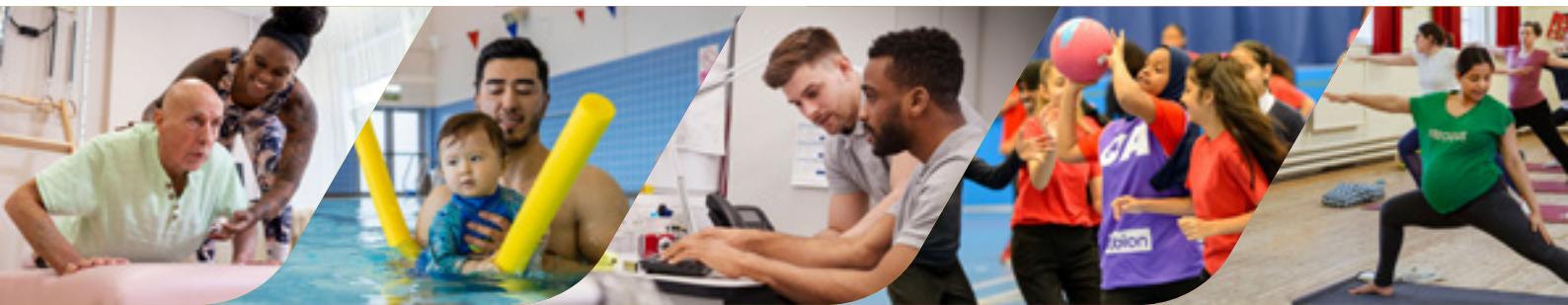




Agenda for **ACTION**

How the sport and physical activity workforce can help the next government drive health, wellbeing and economic value for our nation.



Agenda for action

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) is calling on all political parties to commit to harnessing the potential of physical activity and sport, and in particular the power of the sector workforce, to address key issues that the country is facing.

The next government can reduce demands on and the cost of NHS services, improve the economic potential of individuals and communities and build greater social cohesion by developing policies which enable collaboration between government and the sport and physical activity sector.

We ask the next government to:

1. Formally embed our sector within its health policy planning to relieve pressure on the NHS and improve the health of the nation.
2. Support flexible skills development in our sector to bolster economic growth and generate career and learning opportunities for our workforce.
3. Continue with a place-based approach to local skills delivery so that the significant impact being achieved by the sport and physical activity sector can sustain and grow.
4. Make a commitment to supporting the sport and physical activity sector's planning for a future workforce registration scheme.
5. Implement practical measures to support the success and resilience of the small businesses that keep our communities active.

4

Ensure that everyone can have a positive and safe experience in sport and physical activity



We ask the next government to make a commitment to supporting the sport and physical activity sector's planning for a future workforce registration scheme.

Our current work to research and evaluate a potential sport and physical activity workforce governance and registration scheme is an important sector-wide undertaking.

The objective here is supporting, safeguarding and regulating the workforce to allow everyone taking part in sport and physical activity to enjoy safe and high-quality experiences and to be helped in achieving their goals in a positive environment.

Working together, the sector is developing a solution that uses regulated best practice and showcases the excellent impact of our frontline workforce. This sector-wide approach is addressing the recommendations from the reports and inquiries which have sought to eradicate harm and poor practice within sport and physical activity.

The sector is united in finding a solution and has positively engaged in the discovery stages of this project with a mature approach to maintaining ownership through self-regulation.

We ask the next government to make a commitment to supporting the sport and physical activity sector's planning for a future workforce registration scheme.

5

Unlock the potential of small businesses to power physical activity in their communities



We ask the next government to implement practical measures to support the success and resilience of the small businesses that keep our communities active.

At the heart of sport and physical activity are the independent operators, micro and small businesses that make up 91% of our sector³.

These are driven by professionals committed to getting their communities more physically active and enabling people to live healthy lives. They are agile and able to engage people “on home turf” through their understanding of local diversity and needs.

The entrepreneurial nature of the professionals running these enterprises also helps them move quickly to respond to changing consumer and societal needs.

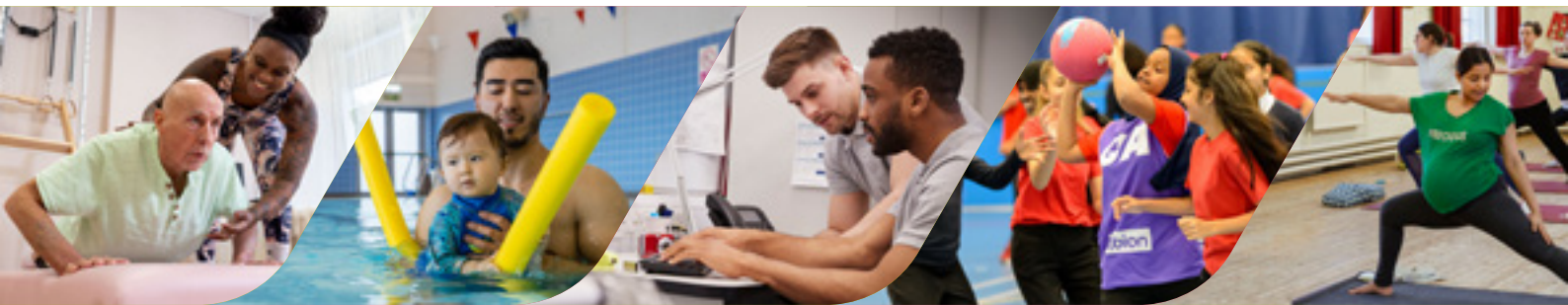
These businesses have huge potential to enable communities across the country to become more physically active and reap the wider benefits of improved health, sustainable economic activity and stronger community connections.

However, support to sustain and scale these enterprises through business skills development is essential to realising this.

We ask the next government to implement practical measures to support the success and resilience of the small businesses that keep our communities active.

Sources

1. Social and Economic Value of Physical Activity in England – Sheffield Hallam University/Sport England.
2. CIMSPA Workforce Insights Report 2023.
3. Source: Datacity/Lightcast. Data includes: Sector core industries – Exercise and Fitness; Leisure Operations; Community Sport; Health and Wellbeing; Performance Sport; Adventure Sport. Data excludes: Sector bodies and training, development and education organisations.



About CIMSPA

CIMSPA is the professional development body for the UK's sport and physical activity sector, committed to supporting, developing and enabling professionals and organisations to succeed and, as a result, inspire our nation to become more active.

Together we're developing a vibrant, UK-wide sport and physical activity sector, with the highest standards of service delivery.

Releasing the **Power of our Profession**

This agenda for action is driven by our strategy – Releasing the Power of our Profession – which sets out a clear vision of how our workforce can be supported and professionally recognised.

Through the delivery of this strategy, we will:

- Champion equality, diversity and inclusion across the sport and physical activity workforce.
- Lead our sector on workforce policy and regulation.
- Empower individuals to realise their potential by supporting career progression through professional recognition.
- Deliver a localised approach to skills and education that systemises how we enable people and organisations to succeed.
- Enhance public trust and confidence in the value of our workforce and profession.

www.cimspa.co.uk/strategy

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