

# Sport and physical activity sector local skills plan

Nottingham and Nottinghamshire: 2024–2027

CREATED BY

Sport and Physical Activity Sector  
Local Skills Accountability Board –  
Nottingham and Nottinghamshire



# Contents

**Photo credits:**

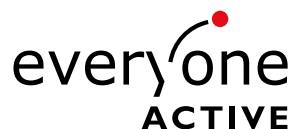
CIMSPA would like to thank Nottingham Forest Community Trust, Biomechanics Education, Everyone Active, Nottingham Trent University, and Vision West Nottinghamshire College for their support in sourcing photographs for this skills plan.

# Introduction

## The Sport and Physical Activity Sector Local Skills Accountability Board – Nottingham and Nottinghamshire

### About the board

#### Board executive



#### Board member organisations

- Active4today
- Activity Alliance
- Biomechanics Education
- East Midlands Chamber
- Mansfield School Games
- NHS Nottingham and Nottinghamshire Integrated Care Board
- Nottingham City Leisure/Get out Get Active
- Nottingham Forest Community Trust
- Nottingham Trent University
- Notts County Foundation
- The Pythian Club
- YMCA Newark and Sherwood

#### 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 Nottingham, Nottinghamshire and Lincolnshire.

*partners@cimspa.co.uk*

Local Skills Accountability Board  
website page:

## Foreword

### Why there is a need for a sector skills plan for Nottingham and Nottinghamshire

With an aging population, rising inequalities, increased mental health challenges and as we recover from a global pandemic, 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 benefit society.

Considering the increased challenges in volume, diversity and complexity of sport and physical activity participation, we must consider the impact that this can have on the sport and physical activity workforce and how we support our workforce to acquire the knowledge, skills, and behaviours to address these challenges.

This collaborative effort between stakeholders in Nottingham and Nottinghamshire, led by members of the local skills accountability board and backed by CIMSPA and Active Notts, has resulted in

the development of a comprehensive skills plan for the sport and physical activity sector.

Its purpose is to offer a transparent overview of the key challenges and priorities identified by the collective group of stakeholders involved in creating the plan which caters to individuals interested in the sport and physical activity workforce within Nottingham and Nottinghamshire. Moreover, it emphasises the importance of sharing best practices with neighbouring counties for efficient collaboration.

The plan will outline what we collectively aim to achieve through the work of our local skills accountability board and have outlined the vision for medium and longer-term success to provide clear actions in helping us achieve this.

We will share this plan with all stakeholders who have an interest in the sport and physical activity workforce in Nottingham and Nottinghamshire and neighbouring counties, and use this plan to guide our decision making.

The Nottingham and Nottinghamshire local skills accountability board members and I are dedicated to enhancing the appeal of careers in the sport and physical activity sector to ensure all customers and consumers in Nottingham and Nottinghamshire receive an exceptional experience.

#### Jack Garner

*Chair, Nottingham and Nottinghamshire Local Skills Accountability Board (Sport and Physical Activity)*

## 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 across England, Wales and Scotland, with local skills accountability boards developing local skills plans in their areas.

The CIMSPA skills hub manager within Nottingham and Nottinghamshire 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:

*“To strengthen the appeal of careers in sport and physical activity with clear pathways in to and through the sector, whilst ensuring its workforce are professionally recognised and that consumers of sport and physical activity in Nottingham and Nottinghamshire enjoy a positive experience”.*

To realise this vision, we must ensure that the sport and physical activity workforce is skilled, diverse, 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 all stakeholders (education providers, funders, employers and professional bodies) a key reference point to maximise benefit and efficiency.



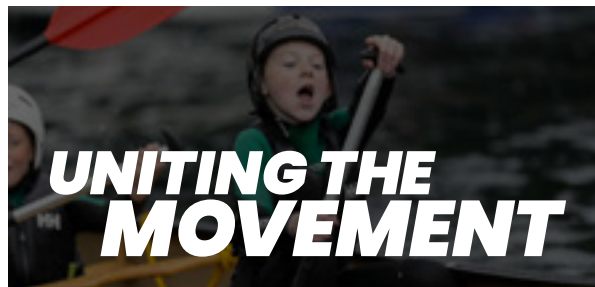
## National context



### 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.”

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.

## Local context – “Making our Move”

Making our Move sets out a shared vision that together, Active Derbyshire and Active Notts will address inequality and empower everyone to be active in a way that works for them. It outlines the importance of supporting and developing the workforce and recognises that everyone has a role to play in supporting people to be more active, whether in paid work or a voluntary role or whether it be supporting friends and family to move more.

### Making our Move identifies five clear areas of focus:

- Create a culture where everyone can be active and move more.
- Enable children and young people to have positive experiences of being active throughout their childhood.
- Working with people and communities who experience the greatest inequality.
- Maximising the potential of being active to improve physical and mental health.
- Creating accessible, safe and inclusive places and environments for physical activity.

### Headline statistics

- 1 in 4 adults across Derbyshire and Nottinghamshire are inactive.
- 1 in 3 children and young people are inactive.
- 26% of adults are inactive in Nottinghamshire county (180,000 people).
- 46,000 adults do no activity at all in Nottingham city, (17%).

Source: Making our Move, Active Notts and Active Derbyshire, September 2023 (comprised of data from Sport England Active Lives Survey 15-16 to 21-22).

### Links

[Nottingham City: An insight into adult physical activity behaviour in Nottingham City, September 2023.](#)

[Nottinghamshire County: An insight into adult physical activity behaviour in Nottinghamshire County, September 2023 .](#)

# MAKING OUR MOVE

“Together, we will address inequality and empower everyone to be active in a way that works for them”.

Active Derbyshire  
and Active Notts





# Themes, recommendations and stakeholders

## Themes

This plan has four themes.

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

<b>2</b>	<b>Training and professional development</b>
Enhancing the training offered locally and ensuring that the funding which supports it can:	
<ul style="list-style-type: none"><li>▶ Meet the demand and needs of employers.</li><li>▶ Produce work-ready people.</li><li>▶ Add complementary skills to enable people to achieve their career or 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 upskilling our workforce with the skills required to flourish.	

## Recommendations

This plan has 4 headline recommendations:

### 1 Recruit, train, support and retain

Developing a more inclusive and diverse workforce that represents the community that it engages and serves..

### 3 Professional development

Supporting individuals to understand the entry points and career opportunities within sport and physical activity to empower them with the knowledge to drive their own career development..

### 2 Data-led

Ensuring our workforce use the local health data and statistics to support them in improving the people of Nottingham and Nottinghamshire's health and wellbeing.

### 4 Education working with employers

Ensuring a robust education provision that delivers employment application guidance and quality work placements throughout Nottingham and Nottinghamshire.

## 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 DWP and Active Notts.

### Employers and deployers

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

# Recommendations, actions and milestones

## RECOMMENDATION 1

**Recruit, train, support and retain:** Developing a more inclusive and diverse workforce that represents the community that it engages and serves.

Theme(s)	2023–2027 actions	What does success look like?	How will it be measured?
<b>RECRUIT</b> <b>SUPPORT</b>	<b>1a</b> Engage across communities to support and attract both job seekers who have transferrable skills from outside of the sector and those who have left the labour market with prior sector experience.	<ul style="list-style-type: none"> <li>Employers reporting that they can recruit people from across communities with the required skills.</li> </ul>	<ul style="list-style-type: none"> <li>CIMSPA diagnostic data</li> <li>Local employment data</li> </ul>
<b>RECRUIT</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>1b</b> Ensure employers are aware of the county’s diverse demographic groups and inclusive recruitment processes are embedded to support new recruits with adjustments when entering the workforce.	<ul style="list-style-type: none"> <li>Increased employer confidence in inclusive recruitment policies and procedures which remove perceived barriers and encourage an increase in job applications from under-represented groups.</li> <li>Sector workforce demographics are more reflective of the local population.</li> </ul>	<ul style="list-style-type: none"> <li>CIMSPA diagnostic data.</li> <li>Local employment data.</li> <li>Nottingham and Nottinghamshire demographic data.</li> </ul>
<b>TRAIN</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>1c</b> Ensure knowledge and best practice is shared for confidence in working and delivering training within an inclusive environment, with a specific focus on adapting practices for those who have a disability.	<ul style="list-style-type: none"> <li>Training providers are confident in delivering to learners with specific disabilities so that they can enter the sector workforce.</li> <li>Best practice of inclusive practices are shared across training providers and employer networks.</li> </ul>	<ul style="list-style-type: none"> <li>CIMSPA diagnostic data.</li> <li>Local employment data.</li> <li>Nottingham and Nottinghamshire demographic data.</li> <li>Local training providers’ data and insight.</li> </ul>

To achieve recommendation 1, we must develop an understanding of the communities and the under-represented groups we aim to engage with to identify the future workforce and gather insight to embed inclusive practices and processes that are continuously improved.

## RECOMMENDATIONS, ACTIONS AND MILESTONES

### RECOMMENDATION 2

**Data-led:** Ensuring our workforce use the local health data to enhance their services and thereby, significantly improve the people of Nottingham and Nottinghamshire’s health and wellbeing.

Theme(s)	2023–2027 actions	What does success look like?	How will it be measured?
<b>TRAIN</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>2a</b> Ensure training providers are delivering qualifications and specialist training courses that are recognised by the health care sector.	<ul style="list-style-type: none"> <li>▶ Local training providers and education institutes are using local health data to adapt and deliver the required, specialist courses.</li> <li>▶ Qualified specialist instructors with sustained careers in the sector.</li> <li>▶ Communities are able to access specialist physical activity services from qualified instructors to support their health needs.</li> <li>▶ Higher workforce retention and sustained careers locally within the sport and physical activity and health care sector.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA diagnostic data.</li> <li>▶ Local population health data (Sport England, Active Notts).</li> <li>▶ Local training providers’ data and insight.</li> </ul>
<b>RECRUIT</b> <b>TRAIN</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>2b</b> Raise the profile of the sector and provide career pathway guidance which aligns with the local health needs.	<ul style="list-style-type: none"> <li>▶ Increased awareness of sport and physical activity training courses and roles that align with the opportunities in the health care sector.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA data</li> <li>▶ Local population health data (Sport England, Active Notts).</li> <li>▶ Local employment data.</li> <li>▶ Qualitative data, (case studies and feedback).</li> </ul>
<b>RECRUIT</b> <b>SUPPORT</b>	<b>2c</b> Recruit from across communities with lived experience of benefiting from physical activity services to champion and inspire participation.	<ul style="list-style-type: none"> <li>▶ Sector workforce demographics are reflective of the local population who understand first-hand the challenges facing each community and are therefore able to deliver services to increase participation.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA diagnostic data.</li> <li>▶ Local population health data (Sport England, Active Notts).</li> <li>▶ Qualitative data, (case studies and feedback).</li> </ul>

To achieve recommendation 2, we will continue to collate data on the specific health needs of Nottingham and Nottinghamshire to ensure training and career opportunities align to deliver the required physical activity services for increased participation.

## RECOMMENDATIONS, ACTIONS AND MILESTONES

### RECOMMENDATION 3

**Professional development:** Supporting individuals to understand the entry points and career opportunities within sport and physical activity to empower them with the knowledge to drive their own career development.

Theme(s)	2023–2027 actions	What does success look like?	How will it be measured?
<b>TRAIN</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>3a</b> Increase the awareness of career pathways and the recognised qualifications and CPD available at all career access points.	<ul style="list-style-type: none"> <li>▶ Greater retention rates of the workforce due to clear career progression routes.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA data.</li> <li>▶ CIMSPA diagnostic data.</li> <li>▶ Local employment data.</li> </ul>
<b>TRAIN</b> <b>SUPPORT</b>	<b>3b</b> Promote entrepreneurial career progression routes in the sector by providing resources to support the growth of existing small and medium enterprises (SMEs).	<ul style="list-style-type: none"> <li>▶ Access to business support resources and guidance.</li> <li>▶ Sustained success of small and medium enterprise (SME) businesses.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA data.</li> <li>▶ CIMSPA diagnostic data.</li> <li>▶ Local enterprise data.</li> </ul>
<b>RECRUIT</b>	<b>3c</b> Extend the reach of labour market information and NEET statistics to improve pathways into the sector for career switchers with transferrable skills.	<ul style="list-style-type: none"> <li>▶ Working with key employability partners such as the Department for Work and Pensions to increase the exposure and potential of roles within the sector.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Labour market information.</li> <li>▶ CIMSPA diagnostic data.</li> <li>▶ Office for National Statistics.</li> </ul>

To achieve recommendation 3, we will ensure the wider reach of career pathway knowledge in to and through the sector. We will work with business support and employability partners to ensure a data-led, collective approach.

## RECOMMENDATIONS, ACTIONS AND MILESTONES

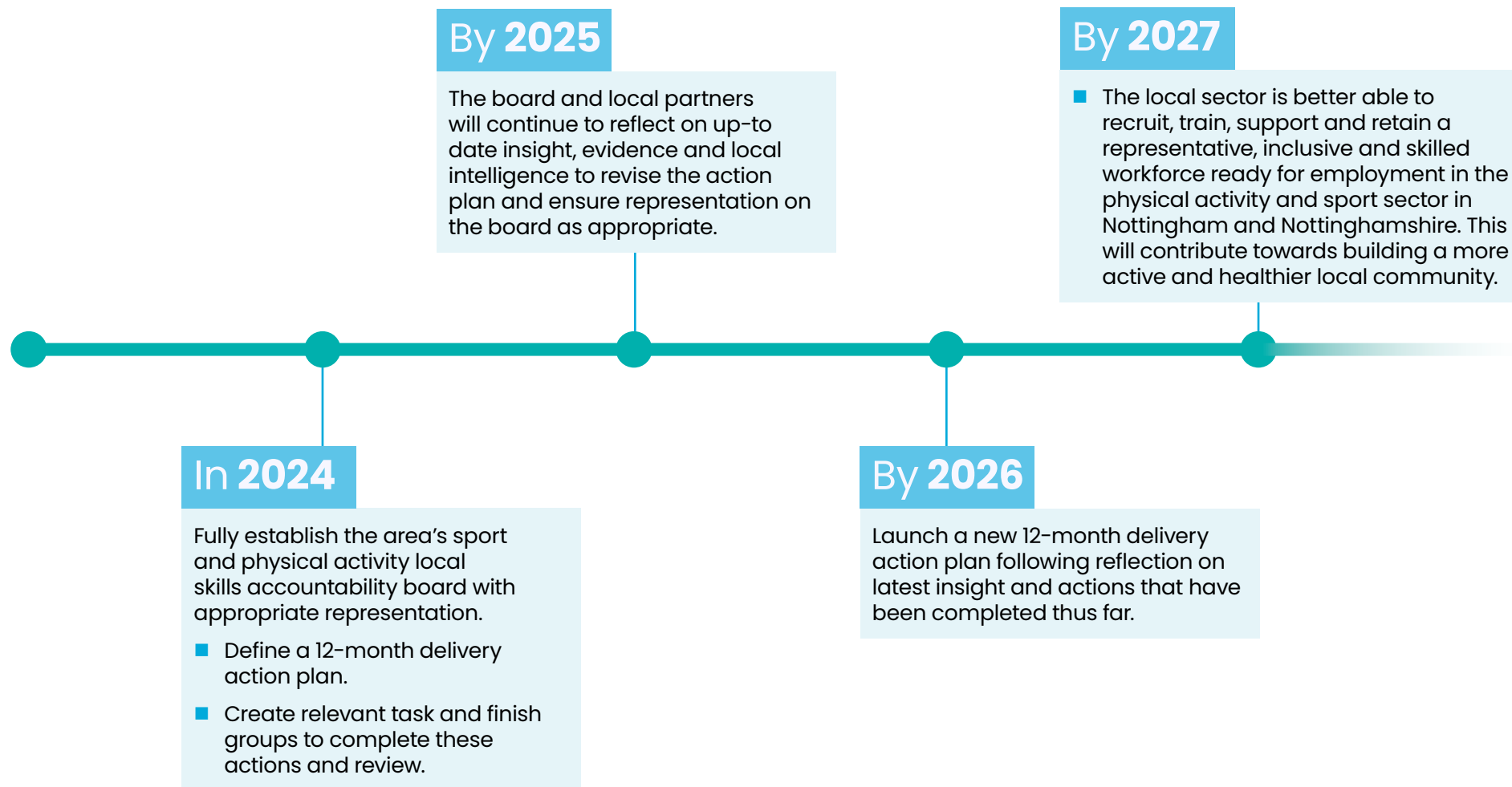
### RECOMMENDATION 4

**Education working with employers:** Ensuring a robust education provision that delivers employment application guidance and quality work placements throughout Nottingham and Nottinghamshire.

Theme(s)	2023–2027 actions	What does success look like?	How will it be measured?
<b>TRAIN</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>4a</b> Ensure education institutes and training providers are aware of the skills, behaviours and support required for work readiness to ensure courses and resources are meeting this demand.	<ul style="list-style-type: none"> <li>▶ An increase in resources and guidance to support quality job applications to boost employer confidence in the work readiness of the future workforce.</li> <li>▶ Education institutes delivering a dynamic curriculum for the changing needs of our sector, in accordance with the Skills Act.</li> <li>▶ Local employers reporting the ability to recruit and retain workforce in entry level roles.</li> </ul>	<ul style="list-style-type: none"> <li>▶ CIMSPA diagnostic data.</li> <li>▶ Local employment data.</li> <li>▶ Qualitative data (employer insight).</li> </ul>
<b>TRAIN</b> <b>SUPPORT</b>	<b>4b</b> Ensure wide-ranging experiences for students during work placements which support them to build the required skills for work readiness.	<ul style="list-style-type: none"> <li>▶ Collaborative approach between education institutes and employers which ensure quality work placements.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Qualitative data (student and employer insight and career destination data).</li> </ul>
<b>TRAIN</b> <b>SUPPORT</b> <b>RETAIN</b>	<b>4c</b> Ensure funding, such as the Adult Skills Fund (ASF), is utilised to offer courses to upskill new and existing workforce.	<ul style="list-style-type: none"> <li>▶ Funding is received to upskill the existing workforce and the career switchers who enter the sector with a foundation of transferable skills and experience.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Local employment data.</li> <li>▶ CIMSPA diagnostic data.</li> <li>▶ Qualitative data (employer insight).</li> </ul>

To achieve recommendation 4, we must ensure that data and insight is collated and applied to ensure courses and work placements meet the demands of the local employers to provide a stronger foundation for a successful entry into the sector.

## Milestones





## Our key actions

### When we will deliver our objectives

These actions will be completed over the life of the plan 2024 -2027. We will develop a clear action/operational plan for every 12 months of the plan from 2024 onwards. The local skills accountability board will be responsible for the delivery of the key actions but may form sub-committees or specialist interest groups to carry out the work, returning their findings to the board.



## CASE STUDY

### “What good looks like...”

Vision West Nottinghamshire College, working with local employers including Everyone Active and Serco Leisure.

An end-to-end case study of the CIMSPA local skills system in action – from employer skills diagnostics through further education curriculum design and delivery, to successful deployment into the local sport and physical activity workforce.



## Introduction

In Nottingham and Nottinghamshire, CIMSPA have engaged many employers, from large national leisure sites to sole traders and coaching and healthcare companies. We have worked to assess their training and skills gaps within their current workforce and what they understand they need from a future workforce, by using a comprehensive skills diagnostic process.

CIMSPA then leveraged this data to work with local education provision and further education, with a leading role taken by Vision West Nottinghamshire College, to review local sport and physical activity education provision to align this with local employer needs.

This evidence-based and employer-led approach led directly to the creation of 4 practitioner professional qualifications in 2021, endorsed by CIMSPA and now delivered by Vision West Nottinghamshire College.

The study programmes feature a modular approach where learners graduate with qualifications enabling them to be deployed straight into the local workforce. These have evolved since launch so they continue to reflect what local employers need.

By acting as a conduit between employers and education provision, CIMSPA have linked the two more closely in ensuring high quality work placements and training opportunities for the students who will become the future workforce and enable them to become “work ready”.

Nikki Slack, Assistant Principal for Health, Education and Service Industries at the college, said:

“We are delighted to partner with CIMSPA and to have had the opportunity to design this course directly towards the needs of the sector. There is a skills shortage as a result of the pandemic, but we know there are many individuals in the community excited to begin their professional training in this sector.”

## Curriculum evolution

From the skills diagnostic data, after its initial trial year the course was further enhanced to fit employer needs and now includes industry qualifications including:

- Level 2 certificate in gym instructing.
- Level 2 award in instructing circuit training.
- An NPLQ lifeguard qualification, or a level 2 certificate in multi-skills development in sport and a level 2 qualification in community sports leadership, depending on the fitness or coaching route chosen.

Course modules also provide learners with an understanding of fitness, food hygiene, team sports, health and safety, and first aid.

## CIMSPA professional qualifications for practitioners

### CIMSPA Practitioner Professional Qualification (Intermediate) 2023-2024:

#### CIMSPA Practitioner Professional Qualification – Fitness Route (Intermediate)

- NCFE Level 2 Certificate in Gym Instructing
- NCFE Level 2 Award in Instructing Circuit Training
- Lifeguard
- Recreation assistant (CIMSPA professional standard)
- Understanding fitness
- Food hygiene
- Team sports
- Health and safety
- First aid

#### CIMSPA Practitioner Professional Qualification – Coaching Route (Intermediate)

- 1st4sport Level 2 Certificate in Coaching Multi- Skills Development in Sport New
- Sports Leaders Award – Level 2 Qualification in Community Sports Leadership
- Recreation Assistant (CIMSPA professional standard)
- Understanding fitness
- Food hygiene
- Team sports
- Health and safety
- First aid

### CIMSPA Practitioner Professional Qualification (Advanced) 2023-2024

#### CIMSPA Practitioner Professional Qualification – Fitness Route (Advanced)

- NCFE Level 3 Diploma in Personal Training
- NCFE Level 2 Award in Instructing Circuit Training
- Recreation Assistant (CIMSPA professional standard)
- Pad work
- Working in the Community (CIMSPA professional standard)
- Working with Inactive People (CIMSPA professional standard)

#### CIMSPA Practitioner Professional Qualification – Coaching Route (Advanced)

- 1st4sport Level 3 Certificate in Coaching (Sport and Physical Activity)
- Sports Leaders Award- Level 3 Qualification in Sports Leadership
- FA Play Maker
- Working in the Community (CIMSPA professional standard)
- Working with Inactive People (CIMSPA professional standard)

## Local skills delivery impact

### Year 1

50% of students transition into local employment after completing the study programme.

### Year 2

10 students were locally deployed as lifeguards, while 60% embarked on a new Level 3 course. Additionally, 10% transitioned into local employment, while the remaining students either enrolled in apprenticeships or continued with a higher education diploma.

### Year 3

This year saw the introduction of a new level 3 CIMSPA professional qualification, incorporating a personal training qualification and a level 3 certificate in coaching. This update ensured that specific CIMSPA professional standards were integrated into the course, addressing local needs such as working in the community and engaging with inactive individuals, as highlighted in the skills diagnostics data.

The course achieved success through partnerships with local Everyone Active and Serco Leisure sites, which offered effective training settings for students studying physical activity disciplines. Additionally, collaboration with local school games and coaching employers provided students on the coaching pathway with valuable training environments and insights into their prospective roles in the sector. This partnership allowed employers to influence students' experiences, ensuring their readiness for the workforce.

This understanding of what local employers need in terms of job roles, knowledge and skills has helped to shape the curriculum to fit with the needs of the sector and maximise the employability and development potential of graduates.



# Wider alignment with local skills work

Our local skills plan co-exists with other local skills initiatives, both within sport and physical activity and across other sectors.

## Broxtowe Skills Quest

This initiative aims to inform the skills activity within the Borough of Broxtowe. It is a snapshot of current activity, planned activity and will make recommendations on future activity.

Employment and Skills provision in Broxtowe is changing. This is due to international and local funding changes which will impact on providers who are helping people into work and who are providing valuable services to help local employers to recruit local talent.

The Broxtowe Skills Quest is to inform the skills activity within the Borough of Broxtowe. It provides a snapshot of current and planned activity and will make recommendations on future projects and contributes to the council's strategic plan.

[Broxtowe Skills Quest](#)

## Ashfield Education and Skills Improvement Strategy

This strategy has been developed with partners from across the district to improve local careers and advisory services, align skills provision to local employment needs, and to ensure that residents are able to access local opportunities.

Its vision is that by 2031 Ashfield will have a high quality, local education and skills offer that is accessible and responsive to resident and employer needs. This offer will support all residents to build resilience and develop valuable workplace skills for a strong local economy now and in the future.

The strategy sets out the district's ambition on skills and sets out the priorities and ambitions under three themes: talent attraction and retention; skills to meet demand; skills for future growth

[Ashfield Education and Skills Improvement Strategy](#)

CIMSPA is a partner of both the Ashfield Education and Skills Group and the Broxtowe Employment and Skills Group. We are referenced in both of their local-specific plans in relation to how their work crosses over with sport and physical activity.

## D2N2 Local skills report 2022

The Derby, Derbyshire, Nottingham and Nottinghamshire (D2N2) local skills report sets out the essential evidence base of skills demand and supply in the D2N2 area. Skills priorities that emerged and align to our sport and physical activity sector skills plan include:

### Creating the future workforce

- Careers paths.
- Strengthened interaction between business and education systems.
- A well-coordinated employment support landscape.
- Universal digital upskilling.

### Maximising employment potential

- A well-coordinated employment support landscape to meet individual need.
- Access to high quality and dynamic LMI which demonstrates roles available, skills needed and the education/training and support pathways to support their career path.
- Support the economically inactive or unemployed to access employment opportunities.
- Work with employers to enable recruitment from diverse groups.

### Developing and retaining higher level skills

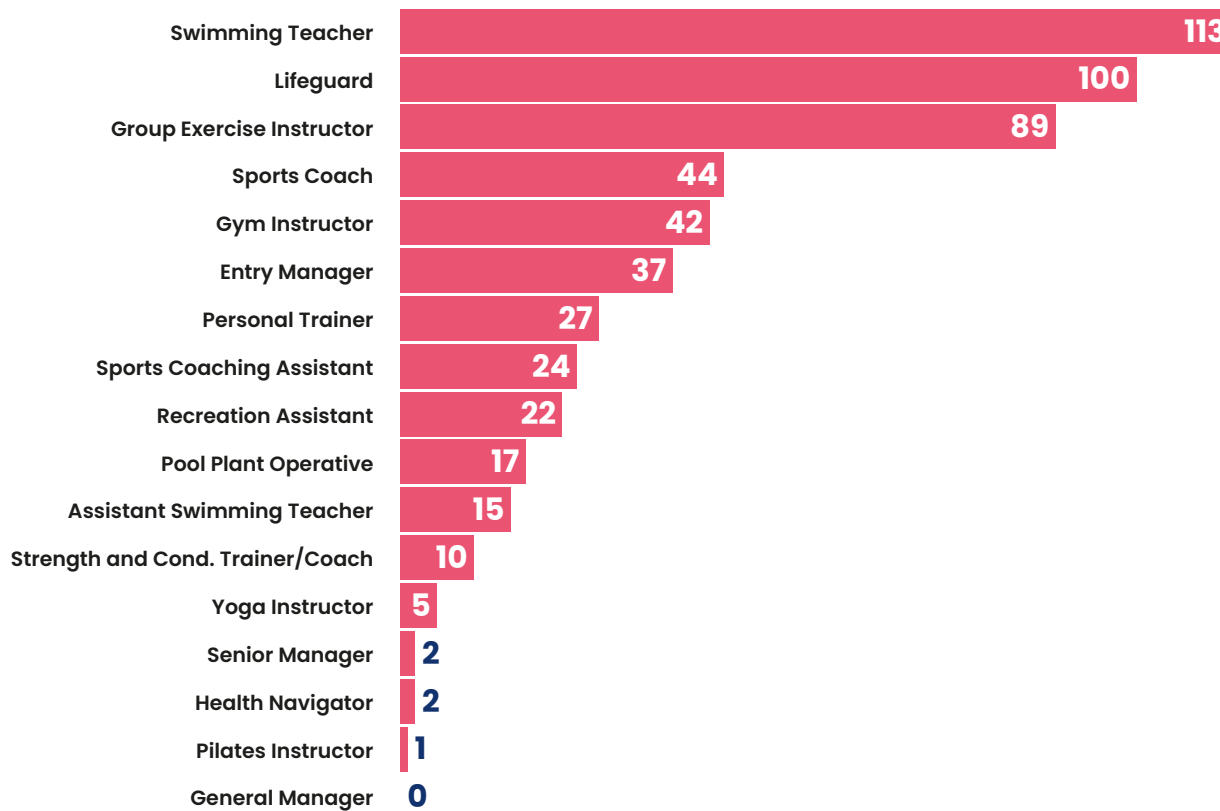
- Skills and education providers have the information and data they need to be able to flex their offer to adjust to the changing economy.
- Skills brokerage and guidance for business.
- Closer working between government, the skills sector and businesses.
- Increase graduate retention and reduce graduate unemployment.
- Support businesses in understanding and adoption of new technologies and ensure a strong skills pipeline.

[D2N2 Local Skills Report](#)

# Data and insight that have informed this work

## Data highlights and snapshots

### Future workforce requirements (by job role)



Source: 50 Skills Diagnostics Survey Data collated from December 2021 – August 2022



**DATA AND INSIGHT THAT HAVE INFORMED THIS WORK**

## Training and skills needs

Out of the 50 organisations that participated in the skills diagnostics survey from December 2021 to August 2022, there was a demand for 550 workforce members in the sport and leisure sector in Nottingham and Nottinghamshire over the next year.

Specifically, 200 of these positions were for swimming teachers and lifeguards combined. The additional primary requirements raised through the skills diagnostics survey are outlined below in order of high to low demand.



## Recruitment

- Only 20% of employers believe that their current business set-up and recruitment process allows them to recruit their workforce from diverse communities.
- 68% of employers confirmed that they would be interested in hosting industry work placements.

When asked what was required to better prepare students for entry level roles:

- 37% of respondents identified that there is a need to set expectation around the diverse power (soft) skills required in a real-life working environment.
- 20% of organisations stated that interpersonal and communications skills and behaviour management were key skills needed for the current and future workforce.
- 18% confirmed that there is a need for more further education industry qualifications.

## Sources

---

The Derby, Derbyshire, Nottingham and Nottinghamshire (D2N2) local skills report sets out the essential skills demand and supply in the D2N2 area.

---

Active Notts reports based on insight into adult physical activity behaviour in Nottingham city and Nottinghamshire county.

**Nottingham insight:**

**Nottinghamshire insight**

---

The Broxtowe Borough Council Skills and Employment plan is predicated on the skills audit carried out in the Broxtowe Borough

---

The Ashfield District Council Education and Skills plan has been developed with feedback and insight from partners from across the Ashfield district.

---

Data from the Chartered Institute for the Management of Sport and Physical Activity – CIMSPA 2023 Workforce Insights Report 2023.

---

Ongoing data and insight collated through the skills diagnostic surveys from employers will continue to be analysed and applied through the lifetime of this plan.

---

## Appendix

**Appendix I: Regional Data Pack** – local data set for the sector in Nottingham and Nottinghamshire.

# 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

<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.

# 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.

Federation of Small Businesses is the designated employer representative body for Nottinghamshire and Derbyshire (the D2N2 area).

## Local skills accountability board (LSAB)

A group of local education and training, skills/employability, health and employer stakeholders across Nottingham and Nottinghamshire, 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.

## NEET

NEET refers to young people between the ages of 16–24 years old who are not in education, employment or training.

## 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 diagnostics

A survey which collects the training and workforce needs of local employers.

## 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 Nottingham and Nottinghamshire.

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 – Nottingham and Nottinghamshire



## 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)

July 2024