIMSPA provides membership for everybody working in sport and physical activity, with a wide range of membership types; from student member all the way through to chartered status. This year we have worked hard to provide support, advice and excellent benefits for all our members.

Leading by listening

CIMSPA is committed to continually enhancing the value our members receive, and regular feedback is an essential part of that process. In July we ran a survey to understand what our members value the most, and how we could provide even more support.

This provided valuable insights into how we could improve the overall experience, rewards and benefits of CIMSPA membership.

Member benefits

We continued to add to our list of carefully selected supplier partners, offering a wide range of benefits, discounts and rewards, designed to support CIMSPA members with their work and business, lifestyle, training, finances and legal issues.

The many new partners brought on board in the last year include TRX Training, All About The Mind, EXi and Hapori Coach. On average,

the financial value of benefits offered to CIMSPA members was up to £2000+ per year.

Member webinars

We continued to deliver a series of monthly CIMSPA Member Webinars, with expert contributions from within and outside of sport and physical activity. Available exclusively to our members, the webinars provided practical advice, insight and expertise on topics such as Long Covid, Marketing Your Brand and How Participation Trends Are Changing.

Each webinar was attended on average by 196 members, leading to a total of almost 2,000 attendees over 12 months and consistently achieving a 4.5-star rating.

Code of Conduct review

Our Code of Conduct is a cornerstone of what it means to be a CIMSPA member and a trusted professional. However, it's a

document that needs to be regularly kept up to date, so this year we have been consulting with our members on what changes they would like to see.

This has led to an updating of the Code which ensures it reflects the needs of our members, employers, and the public.

In line with the new Code, we have also improved the systems we have in place to manage any issues or complaints that arise in relation to any CIMSPA member.

Trademarking the CIMSPA brand

We have legally protected the CIMSPA brand, which prevents anyone from fraudulently claiming to be a member or partner and is another step on the journey to our brand becoming a well-known kitemark for quality among employers and the wider public.

+36%

growth in membership during the year

2,000

attended CIMSPA member-only webinars

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Supporting our partners

We work with a range of partners that provide quality career development and education.

We continue to work with CIMSPA partners to endorse and support education, employability and training across sport and physical activity. We also work with awarding organisations to provide high-quality support for people as they progress their careers.

Employer partners

Local Skills Improvement Plan Pilot

A major development in 2021 saw a sport and physical activity bid being selected as one of just eight Local Skills Improvement Plan trailblazers, as part of the Government's £65m Skills Accelerator programme.

The LSIP pilot saw CIMSPA, Active Together, East Midlands Chamber and Leicestershire Colleges engaging with local employers to assess their current and future recruitment and training needs, to ensure that skills and training provision is tailored to meet their needs.

The success of the bid in being selected for this programme highlighted the great progress made in putting sport and physical activity high up the agenda for the Government, and recognition of the central role sport and physical activity can play in society.

“Working with employers at a local level to identify their recruitment and training needs is creating an eco-system of employer-led skills, ensuring the local workforce is receiving the very best training and education and is immediately ready to work.”

Clare Dunn, CIMSPA Head of Partnerships

Launching a new professional qualification

In September 2021, we partnered with West Nottinghamshire College to develop and endorse a new, bespoke, CIMSPA Level 2 Practitioner Professional Qualification, tailored to meet the needs of employers in the region.

The new diploma – the first of its kind in the UK – has been developed by CIMSPA and West Nottinghamshire College using insights gained from our relationship with over 300 employers within sport and physical activity. This understanding of what employers need

in terms of job roles, knowledge and skills has helped to shape the curriculum to fit with the needs of the community and maximise the employability and development potential of graduates.

“We are delighted to partner with CIMSPA and to have had the opportunity to design this course directly towards the needs of sport and physical activity. There is a skills shortage as a result of the pandemic, but we know there are many individuals in the community excited to begin their professional training.”

Nikki Slack, Assistant Principal for Health, Education and Service Industries at West Nottinghamshire College

ReTrain to Retain

In May 2021, Sport England invested £5m of National Lottery money in ReTrain to Retain – a new and unique job retention and support package for sports and physical activity

professionals, delivered by CIMSPA alongside partners including UK Coaching and EMD UK.

The programme provides tools, training, and services to enable up to 50,000 people to return to work safely and with confidence, providing opportunities for participation to return to pre-pandemic levels. As we began to emerge from Covid-19, we worked closely with employer partners to identify their immediate recruitment needs, address skills shortages and fund the costs of essential training.



£5m

investment in
ReTrain to Retain

Higher Education partners

Working closely with employers

Through initiatives such as the Local Skills Improvement Plan and our partnership with West Nottinghamshire College, we have forged even stronger connections between higher education partners and employers in sport and physical activity.

Helping more graduates to be ‘work ready’

Our higher education partnership network is growing, with 34 institutions now working with CIMSPA to align their undergraduate and postgraduate degree programmes with our employer-led professional standards.

This endorsement scheme ensures that graduates are ‘work ready’ and equipped with the skills needed by employers from day one.

To date, more than 100 degrees across the UK have been endorsed by CIMSPA, and the first professional qualifications have recently been issued to students and graduates of these degrees; giving operators access to a bigger multi-skilled workforce.

In an innovative move, some higher education institutions have also aligned the foundation level of degree courses to entry-level professional standards. This means students will achieve an employability

benchmark even before they graduate – making it easier to take part in work placements during their studies.

“The endorsement process has been an excellent platform to develop our strategic plans for our provision of sport management, sports coaching and sport, physical activity and mental health.”

Andy Smith, Professor of Sport and Physical Activity, Edge Hill University

Developing professional standards

The CIMSPA Professional Development Board and its sub-committees continued to support sport and physical activity through the development of professional standards and endorsement of qualifications.

In 2021, four new professional standards were developed, with over 1,900 qualifications endorsed, including 91 degree programmes. The Board also oversaw the development of a new apprenticeship standard in sports coaching, working with the Institute for Apprenticeships and Technical Education.

Over
1,900

endorsed
training products

Training Providers

Our training provider partners are the conduit for delivering training and qualifications, in line with the established professional standards. Over the last 12 months we have seen a significant increase in our training provider partners mapping their training to CIMSPA’s professional standards.

In 2021/22 we conducted 115 quality assurance reviews with CIMSPA endorsed training providers, ensuring that the highest standards are maintained. Over the last year we have endorsed 441 individual pieces of training, bringing the total number to 1,377.

Awarding Organisations

Our awarding organisation partners are Ofqual-regulated and their work underpins everything we do. They play a key role in delivering the quality and professional qualifications needed for a respected and recognised workforce. In 2021/22 we endorsed 20 qualifications.

115

Quality Assurance
reviews carried out

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Supporting the community

We work closely with partners to support and develop everyone in the sport and physical activity community.

The pandemic acted as a catalyst for a variety of organisations and funding partners to work even more closely together to innovate and provide much needed support for people and businesses.

Digital Marketing Hub

September 2021 saw the launch of the CIMSPA Digital Marketing Hub, in collaboration with Sport England. This free learning platform helped individuals and organisations improve how they apply digital marketing tools and techniques to encourage more people to play sport and be active.

With partners including Google and the Digital Marketing Institute, and exclusive content from the likes of Joe Wicks and Jake Humphrey, the Hub continues to be a valuable resource for thousands of people and organisations in sport and physical activity. [Click here](#) to access the Hub.

“The launch of the Digital Marketing Hub will play a major role in upskilling the sector with a view to helping every person in the country see sport and physical activity as both accessible and relevant to them”

Ali Donnelly, Director of Digital, Marketing and Communications, Sport England

ReEngage

In January 2022, we announced the launch of ReEngage – a new, free learning platform for anyone working in sport and physical activity in England. Building on the success of ReActivate, the new platform (funded by Sport England and delivered by Future Active Workforce CIC) provided people with the skills and knowledge to confidently engage across all communities as we recovered from the impact of Covid-19.

“Empowering our workforce has never been of greater importance. We must provide the tools for our workforce to lead the charge in uniting sport and physical activity.”

Elaine Briggs, Managing Director,
Future Active Workforce CIC

New jobs board

As part of the £5m ReTrain to Retain initiative, we launched an online jobs board for

sport and physical activity. This is a free resource for job seekers to browse over 4,300 opportunities across adventure sport, community sport, exercise and fitness, health and wellbeing, leisure operations and performance sport. The job board was launched to help support 50,000 sport and physical activity professionals and volunteers who've had to find work outside the sector, or had their hours reduced, during the Covid-19 pandemic.

Covid guidance and support

As Covid-19 continued to have a significant impact on sport and physical activity in 2021, we worked hard to support everyone by producing easy to understand guidance in response to the ever-changing announcements from governments across the UK.

We also worked closely with partners such as ukactive, EMD UK and CLUK to lobby the Government for increased financial support for individuals and businesses, positioning sport and physical activity as an essential service.

Workforce Governance Project

Commissioned by Sport England (with the support of UK Sport) we completed phase two of our project seeking to understand how the sport and physical activity workforce can be better supported to provide safe and high-quality experiences for all participants.

The report has now been published and we are now moving forward with several interconnected initiatives with the support of Sport England and many other partners.

[Click here to read the report.](#)

5,079

Digital Marketing Hub registered users

50,000

people supported through ReTrain to Retain



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



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