

Sport and physical activity sector local skills plan

Cheshire and Warrington:
2025–2028

CREATED BY

Sport and Physical Activity Sector
Local Skills Accountability Board –
Cheshire and Warrington



Contents

Photo credits:

CIMSPA would like to thank British Triathlon and Brio Leisure for their support in sourcing photographs for this skills plan.

Introduction

The Sport and Physical Activity Sector Local Skills Accountability Board – Cheshire and Warrington

About the board

Board member organisations

- Active Cheshire
- Bollington Health & Leisure
- Brio Leisure
- British Triathlon
- Cheshire & Warrington Local Skills Improvement Plan
- Cheshire West and Chester Council
- Coach Core
- Disability Positive
- Everybody Health & Leisure
- LiveWire Warrington
- Priestley College
- Reaseheath College
- Sporting Communities
- The Gym Group
- The Pledge Cheshire and Warrington
- University of Chester
- Warrington & Vale Royal College
- Warrington Borough Council
- Warrington Disability Partnership

Funding and support

Our local skills work to engage with employability-focused organisations and build a representative sport and physical activity sector workforce is funded and supported by Sport England and the National Lottery.



Get involved

To learn more about this local skills plan or the work of your local skills accountability board please contact CIMSPA who will link you with their skills hub manager for Cheshire and Warrington.

partners@cimspa.co.uk

[LOCAL SKILLS ACCOUNTABILITY BOARD WEBSITE PAGE](#) ↗

Foreword

There is tremendous opportunity for the sport and physical activity workforce in Cheshire and Warrington to positively impact economic and health priorities across all local authorities – Cheshire West and Chester, Cheshire East, Halton and Warrington.

This in turn will increase the visibility and credibility of sport and physical activity as a viable career and an important sector within the region.

As it stands, there are fantastic examples of our sector collaborating with local education, health and community organisations. However, this work is happening in isolation and the sector is missing opportunities to become better recognised. This can be achieved through taking a coordinated approach to promoting both the career opportunities available within our workforce and also the benefits of our services for local communities.

The Cheshire and Warrington Sport and Physical Activity Local Skills Plan will build on the proactive steps already taken within the sector locally. It will also provide leadership and direction for the sector to come together and break new ground in building a strong and valued local profile to maximise its impact on the health of the local population.



CIMSPA and local skills



The right training, delivered in the right place, at the right time.

Our collaborative local skills project is bringing together employers, education providers and employability-focused organisations to effectively and efficiently match supply and demand.

CIMSPA – the Chartered Institute for the Management of Sport and Physical Activity – is the chartered professional body for the sport and physical activity sector workforce.

In 2023, the Department for Culture, Media and Sport published “Get Active: A strategy for the future of sport and physical activity”. This strategy explicitly backs CIMSPA’s rollout of local-based skills and training: “We will support CIMSPA in the development of local skills improvement plans with full national coverage.”

In line with its “Uniting the Movement” strategy, Sport England has commissioned CIMSPA to help accelerate local-focused skills improvements within the sport and physical activity workforce.

CIMSPA has already deployed a complete delivery team of multiple skills hub managers working at a local level across England, Wales and Scotland.

The CIMSPA skills hub manager within Cheshire and Warrington works with the area’s local skills accountability board and with other organisations, carrying out skills diagnostics and helping to deliver the recommendations within this local skills plan.

[LOCAL SKILLS ACCOUNTABILITY BOARD WEBSITE PAGE](#)

Vision and context

Vision

A high-quality, fit-for-purpose local sport and physical activity workforce which helps Cheshire and Warrington to thrive.

The Cheshire and Warrington Sport and Physical Activity Local Skills Plan will empower the sector to tell a new story. Successful delivery of the plan will result in a greater awareness and understanding of what a career in sport and physical activity can be, both in terms of the range of opportunities available and the skills required to be successful in a chosen field.

The plan will also support the development of clear pathways into and upwards within the sector locally. These pathways will be free of the barriers which currently make the sector less accessible or inclusive for certain under-represented groups.

As a result, an expert and more diverse local workforce will unleash the capacity of sport and physical activity to reduce health inequalities and economic inactivity across Cheshire and Warrington through improving the physical and mental health of those living and working in the area.

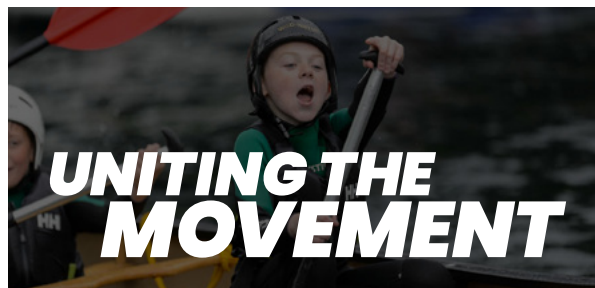


National context



DCMS strategy context

In August 2023, the Department for Culture, Media and Sport published “Get Active: A strategy for the future of sport and physical activity”. This strategy explicitly backs CIMSPA’s rollout of local-based skills and training: “We will support CIMSPA in the development of Local Skills Improvement Plans with full national coverage.”



Sport England strategy context

In 2021, Sport England launched Uniting the Movement, a 10-year strategy outlining the importance of the workforce in driving change to transform lives and communities through sport and physical activity.

Uniting the Movement strategic priorities include:

- Unleashing the power of diversity
- Ensuring people have access to help from those who relate to their experiences
- Training and qualifications fit for the future
- Better career choices
- Organisations contributing more to the social fabric of their communities

With this, the sector’s workforce must be representative of the community it serves, creating sustainable careers, placing local employer and individual need at the heart of training and development. There is a collective responsibility to ensure the sport and physical activity sector is a valued and accessible career choice with progression for individuals.



The Skills and Post-16 Education Act 2022 context

The passing into law of the Skills and Post-16 Education Act 2022 places employers at the heart of the skills system, making it easier for people to access the skills required to secure well paid jobs in industries with skills gaps.

Employers and training providers must work together to identify the skills needed locally and address the skills gaps. For further education colleges and training providers who access funding to deliver their training, it is now a legal requirement to work with employers to develop skills plans. Adult skills funding is being developed, and funding must align to the employer-identified priorities.

Local context

Cheshire & Warrington Local Skills Improvement Plan

The Cheshire & Warrington Local Skills Improvement Plan (LSIP) has been developed by its lead Employer Representative Body, the South Cheshire Chamber of Commerce, and other local stakeholders to ensure that employers' skills needs are reflected within the local skills system and that the current and future workforce have the necessary skills and access to local opportunities.

The plan identifies five overarching themes:

- Technical skills
- Accessibility
- Employability competencies
- Careers education, information, advice and guidance
- Educational professionals

Health and social care has also been identified as a key priority sector, and partnerships between CIMSPA and the LSIP team have been developed to integrate sport and physical activity into this network.

In order to promote and strengthen this collaboration, the Cheshire and Warrington Sport and Physical Activity Local Skills Plan has aligned to the key themes of the LSIP. It identifies actions to complement this work and ensure that the sport and physical activity sector offers more accessible and attractive career pathways in Cheshire and Warrington.



Themes, recommendations, partners and stakeholders

Themes

This plan has four themes.

1	Recruitment
Ensuring supply meets demand by attracting the best talent to work in the sport and physical activity sector.	

2	Training and professional development
Enhancing the training offered locally and ensuring that the funding which supports it can:	
<ul style="list-style-type: none">▶ meet the demand and needs of employers▶ produce work-ready people▶ add complementary skills to enable people to achieve their career or business goals.	

3	Support
Ensuring the right support is available for the local sport and activity workforce and their employers to enable the outcomes of this skills plan to be achieved.	

4	Retention
Working to retain talent within the sector and upskilling our workforce with the skills required to flourish.	

Recommendations

This plan has three headline recommendations:

Raise awareness

1

Raise the knowledge and awareness of sport and physical activity careers across the local employment, education and economic landscapes.

Create pathways

2

Ensure that pathways for training, employment and progression in sport and physical activity are inclusive and representative of their local communities.

Increase impact

3

Develop the capacity of the local sport and physical activity workforce to contribute to Cheshire and Warrington health and economic priorities.

Partners and stakeholders

CIMSPA and the local skills accountability board will work collaboratively with a range of partners and stakeholders to deliver on the actions that underpin this plan's recommendations.

These include:

Education and training providers

Those delivering accredited training – both sector/occupation-specific training and training around basic skills, knowledge and behaviours – for example, further education colleges and higher education institutes.

Skills and sector partners

Those with knowledge and understanding of the sport and physical activity sector, with expertise to support both employers and training providers, for example, Active Partnerships, national governing bodies of sport and other system partners.

Employers and deployers

For example, leisure providers, coaching companies and gym owners.

Recommendations, actions and milestones

RECOMMENDATION 1

Raise awareness: Raise the knowledge and awareness of sport and physical activity careers across the local employment, education and economic landscapes.

Theme(s)	No.	2025–2028 actions	What does success look like?	How will it be measured?
RECRUIT TRAIN	1a	Embed CIMSPA careers guidance in education and training across Cheshire and Warrington.	<ul style="list-style-type: none"> ▶ CIMSPA careers guidance is delivered as part of all regional school and further and higher education careers advice ▶ CIMSPA careers guidance is delivered to young people not in education, employment or training (NEET) to help them reengage with education or employment ▶ Young people in the region are aware of pathways into the sector 	<ul style="list-style-type: none"> ▶ Number of schools accessing CIMSPA careers guidance resources ▶ Number of employability-focused organisations engaged with delivering CIMSPA careers guidance resources
RECRUIT TRAIN RETAIN	1b	Develop and enhance networks for employers, education providers and those seeking employment to connect and collaborate.	<ul style="list-style-type: none"> ▶ A network of education partners, local employers and employment agencies creating a recruitment pipeline ▶ Education providers are aware of and understand sport and physical activity careers in the region ▶ The sport and physical activity sector is represented at regional careers events ▶ Reduced recruitment costs for employers 	<ul style="list-style-type: none"> ▶ Number of CIMSPA Employer and Education partnerships ▶ LSAB employer business recruitment costs
RECRUIT	1c	Raise the visibility and credibility of sport and physical activity careers within the local economic landscape.	<ul style="list-style-type: none"> ▶ Local sector employment opportunities are promoted outside of sector-specific networks and reach new audiences ▶ A diverse talent pool looking to work in the sector ▶ Examples of sector professionals positively impacting the local community are shared and celebrated 	<ul style="list-style-type: none"> ▶ Success of LSAB employer recruitment postings ▶ Qualitative data (case studies and feedback)

To achieve recommendation 1, we must work collaboratively to align our messaging and communications relating to working in sport and physical activity.

RECOMMENDATION 2

Create pathways: Ensure that pathways for training, employment and progression in sport and physical activity are inclusive and representative of their local communities.

Theme(s)	No.	2025–2028 actions	What does success look like?	How will it be measured?
RECRUIT TRAIN	2a	Facilitate the delivery of relevant, quality-assured and endorsed training based on local sector demand.	<ul style="list-style-type: none"> ▶ Local employers are able to recruit and upskill their workforce through a fully quality-assured pathway that is based on their skills needs ▶ Employees are trained in the knowledge, skills and behaviours required for their role ▶ Improved quality of local sport and physical activity services ▶ Improved public satisfaction with their interactions with the sector workforce during their sport and physical activity experiences 	<ul style="list-style-type: none"> ▶ Number of courses sourced through the Training Academy ▶ Local workforce skills diagnostic data ▶ Local documentation and reporting
RECRUIT SUPPORT TRAIN RETAIN	2b	Help local employers to be more inclusive in the recruitment, development, support and retention of their workforce.	<ul style="list-style-type: none"> ▶ A local network of sector employers offering meaningful and inclusive employment ▶ Increased uptake and success in inclusion initiatives, for example, supported internships, apprenticeships and the Disability Confident employer scheme, by local employers ▶ Local and national investment secured as available to support local workforce development ▶ Sector employers are aware of business support available for inclusive practice ▶ Increased diversity within the local sector workforce ▶ Improved workforce retention ▶ Increased positive associations with working in sport and physical activity 	<ul style="list-style-type: none"> ▶ Local workforce skills diagnostic data ▶ LSAB employer workforce diversity and staff retention data ▶ Local documentation and reporting ▶ Qualitative data (case studies and feedback)
SUPPORT TRAIN RETAIN	2c	Support opportunities for career advancement through technical or management pathways to retain the local sector's highest performers.	<ul style="list-style-type: none"> ▶ Employers are supported with succession planning ▶ The sector workforce contains experienced professionals with specialist skills e.g. in working with long-term health conditions ▶ Sector professionals are able to advance their careers within the sector 	<ul style="list-style-type: none"> ▶ Number of courses sourced through the Training Academy ▶ Local workforce skills diagnostic data

To achieve recommendation 2, we must lead a culture of investing in people as our sector's greatest asset.

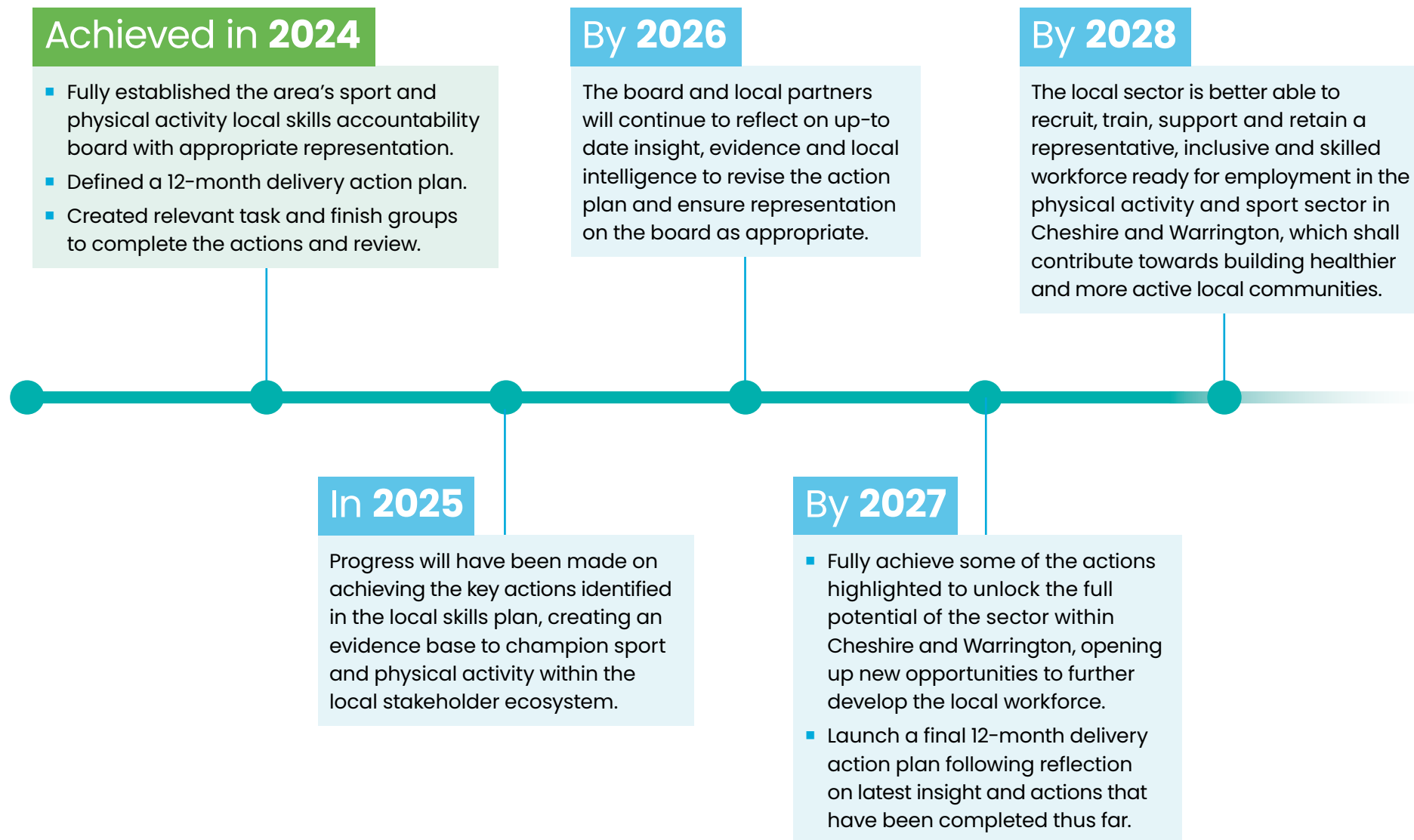
RECOMMENDATION 3

Increase impact: Develop the capacity of the local sport and physical activity workforce to contribute to Cheshire and Warrington health and economic priorities.

Theme(s)	No.	2025–2028 actions	What does success look like?	How will it be measured?
RECRUIT SUPPORT TRAIN RETAIN	3a	Identify, collect and utilise the relevant local and national data to shape workforce development across Cheshire and Warrington.	<ul style="list-style-type: none"> ▶ Robust and insightful data drives the evolution and ongoing delivery of the local skills plan ▶ Workforce development needs are identified based on physical activity and health trends ▶ Employers are represented and engaged across the region ▶ Employer skills needs are identified and understood 	<ul style="list-style-type: none"> ▶ Local workforce skills diagnostic data ▶ Local documentation and reporting ▶ CIMSPA Data Lens
TRAIN RETAIN	3b	Embed the sport and physical activity workforce into local health systems where the sector can deliver at its highest point of contribution.	<ul style="list-style-type: none"> ▶ Local health priorities are understood by the sport and physical activity sector ▶ Sport and physical activity professionals are trained in skills that contribute to local health priorities ▶ Health sector professionals understand the value of sport and physical activity in preventive care ▶ The sport and physical activity sector is engaged at all levels of the local healthcare system 	<ul style="list-style-type: none"> ▶ Local population health data (Active Cheshire Pulse, ONS and Active Lives) ▶ Local documentation and reporting
SUPPORT RETAIN	3c	Measure and showcase the impact of sport and physical activity on the local economy.	<ul style="list-style-type: none"> ▶ Examples of the sport and physical activity sector contributing to LSIP priorities and local healthcare priorities are shared and celebrated ▶ Increased recognition of the contribution the sector brings to the local economy ▶ Increased opportunities for the sector workforce to help more people stay productive for longer 	<ul style="list-style-type: none"> ▶ Social value measure for sport and physical activity within Cheshire and Warrington ▶ Qualitative data (case studies and feedback)

To achieve recommendation 3, we must capture and celebrate the excellent practice already taking place in the sector in Cheshire and Warrington and continue to raise our standards.

Milestones



Wider alignment with local skills work

All Together Active strategy



Active Cheshire and Merseyside Sport Partnership

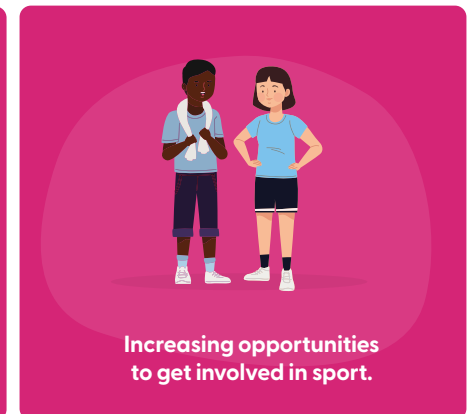
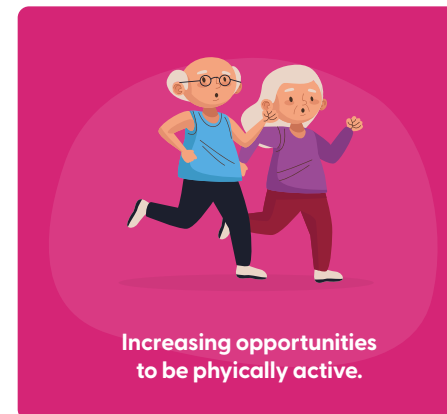
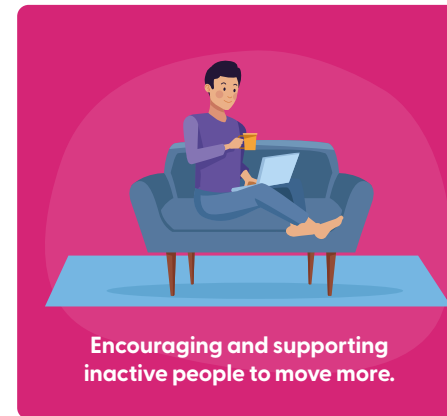
These two local organisations were commissioned by the Cheshire and Merseyside Integrated Care Board to develop a physical activity strategy for the health and social care system across the region. The result of their collaboration is the All Together Active strategy.

The vision for the All Together Active strategy is a Cheshire and Merseyside in which far fewer people experience health inequalities resulting from physical inactivity. This vision will be realised through achieving these missions:

- Encouraging and supporting inactive people to move more
- Removing barriers to participation in physical activity
- Increasing opportunities to be physically active
- Increasing opportunities to get involved in sport

Our Mission

All Together Active will reduce health inequalities by:



WIDER ALIGNMENT WITH LOCAL SKILLS WORK

By 2026, the All Together Active strategy will:

- support its nine places to further develop opportunities to use physical activity as a way of improving population health
- embed movement, physical activity and sport within the Cheshire and Merseyside health and social care system
- deliver measurable reductions in health inequalities
- empower 150,000 inactive people to become more active.

Each Cheshire and Warrington local authority is developing an implementation plan for bringing All Together Active to life at a local level. The Cheshire and Warrington Local Skills Accountability Board will collaborate with each local authority to support the delivery of their implementation plan and the public health needs of each area.

This will create opportunities for collaboration on workforce development which will provide solutions for the priorities within these local plans and utilise the potential of physical activity to improve the health outcomes of the local community.

[ALL TOGETHER ACTIVE](#) 



Data and insight that have informed this work

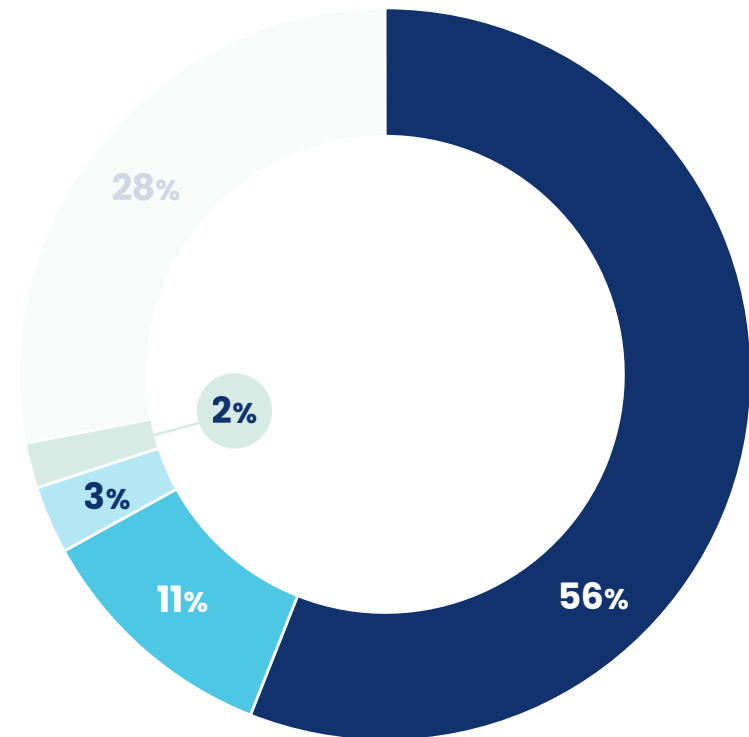
Cheshire CIMSPA Regional Datapack 2024

Businesses in the region: Size

The data highlights how the majority of local employers are microenterprises. This relates to this local skills plan because these businesses have the least capacity and resource when recruiting and training their staff, emphasising the importance of the local skills plan supporting their workforce priorities and creating local solutions for them to utilise.

- 56% Micro enterprises (1-9 employees)
- 11% Small enterprises (10-49 employees)
- 3% Medium enterprises (50-249 employees)
- 2% Large enterprises (250+ employees)

The remaining 28% of sport and physical activity businesses within Cheshire not accounted for here are due to either no company financials being available or 0/an unknown number of employees within the business, meaning they cannot be categorised by business size.

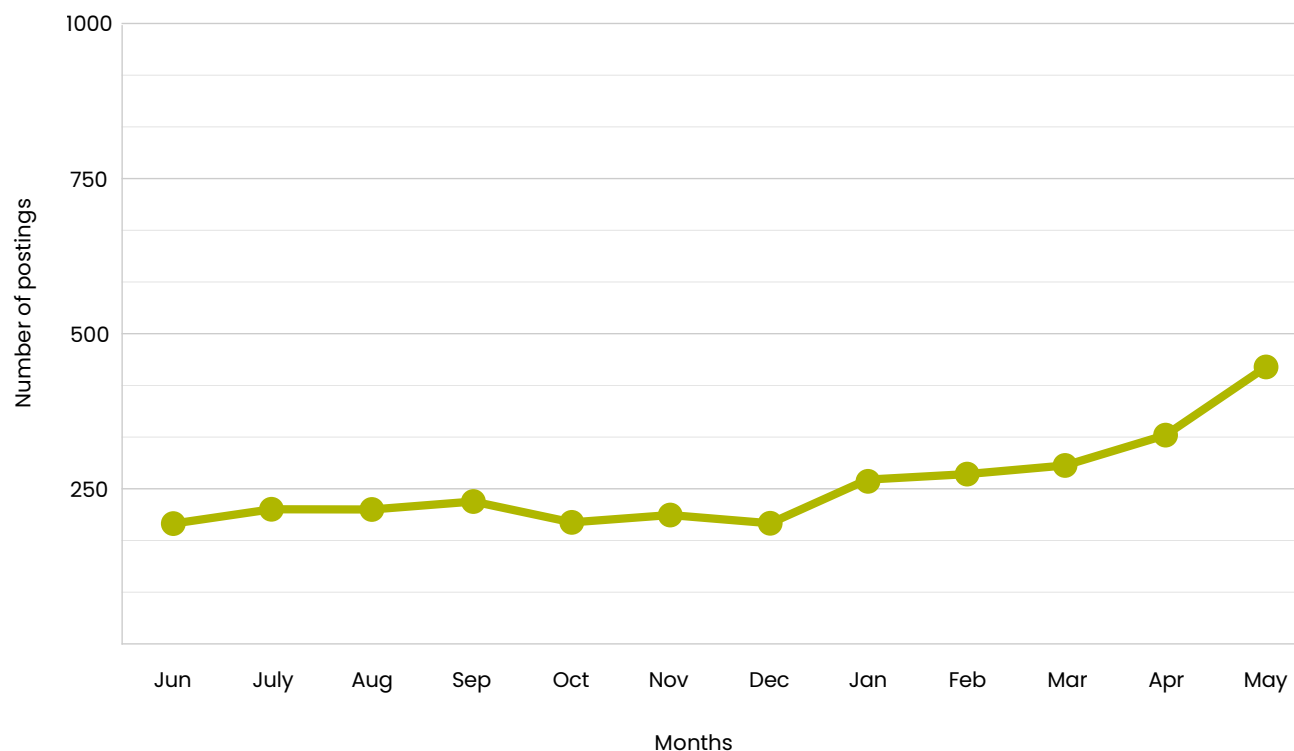


[CHESHIRE 2024 REGIONAL DATAPACK](#)

Recruitment: Job postings

The data shows a gradual increase in job postings over the period measured. This is supported by anecdotal feedback that employee turnover has increased in some businesses and in others they have been growing their teams as part of recovering from the impact of the pandemic.

Both of these trends highlight a need for recruitment challenges to be addressed which will happen through the actions identified within this plan to channel more people towards current and future vacancies.



Local authority job postings (12 months)

Cheshire East	542
Cheshire West and Chester	444
Warrington	300

Cheshire and Warrington business diagnostic insight

Placements/industry experience

The CIMSPA business diagnostic asked 75 employers:

“Are you able to host any placements/industry experience for 16–23 year-olds?”

Yes	37% (28)
No	63% (47)

This data highlights a challenge which must be addressed. We need more employers to offer placements and industry experience to young people to challenge any unrealistic expectations about working in our sector and to improve the image of entry-level roles.

Apprenticeships

The CIMSPA business diagnostic asked 75 employers:

“Do you currently use apprenticeships as part of your recruitment/staff development strategy?”

Yes	20% (15)
No	80% (60)

This data demonstrates a gap in the pathway for entering into our sector’s workforce locally. Further anecdotal feedback as to the reasons for these responses highlighted a lack of understanding about how to utilise apprenticeships.

One of this local skills plan’s goals is to build better connectivity between employers and training providers to maximise apprenticeship take-up. This will create a clearer route into employment, which will increase the diversity of our workforce.

**CHESHIRE AND WARRINGTON BUSINESS
DIAGNOSTIC INSIGHT 2023/2024** [↗](#)

Training barriers

This data provides an insight into the various challenges employers face in upskilling their staff. The recommendations and actions within this plan aim to remove these barriers through addressing the factors making these an issue for employers, such as sourcing investment for

training to happen locally and promoting the Training Academy to ensure that relevant training is more accessible.

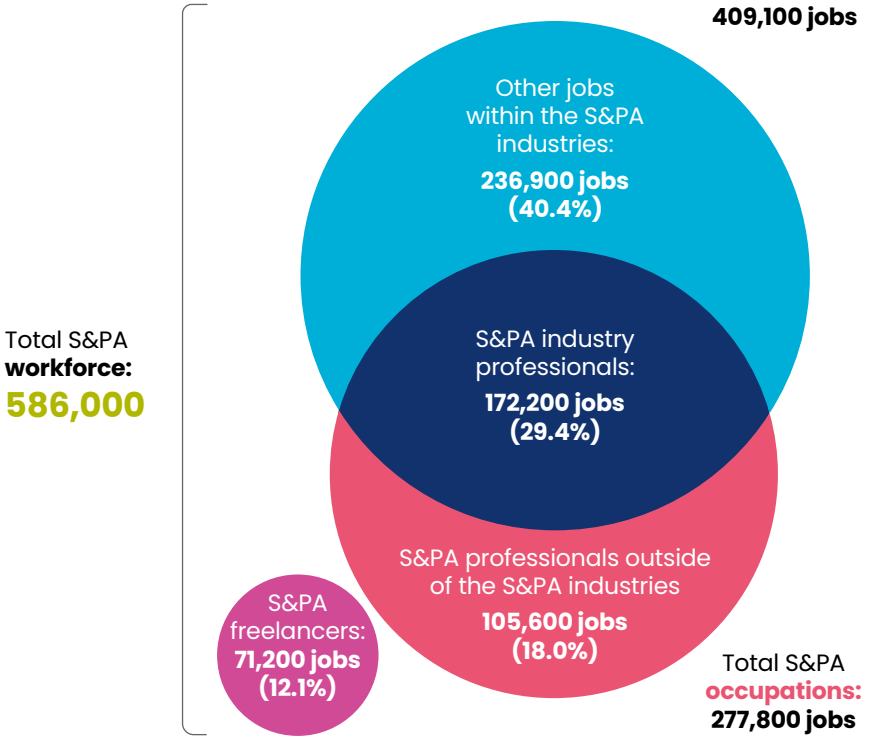


CIMSPA Workforce Insight Report 2023

Where they work

While this data encompasses a national picture, this is reflected locally and highlights the opportunity to expand the employer network we collaborate with beyond the traditional industry organisations.

The sports and physical activity workforce UK | 2022 | Jobs



Source: Lightcast (2023.1) and ONS APS

Sector workforce demographics

The national picture outlined below will allow the Cheshire and Warrington Local Skills Accountability Board to benchmark the data we collate against these national averages to improve diversity within our workforce.

Sport and physical activity core occupations tend to be less diverse than the UK-wide workforce.

Age

- On average, workers in the sport and physical activity occupations are young, with 30% of jobs held by those between 16–24 years of age – three times the average of all occupations.
- Sports coaches, sports players and sport and leisure assistants have the youngest worker demographics.

Gender

- Compared to the average, sport and physical activity workers are more likely to be male, although there are signs that this is changing.
- The share of male workers in sector occupations overall is 56%, down from 62% in the previous Workforce Insights Report (2020).
- In contrast, women are more likely to work part time (38%) than men (14%) in the overall economy*.

*WOMEN AND THE UK ECONOMY RESEARCH BRIEFING [↗](#)

DATA AND INSIGHT THAT HAVE INFORMED THIS WORK

Disability

Fewer workers within the sport and physical activity sector workforce report having a disability (13%) compared to the average of all occupations (16%). This is likely linked to the age profile of the sector workforce and to the physical demands of the occupations.

Socioeconomic group

- Compared to the wider workforce, the sport and physical activity sector workforce has a higher proportion of workers in lower socioeconomic groups (LSEGs), driven by higher shares of students and semi-routine occupations (28% vs 23% workforce-wide).
- The sport and physical activity sector also has a higher proportion of small employers and own-account workers (23% vs 9% workforce-wide), consistent with the importance of freelancers to the sector.

Ethnicity

- On average, sport and physical activity occupations are less diverse than the UK-wide workforce with more than 87% of sport and physical activity occupations being of White British ethnicity compared to 79% elsewhere.
- White Other and Black are the second and third most represented ethnicities within the sport and physical activity workforce.
- Looking across the sport and physical activity occupations, sports players and fitness instructors are the most diverse in terms of ethnicity, although both are below the wider workforce average.



The Pledge Cheshire and Warrington



The Pledge – connecting education and employment

The Pledge Cheshire and Warrington is part of the service delivered locally by the Cheshire and Warrington Careers Hub within the Careers Enterprise Company. The Pledge enables businesses to work together with educators to provide every young person living, studying and/or working in Cheshire and Warrington with everything they need to succeed in the world of work.

The Pledge Cheshire and Warrington has been part of the region's local skills accountability board since it launched and has facilitated networking between sector employers and local education contacts. Since the development of this local skills plan began, the Cheshire and Warrington Careers Hub has become part of Enterprise Cheshire and Warrington, a collaboration between Cheshire East, Cheshire West and Chester, and Warrington Local Authorities.

This partnership will be developed further to align with wider Cheshire and Warrington Careers Hub priorities and services as part of bringing the Cheshire and Warrington Local Skills Plan to life, with a focus on the recommendation for raising awareness of careers in sport and physical activity in education settings.

[ENTERPRISE CHESHIRE AND WARRINGTON CAREERS HUB](#) 

Why this data is important

The data presented on the following page demonstrates that the sector is perceived positively during the early stages of a young person's secondary education. However, this drops over the following years, which are crucial for setting the course people take for their employment.

It is not clear what factors contribute to the reduction in interest as secondary education progresses, however the recommendations identified by our local skills accountability board aim to address this decline by ensuring that there is greater awareness, opportunity and recognition for anyone interested in a career in sport and physical activity within Cheshire and Warrington.

DATA AND INSIGHT THAT HAVE INFORMED THIS WORK

Career aspirations from Cheshire and Warrington secondary school pupils

What type of jobs/careers are you interested at the moment?

Education pathway point	How sport and leisure ranks as a career choice
Starting secondary school	Ranked 1st out of 25 (18.28%)
Transition from key stage 3*	Ranked 1st out of 25 (12.93%)
GCSE year	Ranked 3rd out of 25 (10.4%)
Post-16 study	Ranked 10th out of 25 (6.16%)

Source: Careers and Enterprise Company Future Skills Questionnaire, 2022–2023 academic year

*Key stage 3 is the first three years of secondary school education in England and Wales

[ENTERPRISE CHESHIRE AND WARRINGTON CAREERS HUB](#)

Other 24 career options presented to students:

Administration / Animal care / Emergency and uniform services / Beauty and wellbeing / Business and finance / Computing, technology and digital / Construction and trades / Government services / Creative and media / Delivery and storage / Engineering and maintenance / Environment and land / Healthcare / Home services / Hospitality and food / Law and legal / Managerial / Manufacturing / Retail and sales / Science and research / Social care / Teaching and education / Transport / Travel and tourism

The scope of the sport and physical activity sector

Sector and industries definitions

The sport and physical activity sector:

“Everyone working in the sport and physical activity workforce in the industries and occupations detailed below and overleaf.”

Sector industries

Industry definitions from CIMSPA for the purpose of this strategy are shown in the table (right).

Paid/voluntary workforce

This sport and physical activity sector local skills plan aims to be broad enough in its outcomes to not need to be separated by employment/deployment status.

Industry	Definition
Exercise and fitness	Services, activities and venues that predominantly improve participant physical fitness.
Community sport	Sport/skill-based services, activities and venues that increase participation and develop skill, sometimes targeting under-represented groups and inequalities.
Leisure operations	Services, activities and venues that predominantly improve participation in physical activity.
Health and wellbeing	Holistic services and activities that promote improvements across all aspects of health, sometimes involving health care and other non-sector professionals.
Adventure sport	Activities, services and venues both indoor and outdoor improving participation in sport perceived as having a high level of risk.
Performance sport	Competitive sport and activities including those in which athletes receive payment for their performance; professional, semi-professional and grass roots sport.

Occupations

Introduction

“Occupations” are a standardised set of job roles that cover the whole of the sport and physical activity sector. For example, what some operators might call a “leisure attendant” is considered to be part of the “recreation assistant” occupation.

Definitions

- Frontline – occupations in sport and physical activity directly servicing the needs of the participant.
- Support chain – occupations in sport and physical activity servicing the needs of the front line and/or the facilities.
- Extended workforce – enablers and influencers of sport and physical activity who are not part of the sector workforce.

Frontline occupations

Sector workforce

Occupations aligned with CIMSPA professional standards

Gym Instructor, core group exercise instructor, coach, coaching assistant, personal trainer, strength and conditioning trainer, pilates based matwork instructor, yoga instructor, aspiring manager, entry manager, health navigator, swimming teacher, lifeguard, recreation assistant, assistant swimming teacher, sports therapist*, nutritionist*, sport nutritionist*, physiotherapist*.

*Occupations supported directly by other professional bodies

Broader workforce

Receptionist, bar staff, kitchen and catering assistant, waiting staff, cleaning assistant, domestic assistant, sales and retail assistant, chef.

Support chain occupations

Sector workforce

Occupations aligned with CIMSPA professional standards

Entry manager, general manager, senior manager, tutor, assessor, coach developer, health navigator, pool plant operative.

Broader workforce

Sport development officer, researcher, teacher, administrative occupations, finance occupations, health and safety, quality manager, environmental manager, auditor, sports media and reporters, general assistant, maintenance operative (examples).

Extended workforce

Enablers

Enablers of sport and physical activity who don't necessarily hold a CIMSPA-recognised professional qualification

Primary school teachers, teaching assistants, PE teachers, childcare workers, carers, sport event staff/volunteers, activity group leaders (eg scouts, guides, etc), officiating.

Influencers

Influencers of sport and physical activity who don't necessarily hold a sector-specific professional qualification

Parents, sport role models, sport and fitness models, sport and fitness social media influencers.

Glossary

CIMSPA Data Lens

The CIMSPA Data Lens is a real-time intelligence dashboard for the UK's sport and physical activity sector.

The Data Lens system uses web-scraping APIs to open access data and machine learning, all segmented through real-world definitions specific to the sport and physical activity sector.

It can be interrogated specifically in niche areas such as exercise and fitness or community sport, or even specific geographies at a county or town level.

[ABOUT DATA LENS](#)

Local documentation and reporting

Throughout the lifespan of this local skills plan, CIMSPA and the local skills accountability board will look to incorporate any new sector-specific data created by local stakeholders that helps us understand the impact of our actions.

For example – employability and skills reports, survey results and impact reports.

Local skills accountability board (LSAB)

A group of local education and training, skills/employability, health and employer stakeholders across a region and within the sport and physical activity sector.

LSABs are co-ordinated and managed by CIMSPA, enabled by Sport England and National Lottery funding. An LSAB is collectively responsible for the creation, implementation and renewal of a sport and physical activity sector local skills plan.

Local skills improvement plan

Local skills improvement plans (LSIPs) provide an agreed set of actionable priorities that stakeholders in a local area can get behind to drive change.

LSIPs:

- place employers at the heart of local skills systems
- facilitate direct and dynamic working arrangements between employers, providers and local stakeholders
- help learners gain the skills they need to get good jobs and increase their prospects.

Each LSIP has a designated Employer Representative Body (ERB), appointed by the Department for Education.

This document is NOT an LSIP.

Local workforce skills diagnostic data

CIMSPA has a team of local skills hub managers working across England, Scotland and Wales.

These skills hub managers are engaged in collecting workforce skills intelligence directly from employers in their local area through a detailed and standardised workforce skills diagnostic survey.

This data can then be segmented at the level of the local skills accountability board for use in better understanding local workforce needs and in monitoring the success of workforce improvement initiatives.

Business diagnostic insight data:

This was the precursor to the UK-wide CIMSPA local workforce skills diagnostic data collection system explained above. The data for Cheshire and Warrington was collected June 2023 – January 2024.

Not in education, employment or training (NEET)

Young people aged 16–24 who are not in employment, education or training. Someone who is NEET can be either:

- unemployed and looking for work
- economically inactive – not actively looking for work, not waiting to start a job, or caring for family.

Qualitative data

Qualitative data is non-numeric, descriptive information that gathers experiences and perceptions. It includes case studies, feedback via surveys and forms, and interviews.

Sport and physical activity sector local skills plan

This document is a sport and physical activity sector local skills plan. It is a local skills plan specific to the sport and physical activity sector in a specific region.

The plan has been created by the local skills accountability board (see above), coordinated and managed by CIMSPA.

The Training Academy for Sport and Physical Activity

The Training Academy is an online platform that enables access to the highest quality training and development opportunities for sector professionals and those looking to start a career in the sector.

Managed by CIMSPA, the Training Academy has been created in collaboration with employers, education providers and professionals working across the sector.

All of the training, learning opportunities and qualifications on offer through the Training Academy have been endorsed and mapped to sector professional standards and are delivered by training providers that have achieved CIMSPA's highest quality-assurance outcomes.

The Sport and Physical Activity Sector Local Skills Accountability Board – Cheshire and Warrington



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