

# Sport and physical activity sector local skills plan

Leicester, Leicestershire and Rutland: 2024–2027

CREATED BY

Sport and Physical Activity Sector  
Local Skills Accountability Board –  
Leicester, Leicestershire and Rutland



# Contents

**Photo credit:**

CIMSPA would like to thank Active Together for their support in sourcing photographs for this skills plan.

# Introduction

The Sport and Physical Activity Sector Local Skills  
Accountability Board – Leicester, Leicestershire and Rutland

## About the board

### Board executive



### 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.



### Board member organisations

- CEL Sports
- Crown Hills Community College
- East Midlands Chamber
- Everyone Active
- Leicester City in the Community
- Leicester College
- Leicester Outdoor Pursuits Centre
- Leicester Riders
- Leicester and Leicestershire Enterprise Partnership
- Leicestershire County Council
- Loughborough University
- North Warwickshire and South Leicestershire College
- SMB Group – Stephenson, Melton and Brooksby College
- Swim England
- Waterfront Sports and Education Academy

### 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 Leicester, Leicestershire & Rutland.

[partners@cimspa.co.uk](mailto:partners@cimspa.co.uk)

*Thank you to the 119 employers across Leicester, Leicestershire and Rutland that also contributed to this plan.*

## Foreword

### Sources and influences

This sport and physical activity sector local skills plan has been shaped directly by:

- The Department for Education's 2021 Skills Trailblazer pilot programme
- The 2021 Leicester and Leicestershire Trailblazer Interim Local Skills Improvement Plan
- Skills accelerator work undertaken in our area which focused on sport, physical activity and health.

Developed with stakeholders in Leicester, Leicestershire and Rutland, this plan identifies the key skills improvements, workforce challenges and priorities for local sport and physical activity and sets out recommendations and actions to shape our work and impact, whilst still aligning with other national work in the sector.

With an aging population, rising inequalities, increased physical and mental health challenges, the need for people to be more physically active has never been more

important. Sport, physical activity, and its associated sociological, physiological, and psychological benefits are proven to provide a more fair, equal, and prosperous society.

Sport and physical activity provision opportunities must reflect the real needs of participants, employers, deployers and the workforce in this fast-changing world. Our current and future workforce needs to be able to acquire the knowledge, skills, and behaviours to address the challenges and support the local population. Businesses, organisations and the wider sector will need support to survive and thrive in an increasingly digital world where carbon reduction and climate change will have an increasing impact on everyone.

This sector local skills plan outlines the vision for medium and longer-term success and provides clear actions to help us achieve this.

Sport and physical activity is recognised locally as a priority sector within the East Midlands Chambers' 2023 Local Skills Improvement Plan.

This sector local skills plan aligns to wider skills plans, economic plans, sector growth plans and economic profiles.

### Current:

- 16,900 jobs, £600 million gross value added (GVA) per annum .
- 1,245 businesses – 84% are micro-organisations (9 or fewer employees).

### Potential:

- To deliver £100 million in GVA by 2030.

What's more, physical activity and sport is estimated to provide £1.4bn in social value to Leicester and Leicestershire each year due to its impact on health and wellbeing, productivity, educational attainment, crime reduction and community cohesion.

To deliver this potential growth, the local sport and physical activity sector will need a well-equipped representative workforce ready for the challenge. Therefore, this is what this plan aims to achieve.

## Foreword (continued)

### Sources

*Leicester and Leicestershire Enterprise Partnership Sector Profile, 2021*

*Active Together Physical Activity and Sport's Contribution to Wellbeing, Health, Economic Recovery and Growth, 2021*

[LINK](#)

### 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 is the chartered professional body for the sport and physical activity sector.

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.

As part of its "Uniting the Movement" strategy, Sport England have commissioned CIMSPA to help accelerate local-focused skills improvements within the sport and physical activity workforce.

Since 2022, CIMSPA has created a network of skills hub managers and regional managers, covering 15 local skills areas in England and one each in Scotland and Wales.

The CIMSPA skills hub manager within Leicester, Leicestershire and Rutland works with the area's local skills accountability board and with other organisations, capturing employer skills diagnostic data and helping to deliver the recommendations within this local skills plan.

# Vision and context

## Vision

The vision of this sector local skills plan is to:

*“Improve the conditions for, and ability of, the local sector to recruit, train, support and retain a representative, inclusive and skilled workforce ready for employment in the sport and physical activity sector, supporting the physical health and wellbeing of the people of Leicester, Leicestershire, and Rutland.”*

To realise this vision, the sport and physical activity sector will need a workforce that is skilled, motivated, and valued to provide the best possible experience for the consumer.

A joined-up approach will ensure alignment between education, skills and economic plans and give stakeholders (education providers, funders, employers and professional bodies) a key reference point to maximise benefit and efficiency.



## 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.”

The strategy also highlighted the Leicester, Leicestershire and Rutland trailblazer pilot as a leading example of best practice: “Working with CIMSPA, the pilot facilitated focused investment in the sector by opening up constructive dialogue to ensure that employers understood their skills gap.”



### 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. It is now a legal requirement for further education colleges and training providers who access funding to deliver their training, to work with employers to develop skills plans. Adult skills funding is being developed and funding must align to the employer identified priorities.

# Themes, recommendations and good practice

## Themes

This plan has four themes.

<b>1</b>	<b>Recruitment</b>
Attracting the best talent to work in the sport and physical activity sector to help supply meets demand.	

<b>2</b>	<b>Training and professional development</b>
Enhancing the local training offer and funding that supports so it can:	
<ul style="list-style-type: none"><li>▶ Meet the demand/needs of employers;</li><li>▶ Produce work-ready people;</li><li>▶ Adds complementary skills to enable people to achieve their career/business goals.</li></ul>	

<b>3</b>	<b>Support</b>
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.	

<b>4</b>	<b>Retention</b>
Working to retain talent within the sector and providing our workforce with transferable skills.	



## Recommendations

This plan has 3 headline recommendations:

**1**

### Recruit, train, support and retain

The recruitment, training, support and retention of a representative and inclusive workforce ready for employment.

**2**

### Education working with employers

Supporting the local further and higher education network to align in their approach to working with employers and deployers across Leicester, Leicestershire and Rutland.

**3**

### Data-led

Adopting a data-led approach to sector workforce development that supports employers' needs.

## Learning from good practice

CIMSPA will share learnings and good practice from other local skills areas and networks to support the delivery of the recommendations within this plan, such as understanding around demographics and representative groups, and how to engage with them.

CIMSPA will continue to work collaboratively with partners to maintain and develop curriculum resources and career guidance to support and add value to education and training providers with workforce development in the sector, for example CIMSPA's career hub.

# Partners and wider skills alignment

## Partners and stakeholders

CIMSPA and the board executive 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/role specific 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 Together.

### Employers and deployers

For example leisure providers, coaching companies, gym owners.

## Alignment with cross-sector local skills work

This plan exists within an environment which includes parallel, cross-sector local skills work. Specifically, the Leicester and Leicestershire Local Skills Improvement Plan (LSIP), published in August 2023.

The Leicester and Leicestershire LSIP has this goal:

*“To be recognised as the best place in the country for developing people with the skills needed for businesses to thrive, the economy to grow and individuals to succeed.”*

Within the context of the above themes and recommendations, this sport and physical activity sector-specific skills plan will align to the wider Leicester and Leicestershire LSIP’s 2023 priorities shown here.

East Midlands Chamber website link

[LINK](#)

### Leicester and Leicestershire Local Skills Improvement Plan priorities (cross sector)

#### STRATEGIC PRIORITY 1:

Partner with Further Education Colleges and others on the continued development of an education and skills offering that responds to the needs of business

- Curriculum design and delivery supported by providing local knowledge, skills and behaviour requirements of businesses as evidenced by our sector in the Leicester & Leicestershire Collective Intelligence Skills Observatory (CISO).
- A new local continuing professional development framework for Leicester and Leicestershire educators, developed in partnership with employers.
- Stronger educator enrichment activities, linked with wider place-building activity and funding streams.

#### STRATEGIC PRIORITY 2:

Growing businesses’ understanding of the local skills offerings and delivery

- Needs of businesses reflected in well-communicated local educators’ offerings.
- Businesses better informed and able to engage with educators, with best practice developed and adopted.

#### STRATEGIC PRIORITY 3:

Ensuring local structures are fit for purpose to support collaborative working across businesses and educators

- An employer-led framework and structure that supports the delivery of the LSIP.
- A “future skills” unit for Leicester and Leicestershire.
- Greater collaboration among education and training providers.
- A shared vision for the Leicester and Leicestershire economy is understood and backed.



MANUFACTURING LOGISTICS CONSTRUCTION SPORT & HEALTH  
LIFE SCIENCES & BIOTECH CREATIVE & CULTURAL CARE SECTOR

east midlands  
chamber

# Recommendations, actions, objectives and milestones

## RECOMMENDATION 1

*Recruit, train, support and retain: the recruitment, training, support and retention of a representative and inclusive workforce ready for employment.*

Theme(s)	2023–2027 actions	What does success look like?	How will it be measured?
<b>RECRUIT</b>	<b>1a</b> Enhance connections with key demographic groups from the local area to raise awareness of paid and voluntary opportunities within the sector across Leicester, Leicestershire and Rutland.	<ul style="list-style-type: none"> <li>▶ Increase in job applications and workforce from diverse communities representative of Leicester, Leicestershire and Rutland.</li> <li>▶ Increased employer confidence in inclusive recruitment policies and procedures.</li> <li>▶ Better balance in our sector workforce demographics.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA skills diagnostic data</li> <li>▶ LSIP data</li> </ul>
<b>RECRUIT</b>	<b>1b</b> Raise the profile of the sector and provide career pathway guidance.	<ul style="list-style-type: none"> <li>▶ Employers reporting that they can recruit people with the skills and behaviours they need.</li> <li>▶ A better prepared and skilled workforce entering and developing careers in sport and physical activity.</li> </ul>	<ul style="list-style-type: none"> <li>▶ LSIP data</li> <li>▶ CIMSPA skills diagnostic data</li> </ul>
<b>TRAIN</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>1c</b> Support employers to better understand, support and retain different groups of people within the sector workforce.	<ul style="list-style-type: none"> <li>▶ Sector workforce demographics more reflective of the local population.</li> <li>▶ Champion best practice across employer network.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA data</li> <li>▶ CIMSPA and Active Together marketing tools</li> </ul>
<b>TRAIN</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>1d</b> Support employers to embed continuous professional development (CPD) for all levels of the sector workforce.	<ul style="list-style-type: none"> <li>▶ Increase in the number of employers investing in CPD for the workforce.</li> <li>▶ Employers signing up as CIMSPA employer partners and signing staff up to professional CIMSPA membership.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA diagnostic data</li> <li>▶ CIMSPA partnership and membership data</li> </ul>

RECOMMENDATION 2

*Education working with employers: supporting the local further and higher education network to align in their approach to working with employers and deployers across Leicester, Leicestershire and Rutland.*

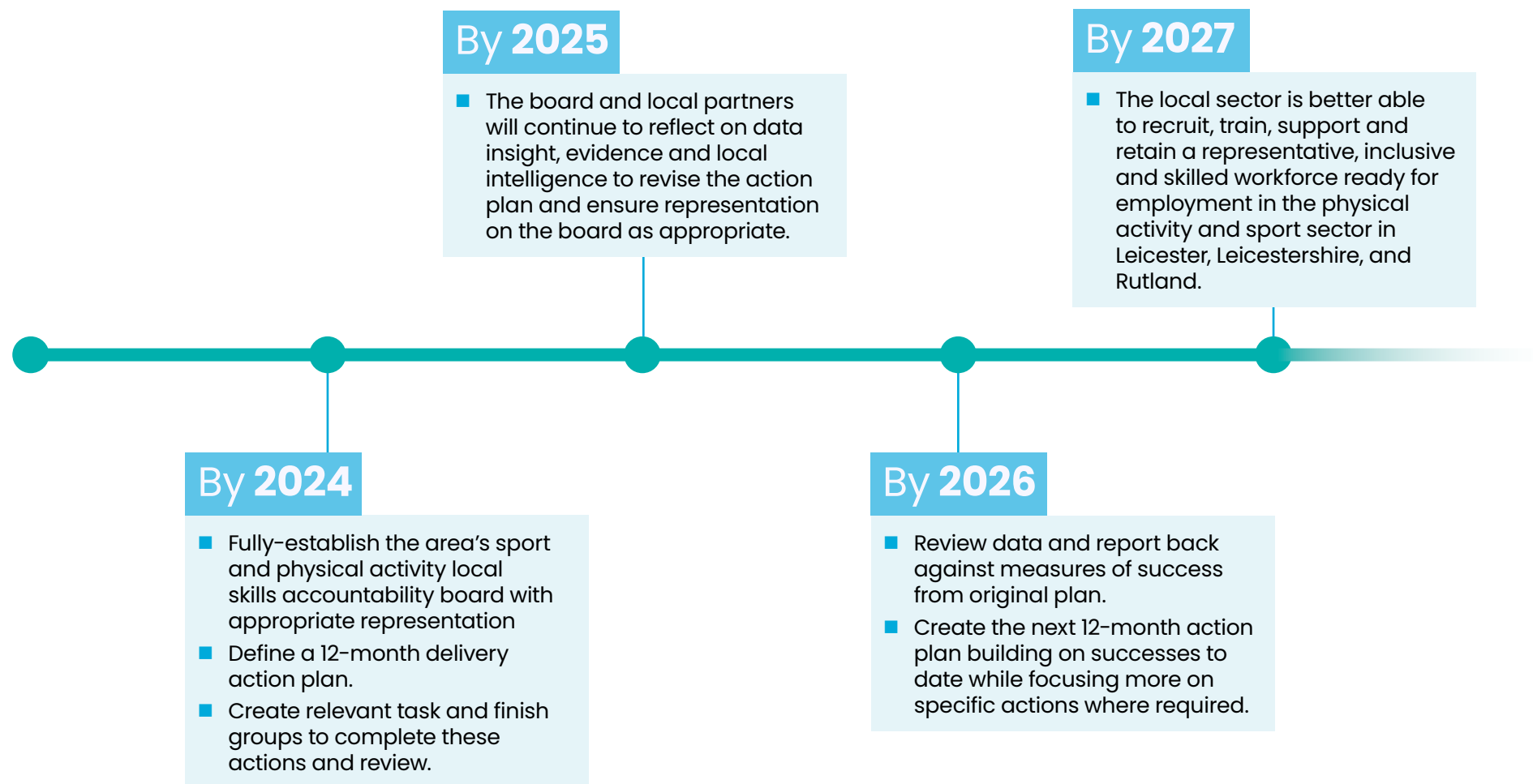
Theme(s)	2023-2027 actions	What does success look like?	How will it be measured?
<b>RECRUIT</b> <b>RETAIN</b>	<b>2a</b> Provide career and labour market information to improve pathways into the sector from education, employability partners and career changers, better aligning expectations and work readiness through industry experiences.	<ul style="list-style-type: none"> <li>▶ A better prepared and skilled workforce entering and staying in the workforce.</li> <li>▶ Enhanced network of connections of further education and higher education students to better meet the employer recruitment preferences (LSIP).</li> <li>▶ Better aligned expectations</li> </ul>	<ul style="list-style-type: none"> <li>▶ FE/HE data</li> <li>▶ CIMSPA skills diagnostic data</li> <li>▶ LSIP data</li> </ul>
<b>TRAIN</b> <b>SUPPORT</b>	<b>2b</b> Create a clear process for work placements between education/training providers and employers.	<ul style="list-style-type: none"> <li>▶ Increase the number of employers offering industry experiences.</li> <li>▶ Increase in the % of work placements through education partners.</li> </ul>	<ul style="list-style-type: none"> <li>▶ LSIP data</li> <li>▶ FE/HE data</li> </ul>
<b>TRAIN</b> <b>SUPPORT</b>	<b>2c</b> Ensure education and training providers are aware of skills and behaviours relevant for work readiness in the sector.	<ul style="list-style-type: none"> <li>▶ Increased employer confidence in work readiness workforce.</li> </ul>	<ul style="list-style-type: none"> <li>▶ LSIP data</li> </ul>

RECOMMENDATION 3

*Data-led: adopting a data-led approach to sector workforce development that supports employers' needs.*

Theme(s)	2023-2027 actions	What does success look like?	How will it be measured?
<b>SUPPORT</b> <b>TRAIN</b>	<b>3a</b> Maintain ongoing gap analysis for employer wants and needs.	<ul style="list-style-type: none"> <li>▶ Capture of employer input within data collection methods.</li> <li>▶ Maintain and enhance employer engagement with data insight.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA skills diagnostic data</li> <li>▶ LSIP data</li> </ul>
<b>RECRUIT</b> <b>TRAIN</b> <b>RETAIN</b>	<b>3b</b> Create a supply and sustain a high quality and qualified workforce able to meet the sector needs across Leicester, Leicestershire and Rutland.	<ul style="list-style-type: none"> <li>▶ Local employers reporting the ability to recruit and retain workforce to achieve a specialist offer.</li> <li>▶ Increase in the number of specialist instructors skilled to meet local needs sustaining a career in the sector.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA skills diagnostic data</li> <li>▶ LSIP data</li> </ul>
<b>RECRUIT</b> <b>TRAIN</b>	<b>3c</b> Highlight the impact of how sport and physical activity roles can support across other sectors, particularly around transferable skills.	<ul style="list-style-type: none"> <li>▶ Increase uptake of skills training through the sector opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>▶ FE/HE data</li> <li>▶ LSIP data</li> </ul>

## Objectives and milestones



# The scope of the sector skills plan for Leicester, Leicestershire and Rutland

## Overview – a “sporting” region

Within Leicester, Leicestershire and Rutland, sport and physical activity plays a distinctive role in the area’s economic and social makeup.

Leicester and Leicestershire combine national and international sporting achievements, with excellence in sports science and the commercialisation of sports and physical activities and technologies.

It is home to a number of professional and elite sports clubs including Leicester City FC, Leicester Tigers Leicestershire County Cricket Club, Leicester Riders, Leicester Lions, Loughborough Lightning, as well as motorsport and horse racing venues.

Leicester was a host city for the Special Olympics in 1988 and 2008, with events taking place across Leicestershire and Rutland. The 2015 Rugby World Cup held three pool stage matches at the King Power Stadium.

There is an extensive sports hubs in the region including a world-leading sport university at Loughborough, which works closely with Loughborough College.

The SportPark building at Loughborough University hosts a wide network of sport and physical activity organisations including CIMSPA, UK Anti Doping, Sport England, a range of national governing bodies of sport and Active Together (the local Active Partnership).

Further information can be found at the link below.

*Leicester & Leicestershire Enterprise Partnerships – Sport and Physical Activity Sector Profile*





## 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

<b>Sector workforce</b> <i>Occupations aligned with CIMSPA professional standards</i>	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*. <i>*Occupations supported directly by other professional bodies</i>
<b>Broader workforce</b>	Receptionist, bar staff, kitchen and catering assistant, waiting staff, cleaning assistant, domestic assistant, sales and retail assistant, chef.

### Support chain occupations

<b>Sector workforce</b> <i>Occupations aligned with CIMSPA professional standards</i>	Entry manager, general manager, senior manager, tutor, assessor, coach developer, health navigator, pool plant operative.
<b>Broader workforce</b>	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

<b>Enablers</b> <i>Enablers of sport and physical activity who don't necessarily hold a CIMSPA-recognised professional qualification</i>	Primary school teachers, teaching assistants, PE teachers, childcare workers, carers, sport event staff/volunteers, activity group leaders (e.g. scouts, guides etc), officiating.
<b>Influencers</b> <i>Influencers of sport and physical activity who don't necessarily hold a sector-specific professional qualification</i>	Parents, sport role models, sport and fitness models, sport and fitness social media influencers.

# Data and insight that have informed this work

## Selected data and insight sources and links

A range of stakeholder and partner data was used to help identify the recommendations within the plan and future actions.

- Leicester and Leicestershire Enterprise Partnership (LEEP) produced a sport and physical Activity sector profile covering various topics including economic and growth indicators and future skills challenges.
- Active Together commissioned a report that highlights the impact of physical activity & sport on health & wellbeing and, in turn, on the economy.
- Data from the Chartered Institute for the Management of Sport and Physical Activity – CIMSPA 2023 Workforce Insights Report 2023.
- Learning from the interim local skills improvement plan led by the East Midlands Chamber running concurrently with the Skills Accelerator Programme work.
- Ongoing feedback and input through skills diagnostic assessments with employers, that will continue through the lifetime of this plan.

### Appendices

- Appendix 1: CIMSPA Regional Data Pack – local data set for the sector in Leicester, Leicestershire and Rutland, February 2023.
- Appendix 2: Skills accelerator programme data from 119 organisational needs analysis surveys with employers in Leicestershire, Leicester and Rutland, May 2022.

## Data highlights and snapshots

### Social and health value

- It is estimated that physical activity and sport provides £1.4bn in social value to Leicester and Leicestershire each year due to its impact on health and wellbeing, productivity, educational attainment, crime reduction and community cohesion<sup>3</sup>.
- Regular participation in physical activity & sport is associated with 30% reduction in depression and poor mental health, and reduced rates of obesity, which helps prevention of many other chronic diseases and is associated with 30% reduction in all-cause mortality<sup>3</sup>.

### Recruitment

- Only 49% of employers in Leicester, Leicestershire and Rutland believe their recruitment process allows for recruitment from diverse communities, while only 15% had completed unconscious bias training<sup>1</sup>.
- Employers rated out of 10 the importance of being able to recruit people with knowledge, skills and behaviours with how easy it is to recruit people with them<sup>2</sup>.

	Where 10 equals knowledge skills and behaviours valued most.	Where 10 equals recruiting these people is very easy.
Knowledge	7.4	5.2
Skills	7.3	5.3
Behaviours	8.2	6

- Employer confidence<sup>2</sup> to recruit the people they need to achieve business ambitions shows significant opportunities for improvement.
  - Over the next 0-6 months – 4.4/10
  - 6-12 months – 5.6/10
  - 12-24 months – 6.3/10

(Where 10 = highest confidence in recruitment success)

### Work placements

- Over 72% of employers reported being interested in hosting industry work placements<sup>1</sup>.
- When asked about better preparing students for entry level roles their feedback included: 41% of respondents reported needing better work experience including improved understanding of work expectations, 21% Interpersonal skills/communication/behaviour management, 11% industry qualifications, 10% working with inactive groups<sup>1</sup>.
- Word of mouth/network connections was the highest response for the where employers usually look for people with the knowledge, skills and behaviours required for their business<sup>2</sup>.
- 42% of employers say they would like work placements for 6 weeks of more. 22.9% of employers state that being able to select a candidate would encourage them to take a placement student on. This is the highest score (second is set-up support)<sup>1</sup>.

### Skills, behaviours and their recruitment

- Teamwork and communication are reported to be the most important skills to sector employers when thinking about their future business needs<sup>2</sup>.
- Employers ranked having people with the right behaviours was most important for their businesses, when thinking about their future people needs. Being a team player, collaborative, and being reliable are the most important behaviours<sup>2</sup>.
- Sector employers ranked recruiting through 'word of mouth' as most preferable across knowledge, skills and behaviours<sup>1</sup>.

#### Footnotes

1. Data taken from 119 organisations during Skills Accelerator Project through the Skills Development Fund Pilot project, Spring 2022.
2. East Midlands Chamber – Local Skills Improvement Plan, 2023
3. Active Together – Physical Activity and Sport's Contribution to Wellbeing, Health, Economic Recovery and Growth, 2021.

## Data highlights and snapshots (continued)

### Non-sports roles / apprenticeships

- 45% of organisations had non-sports roles within their organisation. The most common non-sport roles were in areas of marketing and communications, finance and customer service/sales.
- 37% of employers identified that they use apprenticeships as part of their recruitment/staff development strategy. Of those who haven't, the most reported barriers were capacity to mentor, preference to placement students or that they had not yet explored apprenticeships as an option.

### Demographics – diversity and deprivation

Demographic	Breakdown of population data			CIMSPA national sport and physical activity workforce insight data
	Leicester	Leicestershire	Rutland	
% from ethnically diverse communities	55%	11%	5%	<13% of the S&PA workforce
% in a lower socio-economic group	45%	29%	25%	28% of the S&PA workforce
% disabled under the Equality Act	16%	17%	16%	13% of S&PA workforce
Population	368,571	712,366	41,050	

### Demographics – sport and physical activity sector national workforce data<sup>4</sup>

Key insights - CIMSPA recently published the CIMSPA 2023 Workforce Insights Report which highlighted how sport and physical activity (S&PA) core occupations tend to be less diverse than the UK-wide workforce.

- **Age:** On average, workers in S&PA occupations are young with 30% of jobs held by those between 16-24 years of age. This is three times the average of all occupations.
- **Gender:** The share of male workers in sector occupations overall is 56%, down from 62% in the previous Workforce Insights Report (2020). This is despite women accounting for a larger share of part-time workers in the overall economy.
- **Disability:** Fewer workers within the S&PA workforce report having a disability (13%), compared to the average of all occupations (16%).
- **Socio-economic:** Compared to the wider workforce, the S&PA workforce has a higher proportion of workers in lower socio-economic groups, driven by higher shares of students and semiroutine occupations (28% vs 23% workforce-wide). S&PA occupations also have 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, S&PA occupations are less diverse than the UK-wide workforce with more than 87% of S&PA occupations being of White British ethnicity compared to 79% elsewhere.

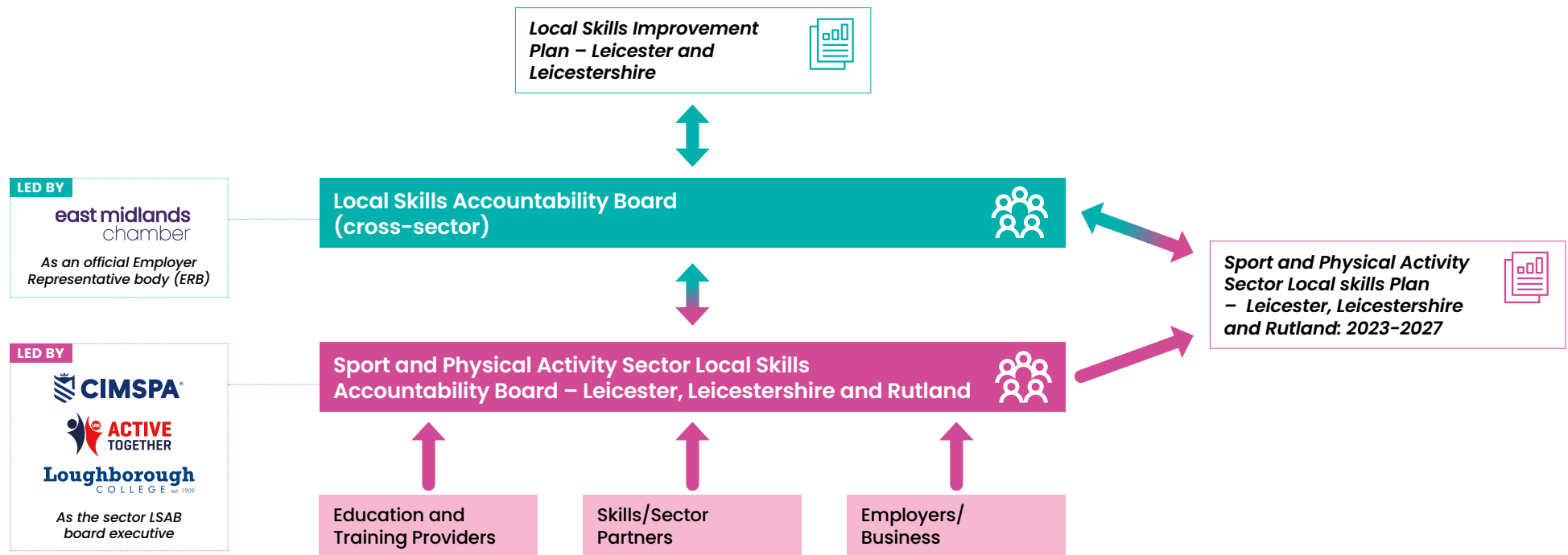
**Footnote**

4. CIMSPA 2023 Workforce Insight Report

# Governance

Stakeholders will work collaboratively to ensure there is a well connected relationship between employers and education to ensure the alignment of training to meet the needs.

## Governance framework



# Leicester and Leicestershire LSIP governance structure



# Glossary

## Employer representative bodies (ERBs)

Bodies appointed by the UK government's Department for Education to develop cross-sector (wider than just sport and physical activity) local skills improvement plans in their areas. In this region, the East Midlands Chamber is the designated employer representative body.

## Local skills accountability board (LSAB)

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

The LSAB is co-ordinated and managed by CIMSPA, enabled by Sport England and National Lottery funding. The LSAB is collectively responsible for the creation, implementation and renewal of this sport and physical activity sector local skills plan (see below).

**Note:** The local employer representative body (above) also name their cross-sector equivalent as a "local skills accountability board".

## Local skills improvement plan (LSIP)

An LSIP is a cross-sector skills improvement plan, created by an employer representative body (see above). This document is **NOT** an LSIP. The current Leicester and Leicestershire LSIP was published by the East Midlands Chamber in August 2023.

It includes skills improvement recommendations and actions for 7 different sectors, of which "sport and health" (how the ERB describes our sector) is one.

Leicester and Leicestershire were part of the skills trailblazer (see below), therefore an interim LSIP was also published by East Midlands Chamber in May 2022.

## Skills accelerator

Launched in 2021, this was a £65 million fund to develop and deliver local skills improvement plans in selected pilot areas in 2021 and 2022.

## Skills trailblazer

A 2021 Department for Education pilot programme which appointed eight pilot employer representative bodies testing an employer-led approach to skills planning. The East Midlands Chamber of Commerce was one of the pilot bodies.

## Sport and physical activity sector local skills plan

This is **THIS** document. It is a local skills plan specific to the sport and physical activity sector, in this case covering Leicester, Leicestershire and Rutland.

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



# The Sport and Physical Activity Sector Local Skills Accountability Board – Leicester, Leicestershire and Rutland



## PUBLISHED BY:

The Chartered Institute for the Management of Sport and Physical Activity  
Incorporated by Royal Charter Charity Registration No. 1144545 [www.cimspa.co.uk](http://www.cimspa.co.uk)

FEBRUARY 2024