



Releasing the  
**Power**  
of our **Profession**

CIMSPA STRATEGY 2024-2030

Our stakeholders in detail

# ***Releasing our potential...***

***Each of our stakeholder groups has a key role in releasing the potential the sport and physical activity sector has for activity, health and socio-economic value in our nation.***

# *Releasing our potential...*

A photograph showing a man in a wheelchair being supported by another man in a gym setting. The man in the wheelchair is wearing a white t-shirt and dark pants. The man standing next to him is wearing a blue t-shirt and dark pants. They are in a gym with exercise equipment visible in the background.

*Our  
People*

A photograph showing a woman in a turban and a young woman looking at a laptop screen in a classroom. The woman in the turban is wearing a blue blazer and a blue turban. The young woman is wearing a white shirt. They are in a classroom with computer monitors and desks visible in the background.

*Our  
Education  
Ecosystem*

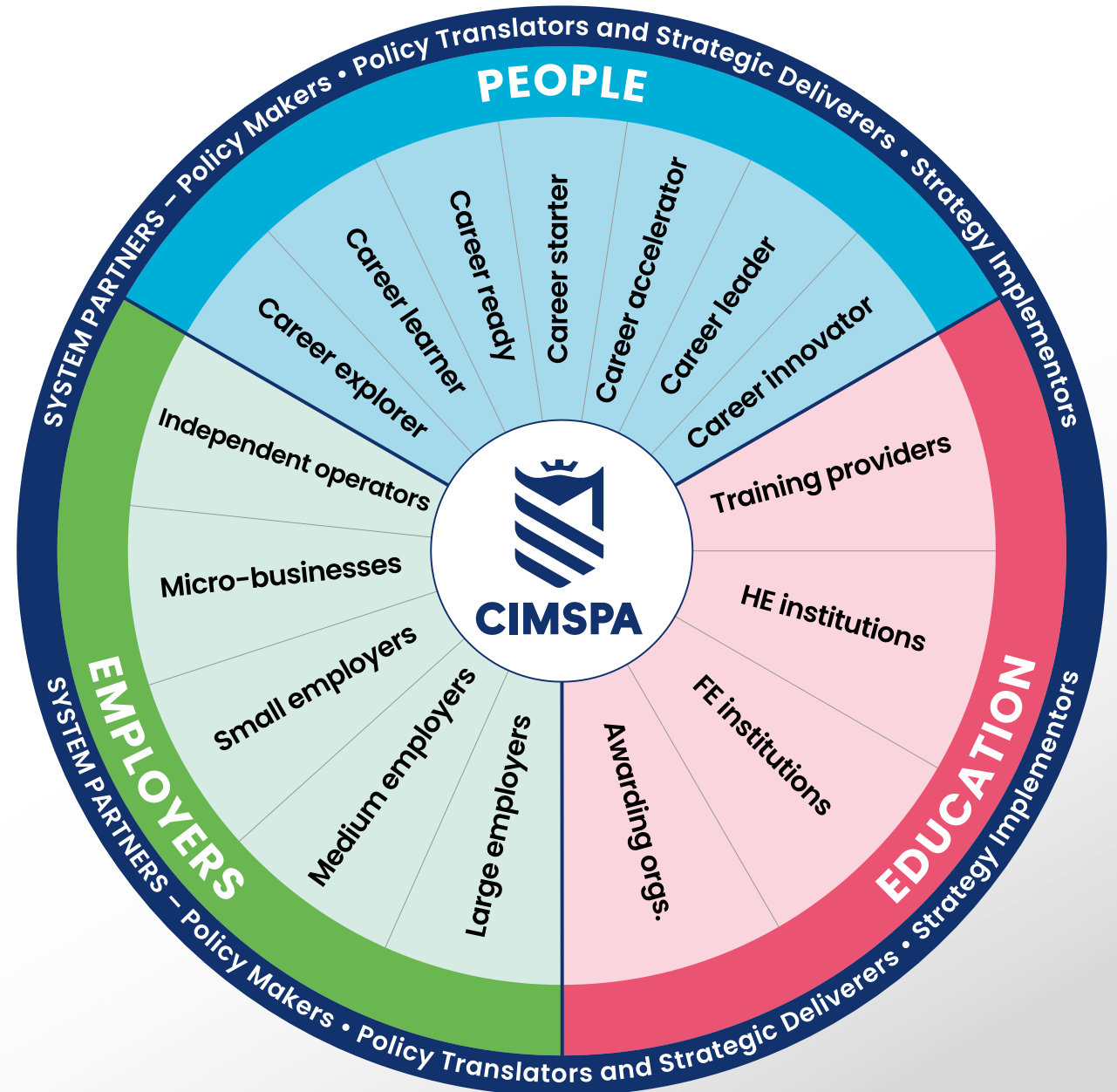
A photograph showing a woman in a puffer jacket holding a tablet. She is wearing a dark puffer jacket and has her hair pulled back. She is holding a tablet in front of her. The background is a blurred outdoor setting.

*Our  
Employers*

# CIMSPA stakeholders

We have mapped the individuals (our people) and organisations our strategy will influence and benefit.

- Individuals - our workforce
- Employers
- Education partners
- System partners



# The power of stakeholder alignment

Success will be achieved if all of our stakeholder groups work together to create, maintain, grow our sector's power.

CIMSPA is the engine that will align our stakeholder's work through our professional recognition and our strategy interventions:

PROFESSIONAL RECOGNITION

LOCAL SKILLS DELIVERY

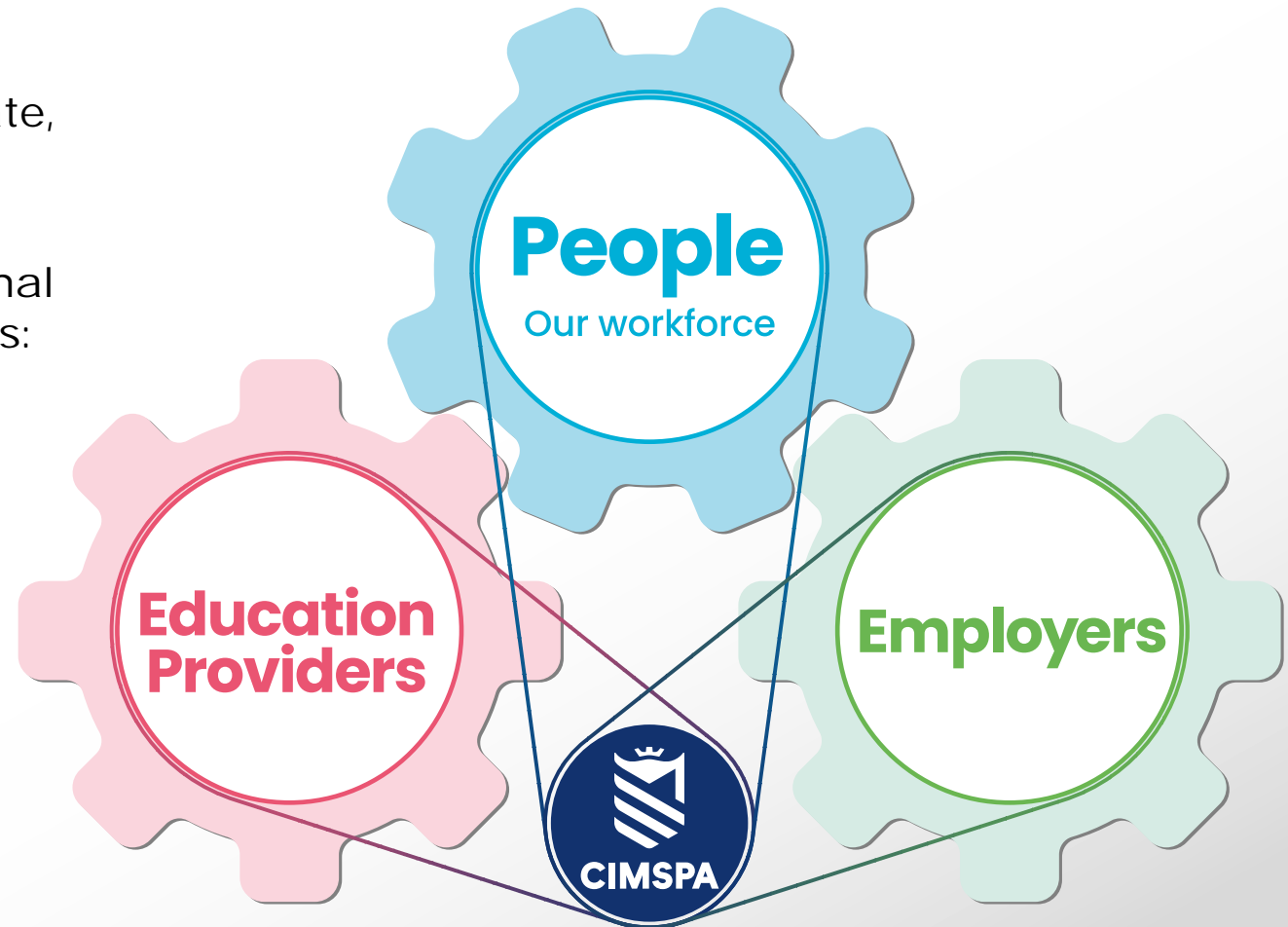
NATIONAL TRAINING ACADEMY

CAREERS SUPPORT

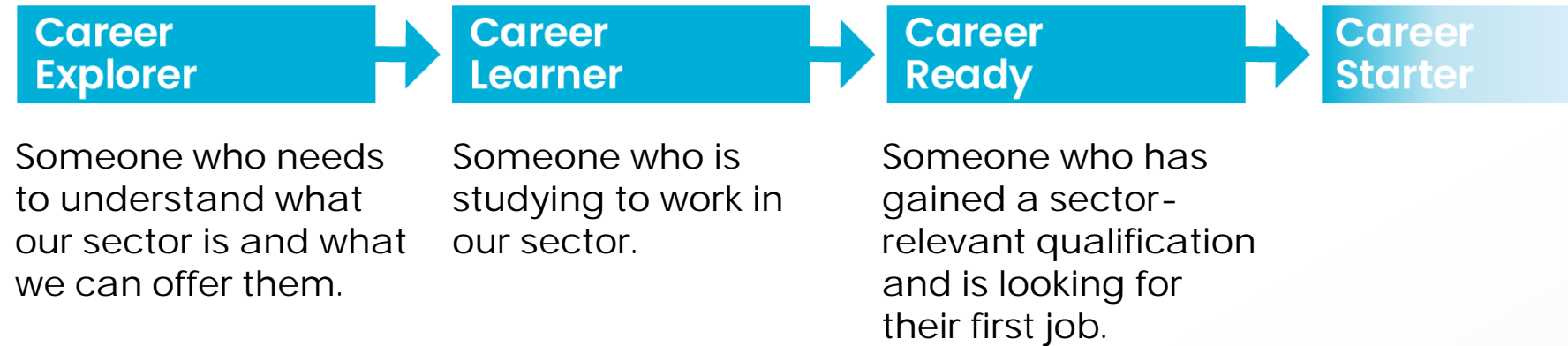
BUSINESS SUPPORT HUB

WORKFORCE GOVERNANCE

WORKFORCE SKILLS OBSERVATORY



# Overview - career journeys for our people



# Overview - career journeys for our people



# Career Explorer

Someone who needs to understand what our sector is and what we can offer them.

(So, this is not necessarily the typical "school leaver" but could also be a "career returner" changing sectors or re-entering the workforce).

CIMSPA will help you make the right career choice.

Because of my relationship with CIMSPA:

- I understand the attractiveness of a career in sport and physical activity.
- I have support in understanding my career needs and confidence in the next steps I should take.

How CIMSPA will deliver value:

CAREERS SUPPORT





# Career Learner

Someone who is studying to work in our sector.

(May already also be working part-time in our world via professional standards certification).

CIMSPA will help you access the right education and training.

Because of my relationship with CIMSPA:

- I have a great learning experience.
- I have confidence my learning will prepare me for my career in sport and physical activity.
- I understand the value of being a recognised professional.
- My course quality and CIMSPA student status delivers value by connecting me with employer work placements that I would not otherwise be considered for.

How CIMSPA will deliver value:

CAREERS SUPPORT

NATIONAL TRAINING ACADEMY

LOCAL SKILLS DELIVERY

PROFESSIONAL RECOGNITION



# Career Ready

Someone who has gained a sector-relevant qualification and is looking for their first job.

CIMSPA will help you get your first job in our sector.

Because of my relationship with CIMSPA:

- I am qualified and can be employed in a role that can be professionally recognised.
- I can connect with potential employers who trust and value my qualifications and I have access to the best job vacancies.
- I have support and direction in understanding the career pathway ahead of me.

How CIMSPA will deliver value:

CAREERS SUPPORT

NATIONAL TRAINING ACADEMY

LOCAL SKILLS DELIVERY

PROFESSIONAL RECOGNITION



# Career Starter

Someone who is working in our sector and now needs an inspiring career pathway.

CIMSPA will help you take the next steps in your career.

Because of my relationship with CIMSPA:

- I have my first professional status and am qualified and competent/safe to work.
- I understand our sector has many exciting career choices.
- I have support in moving forwards on my personal career pathway.
- I can network and connect with others like me.

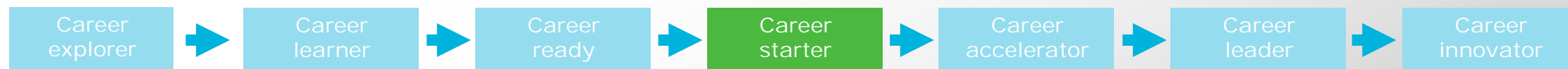
How CIMSPA will deliver value:

CAREERS SUPPORT

NATIONAL TRAINING ACADEMY

LOCAL SKILLS DELIVERY

PROFESSIONAL RECOGNITION



# Career Accelerator

Someone who has CHOSEN to pursue a career in sport and physical activity. This person understands that professional recognition is the mechanism of success whatever the dimension of their acceleration, e.g.:

- A person who wants to progress and advance "up the ladder".
- Or, a person who instead wants to add skill breadth or skill depth to their role.

CIMSPA will help you stand out from the crowd and recognise your achievements.

Because of my relationship with CIMSPA:

- I have increased professional status and profile as a recognised and highly competent professional.
- I have support in establishing my personal USP and understand my route to excellence.
- I have access to a network of my peers for mutual professional support and development.

How CIMSPA will deliver value:

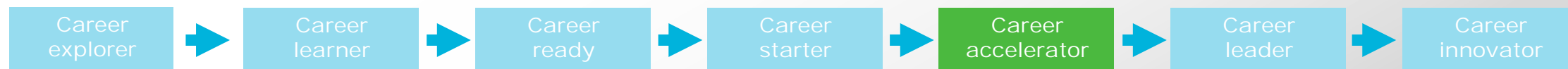
CAREERS SUPPORT

NATIONAL TRAINING ACADEMY

LOCAL SKILLS DELIVERY

PROFESSIONAL RECOGNITION

BUSINESS SUPPORT HUB



# Career Leader

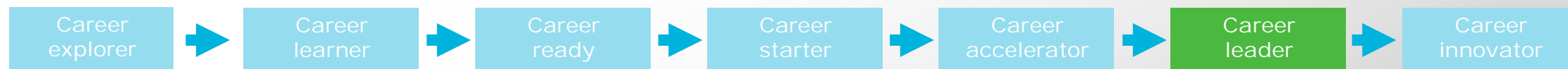
Someone who is established and excellent in their career and moves their organisation forwards with success.

CIMSPA will ensure your excellence is recognised.

Because of my relationship with CIMSPA:

- I have a higher professional status.
- My achievements and "excellent" professional credibility are recognised and acknowledged.
- I am encouraged to mentor and "give back" to my organisation.
- I can influence the evolution of our sector's professional practices (e.g. as a PDC member).

How CIMSPA will deliver value:



# Career Innovator

Someone who is enabling positive change to more than just their organisation - driving the sport and physical activity sector forward with impact.

CIMSPA will ensure your excellence is recognised.

Because of my relationship with CIMSPA:

- I have the highest professional status in our sector - the pinnacle.
- I am part of a strategic network of innovators both within and beyond the sector and can champion the positive impact our work has for society.
- I can use my strategic position to enhance our sector's professionalism and its external perception.
- My contributions to advancing the sport and physical activity sector are shaping a legacy.

How CIMSPA will deliver value:



# Overview - education stakeholders

## Training Providers

Training providers who want their business to prosper by providing employers with the training/CPD they need.

They understand their function within a regulated employer-led skills system/market.

CIMSPA will help drive your learner/student growth. We will provide a level playing field based on learner satisfaction and quality assurance rather than marketing reach.

## Higher Education Institutions

Higher education institutions working with CIMSPA to put employability, positive destinations and career progression at the core of their offer to learners.

CIMSPA will support you towards UK Teaching Excellence Framework Gold.

## Further Education Providers

Further education providers who have aligned their offer tightly to employability and positive destinations.

CIMSPA will support you in demonstrating the “employability value” of your offer.

## Awarding Organisations

Awarding organisations who are “inside” our system and accept our role as guardian of an overall education ecosystem for the sport and physical activity sector.

CIMSPA will support your business success as our sector evolves, professionalises and becomes more regulated.

How CIMSPA will deliver value:

PROFESSIONAL RECOGNITION

LOCAL SKILLS DELIVERY

NATIONAL TRAINING ACADEMY

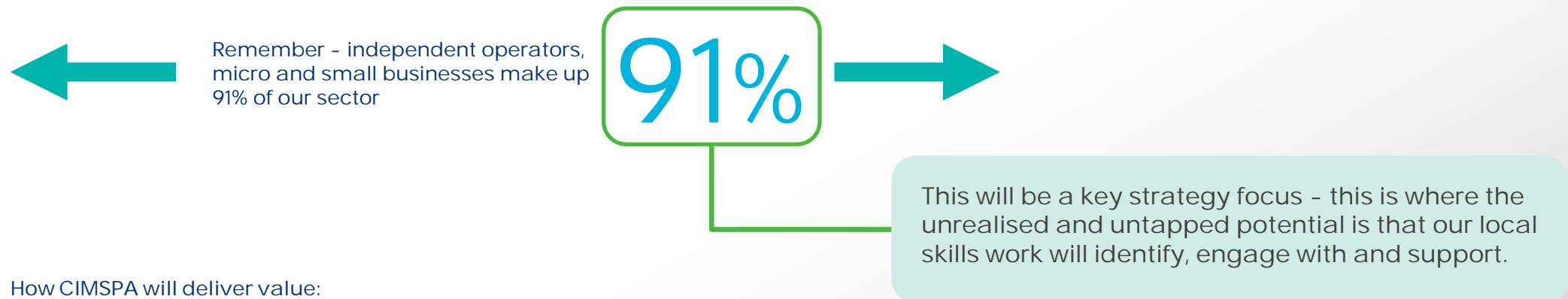
CAREERS SUPPORT

WORKFORCE SKILLS OBSERVATORY

## EMPLOYER STAKEHOLDERS

# Overview - employer stakeholders

Independent operator (Sole trader)	Micro-business (1-9 employees)	Small employer (10-49 employees)	Medium employer (50-249 employees)	Large employer (250+ employees)
A person who is both a business entrepreneur and "does the job" as a competent sector professional.	A micro employer which may be in a "startup" phase but equally could be established and stable within their business niche.	A small employer which may be in a "startup" phase but equally could be established and stable within their business niche.	Established businesses with a stable business model.	Established businesses with a stable business model.
CIMSPA will help you and your business to develop.	CIMSPA will help you and your business to develop.	CIMSPA will help your business to develop.	CIMSPA will maximise the investment in your people.	CIMSPA will maximise the investment in your people.



How CIMSPA will deliver value:

- PROFESSIONAL RECOGNITION
- LOCAL SKILLS DELIVERY
- NATIONAL TRAINING ACADEMY
- CAREERS SUPPORT
- BUSINESS SUPPORT HUB
- WORKFORCE GOVERNANCE
- WORKFORCE SKILLS OBSERVATORY



# Overview - system partners

## Policy makers

Organisations that develop policies which our sector must influence, react and respond to.

Because of our relationship with policy makers:

- Our sector will be better understood.
- We will be a priority sector in the eyes of government and help deliver government policy objectives.
- More funding will be prioritised to our sector/workforce.

## Policy translators and strategic deliverers

Organisations that are interpreting policy and creating strategies to ensure successful delivery of the policy within their context, as well as coordinating and supporting other delivery partners.

Because of our relationship with policy translators and strategic deliverers:

- We have a workforce that represents our society.
- We have appropriate harm prevention policies and procedures.

## Strategy implementors

Organisations with a role in implementing strategy who may work within the system of the policy translation and strategic delivery network.

Because of our relationship with strategy implementors:

- Our workforce represents local demographics, and has the appropriate knowledge, skills and behaviours.
- Our workforce has the knowledge, skills and behaviours to work alongside health professionals.
- We can offer new career options for the sport and physical activity workforce.

How CIMSPA will deliver value:

PROFESSIONAL RECOGNITION

LOCAL SKILLS DELIVERY

WORKFORCE GOVERNANCE

WORKFORCE SKILLS OBSERVATORY



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