

Wednesday 13 September 2023 at 14:30 via Zoom

**Board and CIMSPA Senior Leadership Team Attendee List:**

Marc Woods (MW) Chair

Dr Jon Argent (JA)

Adrian Gavelgia (AG)

David Monkhouse (DM) FCIMSPA [chartered]

Elena Portas (EP)

Rowena Samarasinhe (RS)

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Tara Dillon (TD) FCIMSPA [chartered] CEO

Spencer Moore FCIMSPA (SM) CSO

Kay Simnett (KS) FCCA COO

Annette Wade-Clarke (AWC) Director of Marketing and Communications

**Facilitators:**

Christian Anderson (CJA) Head of Digital Transformation

David Edgeley (DE) Interim Head of Memberships

Michael Hilton (MH) IT Systems Manager

Jane Kracke (JK) Head of Governance

Sally McGarry (SMc) Executive Assistant

Hasan Mussa (HM) Head of Governance

Anna Wilson (AW) Head of Events

Phill Wright (PW) MCIMSPA [chartered] Head of Insight & Business Transformation

## CIMSPA AGM Minutes Wednesday 13 September 2023

### 1. Chair's welcome and introduction

MW welcomed the 129 members in attendance at CIMSPA's 10th Annual General Meeting and gave a brief overview of the agenda points to be covered.

### 2. Meeting Minutes from CIMSPA's 9th Annual General Meeting held on Wednesday, 14 September 2022

**SECTION SUMMARY:** MW stated that no feedback or amendments had been received in respect of the minutes of the 2022 AGM. MW asked for a member in attendance at the 2022 AGM to approve the minutes and a member to second.

**DECISION:** The minutes of the 2022 Annual General Meeting were approved by the members.

### 3. Chief Executive Officers Update

**SECTION SUMMARY:** TD presented to the members 2022-2023 a year in review, an update on CIMSPA's activities since the last AGM, which included:

- Membership update
  - First version of new member portal launched
  - Member webinar series continues to grow in popularity
  - Chartered route for high-performance coaches launched
- Partnership update
  - Partnerships and collaboration with Employer Partners, Training Provider Partners and Higher Education Partners continue to grow
- Reviewing examples of our work over the last year
  - Workforce Governance Project that has been commissioned by Sport England

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- Local Skills Engagement – creating and implementing sector-specific local skill plans and ensuring we are included in cross-sector skills planning
- Digital Marketing Hub – extended into second year from November 2022, with Sport England National Lottery Funding
- Retrain to Retain (R2R) project has pivoted to focus on supporting anyone who works or wants to work in the sport and physical activity sector. This project phase ended in March in 2023. R2R project is now transforming into the first sector careers support hub which advertised 25,000 jobs through the project lifespan and now has the first careers guide for sport and physical activity.
- Collective collaboration in sector initiatives has led to creating a £63m fund with leisure centres with pools and “Get Active” a new UK sport and physical activity strategy developed with DCMS.
- The Financial summary for 2022/2023
- Governance Structure
  - 16 board, committees and panels are now in operation; the foundation of our governance quality as the sector’s chartered professional body. The Welsh Professional Development Board was created in this reporting year.
  - Sport England Governance and Finance Audit was carried out by BDO in June 2023. This Audit, which happens every three years, resulted in a score of Good on both Governance and Finance.
- Board of Trustees
  - The election process for two elected CIMSPA Trustees will start in December 2023 with results in February 2024 as Malcolm McPhail and David Monkhouse will complete their maximum tenure. Thank you to Malcolm and David for their hard work.

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- Thanked all of our 166 volunteers who devote their energy, expertise and time to CIMSPA's success and impact across our boards, committees and panels.

### 4. The CIMSPA Strategy

**SECTION SUMMARY:** SM presented to the members the new strategy, 'Releasing the Power of Our Profession,' which included:

- The new strategy, 'Releasing the Power of Our Profession'
  - Aims to shape a respected and inclusive sport and physical activity sector.
  - Vision focuses on valuing diversity, inclusion, and skills to increase employment opportunities for a broader range of backgrounds
- Purpose of the Strategy
  - Strategy development involved stakeholder input and addresses post-Covid landscape changes, emphasising diversity, inclusion, and skills development.
- Workforce Composition and Growth
  - The sector comprises 172,000 people in sport and physical activity jobs and 236,900 in non-sport roles.
  - 73,300 freelance and sole traders are the fastest-growing segment, with a focus on engaging SMEs.
- The potential value of our sector
  - Increasing physical activity could lead to significant savings for the government and boost the economy.
  - A case study showed the financial benefits of a prehab activity program for cancer patients.
- Releasing the potential of our sector
  - Our strategy will ensure that the sport and physical activity sector drives health, economic and social benefits specific to a place.

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- How we will deliver our strategy
  - The strategy aims to drive professional recognition for individuals in the sector.
  - Introducing a professional status to highlight career progression and membership categories.
- Professional status
  - Sports coaches and practitioners can advance through different levels of recognition based on additional skills and responsibilities.
  - The system aims to provide digital badging to showcase individuals' expertise and experience.
- Professional recognition will be delivered through six key levers:
  1. Careers support hub
    - Creation of a career support hub to provide job resources, training, mentorship, and guidance for career advancement.
  2. Local skills hub
    - Implementation of local skills hubs to address specific skills needs of micro-employers and small businesses.
  3. CIMSPA National Training Academy
    - Ensuring training availability in various formats (e.g., college, CPD, apprenticeships) to support career progression.
  4. Business support hub
    - Aim to support sole traders and SMEs in becoming more business resilient through management, HR, finance, and marketing skills training.
    - Focus on retaining small businesses to improve staff retention and recruitment in the sector.
  5. Workforce governance

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- Establishment of a national register and workforce governance program to maintain professional standards and status.
- 6. UK sport and physical activity sector observatory
  - Utilisation of insights and research from higher education institutes to inform decision-making and enhance professional standards.
- More than campaign
  - Launch of a campaign to raise the profile of sector workers beyond their job titles.
  - Aims to showcase the diverse roles and contributions of individuals in the sector to the community.
- Strategic outcomes
  - Objectives include diversifying the sector's workforce, enhancing professional recognition, and supporting small businesses' resilience.
  - Focus on aligning education with local needs and facilitating career progression for individuals in the sector.

## 5. Member Proposed Agenda Items

**SECTION SUMMARY:** MW updated that CIMSPA has not received any proposed agenda items from its members.

## 6. Any other business/Q&A

**SECTION SUMMARY:** No AOB was raised at the end of the meeting.

Members were given the opportunity to ask questions of the Board. Please see the recording posted on CIMSPA's website.

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*MW thanked everyone for their attendance at and contribution during the AGM and extended his thanks to the CIMSPA team.*

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