



# ReTrain To ReTain

PROJECT REPORT – MAY 2023



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MAY 2023



# 1 Introduction

The ReTrain to ReTain programme was a £5 million job retention and support package that ran from November 2021 through to March 2023. The programme was funded by Sport England through the National Lottery and delivered by CIMSPA alongside a consortium of partners including UK Coaching and EMD UK.

This project report demonstrates the powerful impact that the ReTrain to ReTain programme had on the sport and physical activity sector and its workforce as it recovered from the Covid-19 pandemic.

**Stuart Armstrong**  
Strategic Lead for Workforce  
Transformation, Sport England



“The ReTrain to ReTain programme was an ambitious project that was created in response to the challenges faced by members of the sport and physical activity workforce as a result of the Covid-19 pandemic.

“It was designed to support up to 25,000 members of the sport and physical activity frontline workforce who had to find work outside the sector during the coronavirus pandemic to make ends meet. It focussed on those living and working in areas of economic deprivation and/or supporting under-represented and groups – the people who have been hardest hit by the pandemic.

“The programme has had to be agile and adaptable from the very start as it responded to a volatile and uncertain world that was beginning to emerge from Covid restrictions. Despite these challenges, the project has been an enormous success and shows what can be achieved when partners work together to address immediate needs.”



**Tara Dillon**  
CEO, CIMSPA



“I am delighted by the success of the ReTrain to ReTain programme as it has provided critical support to the most vulnerable people within our sector’s workforce, at a time when they needed it most.

“In response to new challenges faced by our sector following the Covid-19 pandemic, the programme pivoted on its aims to best address employer skills shortages by upskilling existing staff as well as attracting and training new people for our workforce in the areas most in need of support.

“Following on from the success of this programme, CIMSPA continues to work in partnership with Sport England and our consortium partners to develop and transition into the next phase of the project. This will be focussed on helping to recruit, develop, support and retain a diverse sport and physical activity sector workforce.”



## 2 ReTrain to ReTain – project summary

Building on the success of the ReTrain project (launched in September 2020), designed to retool the sport and physical activity workforce throughout the Covid-19 pandemic, the ReTrain to ReTain programme was launched in November 2021 with the overall aim to support the smooth reopening of the sector following the Covid-19 pandemic.

The ReTrain to ReTain programme was an ambitious £5 million job retention and support package funded by Sport England through the National Lottery and is delivered by CIMSPA (the Chartered Institute for the Management of Sport and Physical Activity), alongside a consortium of partners including UK Coaching and EMD UK.

It was designed to support up to 25,000 sports and fitness coaches who have had to find work outside the sector during the coronavirus pandemic, prioritising those living and working in areas of economic deprivation or supporting under-represented groups.

### Project outcomes and outputs:

- To support up to 15,000 individuals who worked in the sector but have been made unemployed through the pandemic back into employment.
- To support up to 10,000 self-employed/micro businesses who have suffered because of the pandemic to get back on their feet.
- To support up to 500 employers who have skills shortages due to the individuals leaving the sector:
  - Providing skills funding to upskill existing staff or to train new staff.
  - Promoting available jobs to individuals who were made unemployed, but are now looking to return to the sector.



## 3 Programme delivery model – overview

### Paid workforce

There were four tiers of support:

#### TIER 1:

**Support for everyone – no eligibility criteria**  
**Free open-access support for the whole workforce**

Online resources, training and support including a sector-specific jobs board and access to ReEngage.

#### TIER 2

**Support for anybody eligible for the programme**  
**Core support offer for 25,000 people, coordinated and delivered by CIMSPA**

Access to CIMSPA benefits, digital learning and webinars to help secure a new job or enhance career opportunities in sport and physical activity. Includes access to the Digital Marketing Hub and ReTrain to ReTrain Learning Hub.

#### TIER 3

**Additional support – Group Exercise Instructors (GEX) & Sports Coaches**  
**Sports coach and GEX role-specific support package for 10,000 paid coaches, 10,000 GEX**

Coaches gained access to UK Coaching's learning and development platform and industry training materials. GEX instructors accessed support from EMD UK including membership with insurance or training and CPD courses.

#### TIER 4

**Extra support for those who need it most – ReTrain funding**

**An enhanced offer for 5000 individuals**

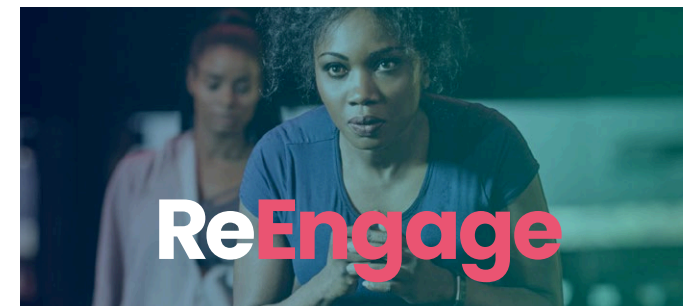
Fully funded qualifications and CPD training courses through ReTrain, targeted at people living in Low Socio-Economic Group (LSEG) areas, working to tackle inequalities. ReTrain funding is also available to employers via ReTrain (Phase 2), with employer sites located in LSEG areas prioritised.

### Unpaid workforce

#### VOLUNTEER SPORTS COACH SUPPORT

**An offer for 25,000 volunteer Sports Coaching Assistants and Sports Coaches**

Provided with tailored role-specific training and resources coordinated and delivered by UK Coaching.



### ReEngage project

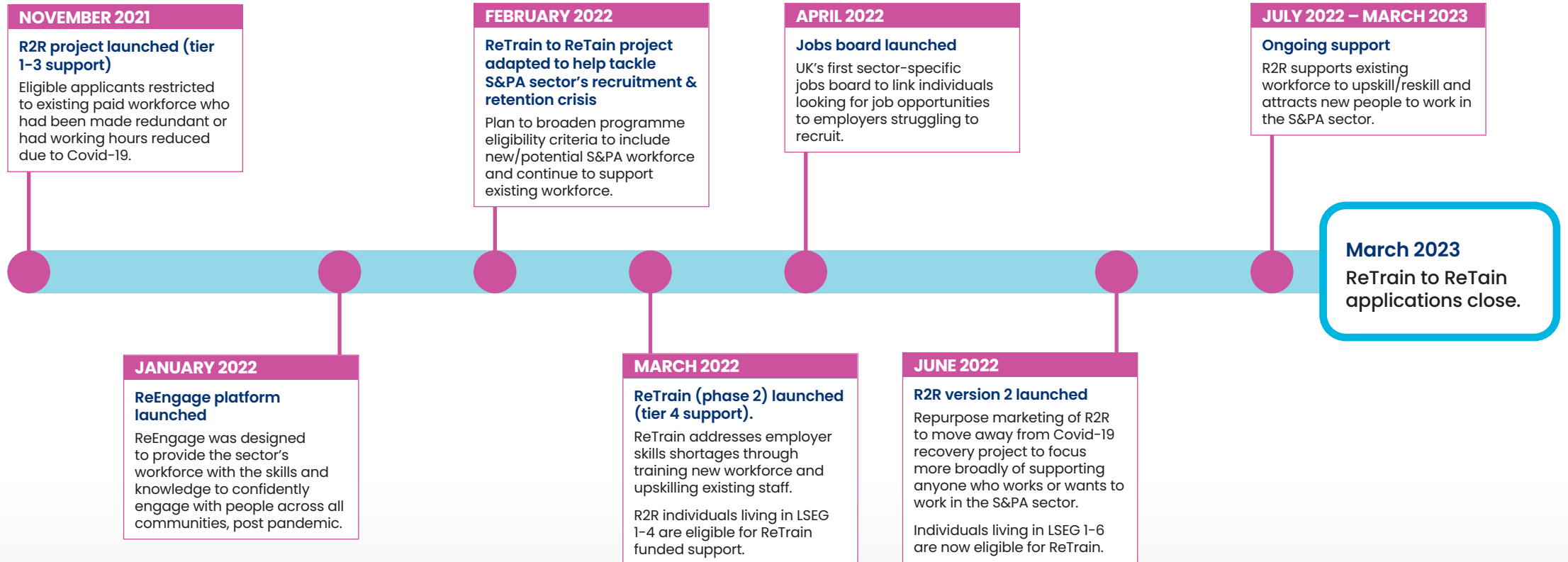
ReEngage was an online training platform which was open to all. The platform provided the sector's workforce with the skills and knowledge to confidently engage with people across all communities as we recovered from the impact of Covid-19, helping more people to enjoy the benefits of sport and physical activity.

#### ReEngage learning outcomes

- Awareness of the prevalence, impact, and treatment of long Covid.
- Engaging effectively with inactive adults with no pre-existing health conditions.
- Communicating with customers, especially those who may be lacking the confidence to return to physical activity.
- Awareness of the aspects of ageing that can be controlled or influenced through activity.

# ReTrain To ReTain

## PROJECT TIMELINE



## 4 ReTrain to ReTain data summary

To best identify the programme measurement metrics below, participants supported via the ReTrain to ReTain programme were categorised as:

### Individuals

Self-employed/micro businesses/ unemployed/ employed individuals who have applied to the ReTrain to ReTain programme independently.

### Employees

Individuals who have been supported via ReTrain to ReTain through an employer application.

### Employers

Organisations who have been supported via ReTrain to ReTain, specifically, via ReTrain (phase 2) funding.

## Project measurement metrics

The following project statistics account for the support offered across tiers 1-4 with data correct as of 31 March 2023.

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Total reach of individuals and employees who have been supported via the ReTrain to ReTain programme (includes ReEngage and both paid and volunteer R2R individual applications).

51,292

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Total reach of paid individuals and employees who have been supported via the ReTrain to ReTain programme (excludes ReEngage and volunteer individual R2R applications).

6711

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## How did we measure support in areas of economic deprivation?

To measure against one of the programme's key objectives of prioritising support for those living and working in areas of economic deprivation, Low Socio-Economic Group (LSEG) scores are assigned to individuals and employers (sites). LSEG scores are generated via the UK Government's English indices of deprivation (2019) where an individual's home postcode, or employer site postcode, is used to allocate their score.

Postcodes located in LSEG 1 have the highest level of deprivation, and LSEG 10 have the lowest levels of deprivation. ReTrain funding aims to prioritise individuals based in high areas of deprivation (LSEG scores 1-6).

## Creating a more diverse and inclusive workforce

Description	Total supported
Total individual applications into the ReTrain to ReTain project.	<b>4617</b>
Number of eligible* individual applications into the ReTrain to ReTain project.	<b>3417</b>
Number of eligible individuals working with underrepresented groups supported. <ul style="list-style-type: none"> <li>■ Disabled people – 1434</li> <li>■ Diverse communities - 1790</li> <li>■ Long-term health conditions - 2013</li> </ul>	<b>2684</b>
Number of individuals living in LSEG 1-6 areas supported.	<b>2182</b>

Description	Total supported
Number of employees working in LSEG areas supported with funded training courses.	<b>1305</b>
Total number of individuals and employees supported via ReEngage: <ul style="list-style-type: none"> <li>■ ReEngage individual learners: 12,568</li> <li>■ ReEngage corporate learners: 7853</li> </ul>	<b>20,421</b>
Total volunteers supported via UK Coaching .	<b>24,160</b>
Number of employers supported in recruitment.	<b>97</b>

*\*At programme launch, 'eligible individuals' were people who live in England, were part of the existing paid sector workforce and had their working hours reduced due to Covid-19. In June 2022, the criteria for 'eligible individuals' changed to include anyone living in England who works or wants to work in the sport and physical activity sector.*





## ReTrain funded training courses overview (tier 4 support)

To help create a sector where workforce behaviour creates a positive experience for customers, tier 4 gave extra support to individuals and employers who need it most, by providing fully funded qualifications/continuous professional development (CPD) courses via ReTrain.

Total number of individuals and employees supported via ReTrain	<b>3026</b>
Number of individuals supported via ReTrain	<b>932</b>
Number of employees supported via ReTrain	<b>2094</b>
Number of employer sites supported	<b>191</b>
Number of employers supported	<b>83</b>
Number of training providers used to deliver ReTrain qualifications/CPD	<b>59</b>
Number of different training courses offered via ReTrain	<b>137</b>



# Summary of employer participant training funded via ReTrain

## EMPLOYER PARTICIPANTS

### Employer participants – top 10 funded qualification subjects

Number of places	Qualification subject theme
291	Level 2 Swim Teacher
211	Sports Coaching
159	Lifeguard
71	Pool Plant Operations
46	Personal Training
39	Gym Instructing
35	Swim Coordinator
35	Gym Instructing and Personal Training
25	Exercise Referral
20	Studio Cycling

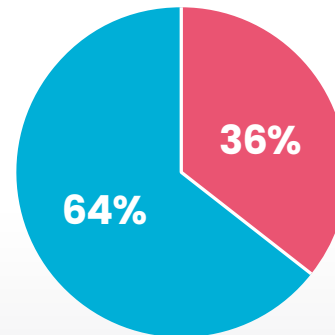
### Employer participants – top 10 funded CPD course subjects

Number of places	CPD course subject theme
264	Management in the leisure industry
207	Childrens physical activity leadership
54	Older adult populations
32	Aquaphobia
20	Safeguarding
16	Arthritic joint pain relief using exercise
12	First Aid
11	Sports Coaching
8	Cancer Rehabilitation
6	Cardiac Rehabilitation

### Total number of employer qualifications and CPD courses funded

**1347**  
QUALIFICATIONS

**747**  
CPD COURSES



# Summary of individual participant training funded via ReTrain

## INDIVIDUAL PARTICIPANTS

### Individual participants – top 10 funded qualification subjects

Number of places	Qualification subject theme
121	Exercise Referral
61	Gym Instructing
43	Yoga
42	Pilates
40	Personal Training
33	Gym Instructing and Personal Training
29	Sports Coaching
28	Physical Education and School Sport
20	Management in the Leisure Industry
19	Supporting Clients with Long Term Health Conditions

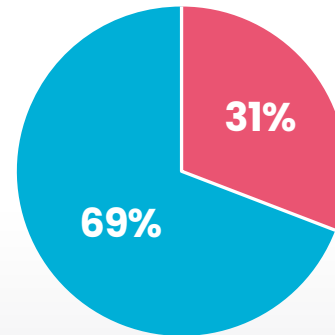
### Individual participants – top 10 funded CPD course subjects

Number of places	CPD course subject theme
36	Cancer Rehabilitation
24	Boxercise
23	Tai Chi and Qi Gong
20	Cardiac Rehabilitation
17	Supporting Clients with Neurological Conditions
16	Nutrition
13	Supporting Clients with Obesity and Diabetes
13	Biomechanics
12	Pulmonary Rehabilitation
10	Mental Health Awareness

### Total number of individual qualifications and CPD courses funded

**643**  
QUALIFICATIONS

**289**  
CPD COURSES

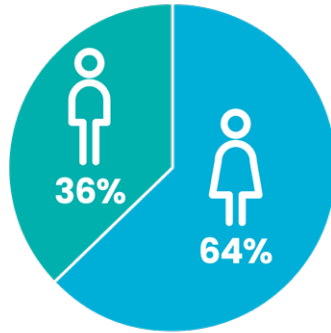


# Summary of ReTrain funding allocated to individuals

Total individuals supported by ReTrain

# 932

Individual applicants by gender (given as percentage)

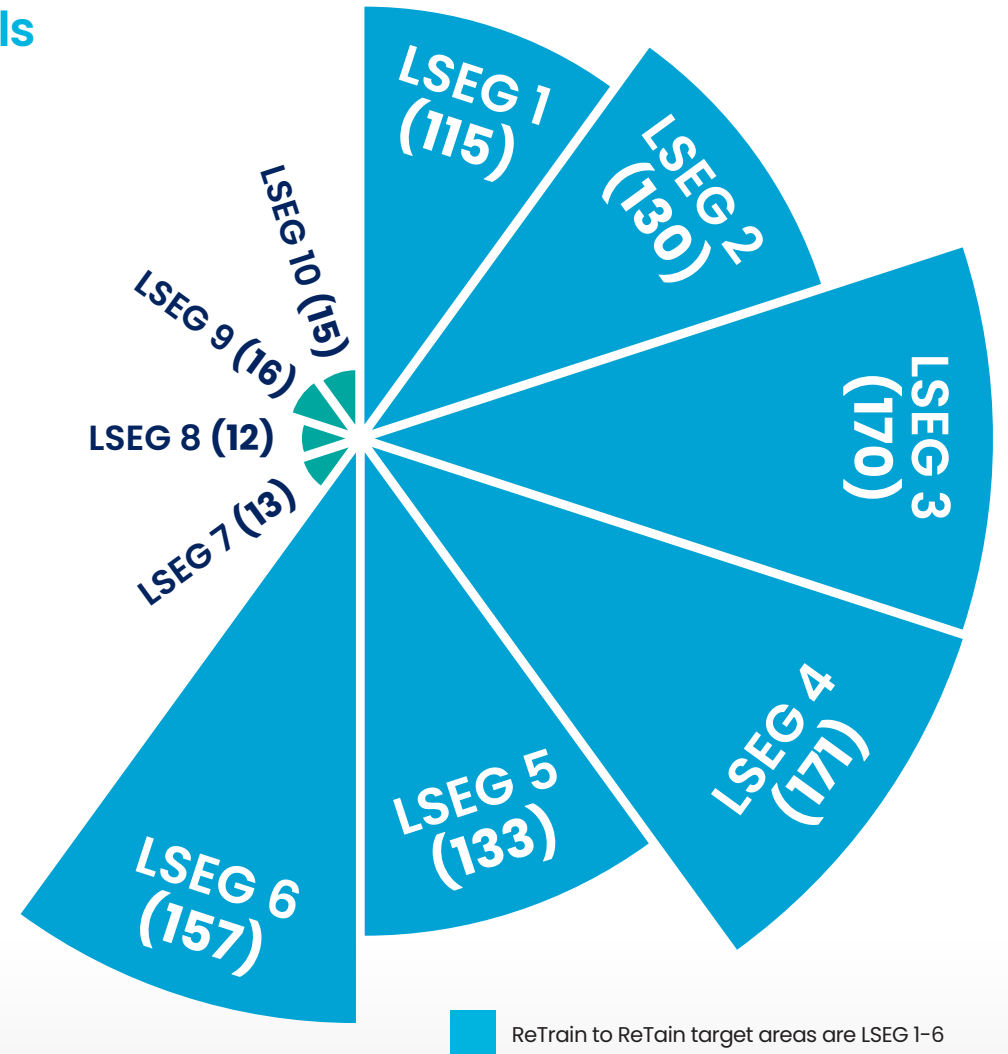


Female: 594  
Male: 338

## Low socio-economic groups (LSEG) breakdown

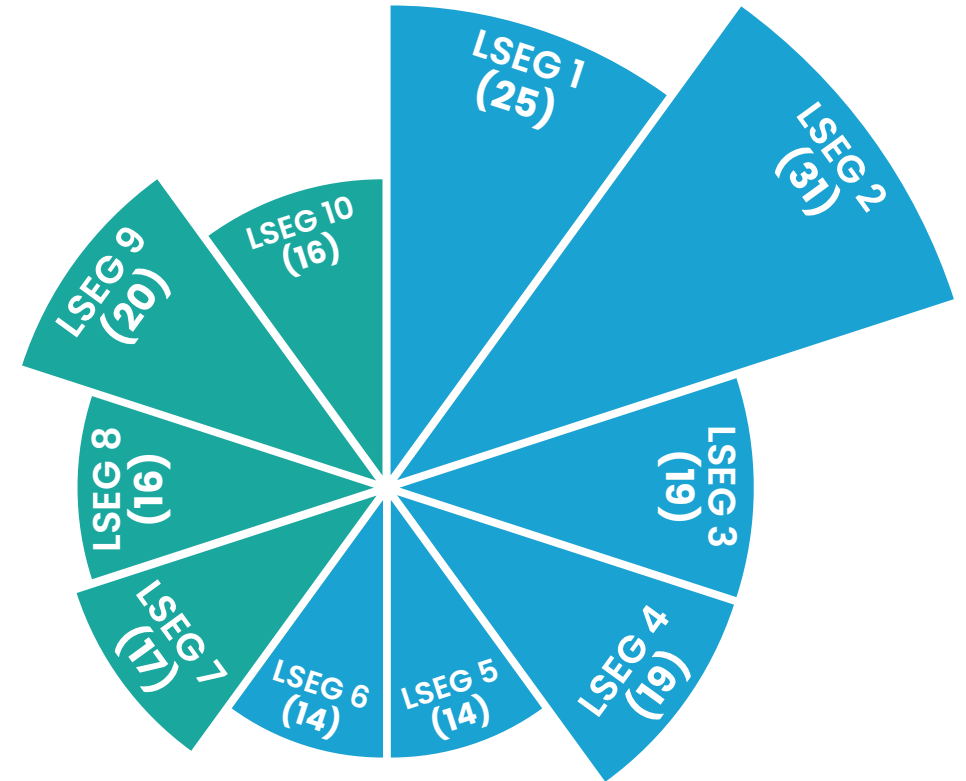
Sport England research has found that people in lower socio-economic groups (LSEGs) are the most likely to be inactive (33%) and the least likely to be active (54%).

The chart (right) shows the number of individuals supported by ReTrain who live in LSEG areas, where LSEG 1 is the most-deprived area, and LSEG 10 is the least.



# Summary of ReTrain funding allocated to employers

**10ten10** **1Life** **Abbeycroft Leisure** **ABL Health** **Active Essex** **Active Me 360** **Active Suffolk**  
**Active Lancashire** **Active Together** **AllSports Coaches Coaching Academy**  
**Apex 360 Ltd** **Aspire Active Partnerships** **Aspire Leisure Centre** **Avenue Tennis**  
**B! Health & Fitness** **Baby Swimmers** **Bhangra Blaze Xpress** **Active Black Country**  
**Brimhams Active** **Burton Albion Community Trust** **Cancer United - CU Fitter**  
**CC Leisure** **CMXSC Ltd** **Combe Grove** **Complete Coaching Solutions** **Crest Swim School**  
**Discovery Sports Coaching** **Dream Big Sports** **Durham County Council**  
**Elevate Fitness** **Empower Active** **Essex Professional Coaching** **Everlast Shirebrook**  
**Everyone Active** **Fiesta Sports Coaching** **Fitness First** **FXD Fitness** **GLL** **GM Active**  
**GT Sports Coaching Ltd** **Half Fish HQ** **Impulse Leisure** **In At The Deep End**  
**Individuality Swimming** **Jubilee Hall Trust** **Junior Adventures Group** **Kanga Sports**  
**LEAP** **LED Leisure Management** **Leisure SK** **Liverpool Swim Academy** **Moving Matters**  
**My Time** **North Warwickshire Boxing & Fitness** **Nottingham School of Boxing**  
**Notts County Foundation** **One Life Suffolk** **Oxley Sports Centre** **Parkwood Leisure**  
**Parkwood Notts - LEX Leisure** **PH Sports** **Physical Education & Active Kids**  
**Places Leisure** **Planet Education** **Primary Sports Coaching Ltd** **Progressive Sports**  
**RB Gym & Sport** **S4A Group** **Serco** **South Downs Leisure** **Sport Structures Education CIC**  
**Stevenage Leisure** **Stoke on Trent City Council** **Super Star Sport Midlands** **TB Sport**  
**The Pythian zClub** **Time4Sport** **TLE Sports** **TM Active** **Urban Health and Fitness**  
**Virgin Active** **Vision West Notts College** **Witness The Fitness**



ReTrain to ReTain target areas are LSEG 1-6

83

Employers supported

191

Across 191 employer sites

## Employer sites supported (by LSEG category)

Number of employer sites supported in each LSEG category, where LSEG 1 is the most-deprived area, and LSEG 10 is the least.

# Training provider support

## Training providers used to deliver ReTrain qualifications and CPD

Active Leaders AMAC Training Aspire Training Solutions BACPR Biomechanics Education  
Boxercise Brimhams Active BTN Academy Burrell Education Cancer United CanRehab  
CAWS Drummond Education Eclipse Training Everyone Active Fit Training International  
FLM Training Future Fit GLL Half Fish Health and Fitness Education In at the Deep End  
Individuality Swimming Institute of Aquaphobia Institute of Swimming  
Johnson Training Just Add Water Swim School Keep Fit Association Les Mills  
Midlands Tai Chi Rehab Move it or Lose it Origym Orthopaedic Research P&P Associates  
Parkwood Leisure Personal Trainer Collective Power Academy Premier Global NASM  
Pretty Deadly Self Defence Purestretch React First Aid SERCO South Downs Leisure  
Sport Structures Education CIC Sportsability Training STA Excel Stevenage Leisure  
Study Active T2 Fitness The Swim Surgery The Training Room Topodium Group  
Triton Training UK Coaching Vector Training Virgin Active Wright Foundation CIC  
YMCAFIT Your PT

59

Training Providers used to deliver ReTrain qualifications/CPD

137

Different training courses offered via ReTrain



*Photo: Biomechanics Education were one of the CIMSPA training provider partners that delivered ReTrain-funded courses*



## 5 Programme successes

The most impactful elements of the ReTrain to ReTain programme are:

- ReTrain support for individuals (Tier 4)
- ReTrain support for employers (ReTrain Phase 2) (Tier 4)
- Sport and physical activity specific jobs board (Tier 1)

### ReTrain funding for individuals – extra support for those who need it most

The Tier 4 support (ReTrain) for individuals has been the most successful element of the programme so far. Building on the existing purpose-built online platform used in ReTrain Phase 1, which was used to identify local employer demand and match it with quality supply,

As of 31 March 2023, 932 individuals from all over England, who are most in need of support have received funding to complete a qualification or

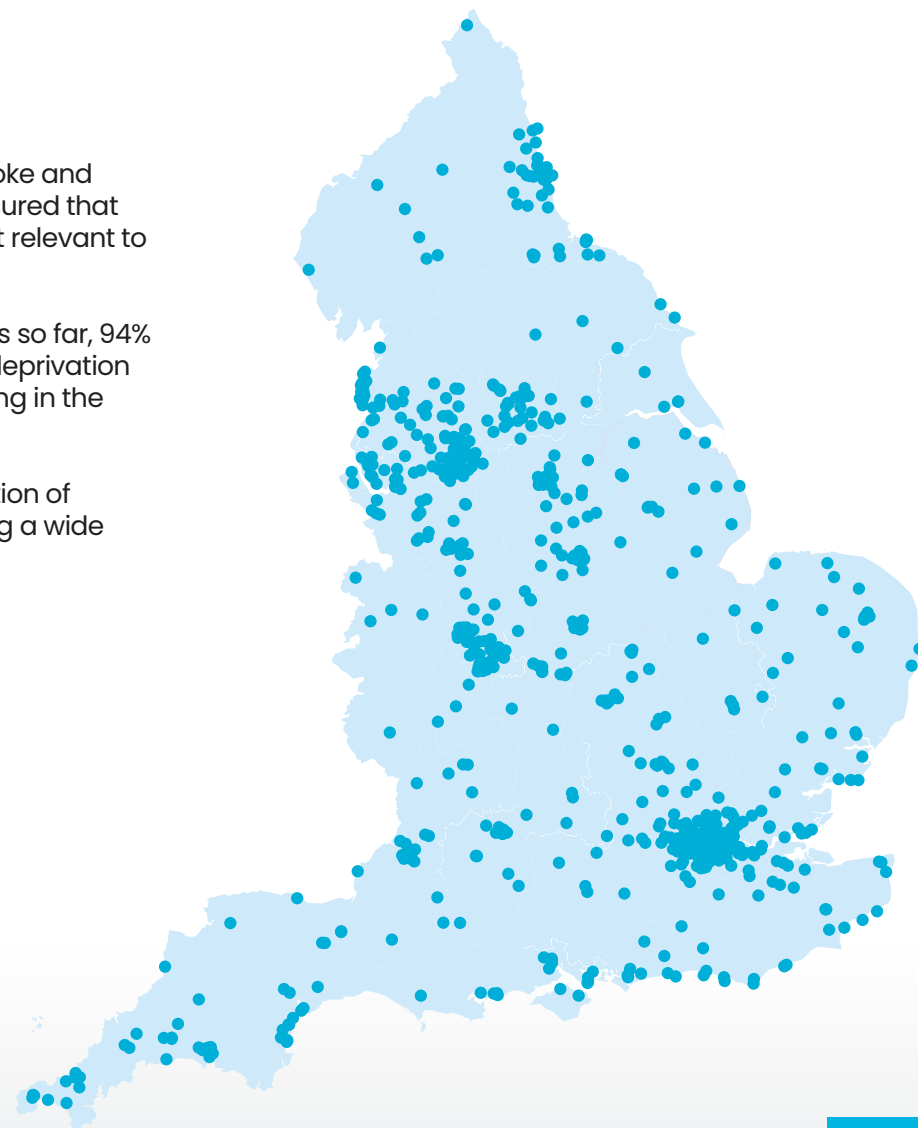
# 94%

Percentage of learners located in target LSEG areas (1-6)

CPD course of their choosing. This bespoke and individualised support package has ensured that individuals attend training courses most relevant to them.

Out of the 932 ReTrain individual learners so far, 94% of learners live in an area of economic deprivation (LSEG score 1-6) with 63% of learners living in the most deprived areas (LSEG score 1-4).

The map (right) demonstrates the location of ReTrain learners across England showing a wide project reach to all areas of the country.



## INDIVIDUAL CASE STUDIES

### The people behind the numbers...

The case studies below show a snapshot of individuals who have benefited from ReTrain funding and the huge impact that this has then had for them.

#### Joao Pereira

**A Personal Trainer using ReTrain funding to upskill and work with specialist populations in LSEG areas**

ReTrain funding came at the perfect time for me as I was lost when it came to employment and was probably going to end up working in the security or warehousing industry just to pay my bills even though helping people achieve their goals through health and fitness is my passion.

**As a result of ReTrain course funding I was able to widen my range of services to include work with specialist populations in my area.** I am hoping to use this knowledge to open my own business offering opportunities for people with low incomes to access exercise and nutrition coaching. I believe that education is a lifelong process and truly appreciate the opportunity that ReTrain to ReTrain provided.



#### Andrew Stubbs

**A Group Exercise Instructor using ReTrain funding to work with specialist populations**

I like to specialise in working with groups and individuals who struggle to engage in physical activity due to various conditions. For instance, I currently work with people with learning difficulties and physical disabilities.

Attending the Level 4 Obesity and Diabetes **ReTrain-funded course has given me the potential opportunity to work with the local NHS trust** and to introduce physical activity to many who would not usually engage in such activities. It has also really helped with my existing clients, giving me new ideas and options. I have a number of clients who have lost weight as a result of the improved training.



#### Leah Stanley

**Unemployed and using ReTrain funding to move into the sector and secure a job teaching Pilates to under-represented groups**

I chose to complete the diploma in teaching Pilates course so that I can hopefully go back to work, and I'd love to support people with additional needs or work with elderly people. I applied for ReTrain funding as I haven't worked for 3 years and have a disability. **Without ReTrain funding, I wouldn't have been able to afford the course.**



#### Joanne Jones

**A Fitness Instructor using ReTrain funding to start a new career in swim teaching**

I started an educational fitness journey in 2018. Swimming was always going to be the final string to my qualification bow. Financing it myself would have meant delaying studies quite significantly and I couldn't get any experience, through volunteering, at my local pool. **Without ReTrain funding, I simply would have given up.** I have already been offered an interview and informal chat at the centre I trained at. The plan is to gain experience and apply for my level 2 swim teaching qualification in the spring.





## INDIVIDUAL CASE STUDIES

### The people behind the numbers...

#### Karen

*A recently qualified Personal Trainer using ReTrain funding to start a new business aimed to support older adults*



Post COVID, and age 60, I was made redundant, and I decided that rather than trying to find another corporate job, I would retrain in something I loved and something where I could help people. I completed the training to become first of all a Level 2 Gym Instructor, then finally a Level 3 Personal Trainer.

I started training my first PT client in May of 2022. He is 64 years old, and this cemented my view I would target my work towards the older generation. I have now booked the exercise referral course but did not have the funds to attend the Escape Pain course, and this is where CIMSPA Retrain to Retain comes in.

Once I complete the course, **we will be able to set up a local Escape Pain Programme for people who have osteoarthritis of the knee or hip to help them live with and manage their condition better.** People will hopefully be referred to us by local GPs, social providers and by responding to the local marketing we will be undertaking. For my career this is another way to help local people who really need it by using my skills.

#### Duncan Lawrence

*A Sports Coach and Diversity and Inclusion consultant using ReTrain funding to progress into a senior management role*



As a freelance trainer and diversity and inclusion consultant, a lot of my challenges related to employability e.g. I had loads of experience but for some reason senior sports management jobs never came my way. **ReTrain funding will help me to reenergise my career and lead me to more diverse pathways of job interviews.**

While I was taking the L5 Management and Leadership course (funded via ReTrain), potential customers were now 'listening and hearing me in different ways'. Without attaining my sports management/leadership qualifications, I would have taken steps to semi-retire and continue to accept feeling 'pigeon-holed' with limited employment pathways and salary levels.

#### Ryan Savage

*A Personal Trainer using ReTrain funding to recover business following Covid*



I wanted to get my personal training/coaching business back on track due to covid pretty much shutting down 80% of my business. By further educating myself with the GP referral course I can start to work with different community sectors, assisting and educating in some key issues, as well as getting myself back on track to come off universal credit with the new opportunities this will bring my business. **This course will also open new doors for me** as the course is a pre-requirement for level 4 courses (lower back pain/obesity).

They always say find a job you love and you'll never work a day in your life. It's been tough and it's not over, but I'm so glad I was able to get funding for this course.

## ReTrain (phase 2) for employers

Following on from project learnings gained in the original ReTrain (phase 1) project, as part of the ReTrain to ReTrain programme, changes were implemented to the employer ReTrain (phase 2) application process to assist employers to best understand skill gaps in their workforce and match these gaps to the most appropriate training.

As part of ReTrain (phase 2), employers completed a 'skills diagnostic' (training needs analysis) with their CIMSPA Partnerships Executive to discuss and identify priority training needs before submitting a final ReTrain funding request.

This process ensured that ReTrain training requests from employers were specific, accurate and targeted to the employers and sites most in need of support.

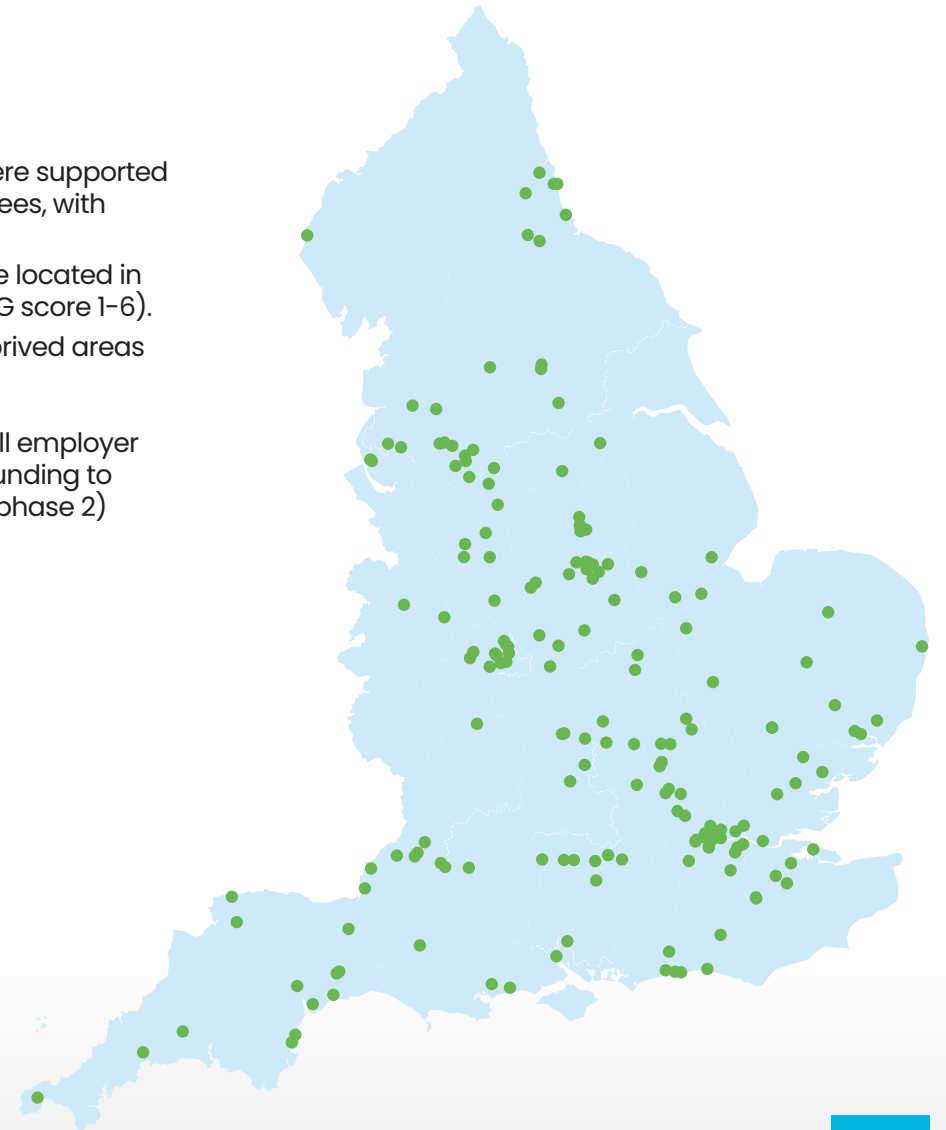
# 64%

Percentage of employer sites located in target LSEG areas (1-6)

In total, 83 employers across 191 sites were supported with ReTrain funded training for employees, with sites located in LSEG areas prioritised.

- 64% of employer sites supported are located in areas of economic deprivation (LSEG score 1-6).
- 49% of sites located in the most deprived areas (LSEG score 1-4).

The map (right) shows the location of all employer sites where employees have received funding to complete training courses via ReTrain (phase 2) funding.



## EMPLOYER CASE STUDIES

### The organisations behind the numbers...



#### Planet Education

The ReTrain funding came at a perfect time as it allowed us to address some of our skill shortages after the COVID-19 pandemic. **By receiving the ReTrain funding, our team have been able to deliver high-quality inclusive programmes for the local community.** Without the funding, our team would not have been able to have such an in-depth learning experience which enabled them to develop the necessary skill set to deliver the high-quality provision.

*Dominic Inyang-Gray, Head of Community Development*



#### Active Black Country

Active Black Country identified an emerging need to train and retain staff within leisure, specifically aquatics. Leisure operators were concerned with the rise of living costs and loss of staff following the pandemic and they were unable to sustain delivery of their current activities, mainly swimming lessons. This resulted in huge waiting lists and some classes having to be cancelled and no room for growth. One centre in the Black Country has already had to cancel all learn to swim lessons. **The ReTrain funded training courses will now mean they can restart their sessions and build a team to support consistent and reliable delivery.**

The ReTrain to ReTrain fund has supported the emergency need to increase the workforce in the Black Country. This funding has also meant internal staff can now be offered a progression which will sustain their employment and increase the range of staff's transferable skills across centres in the Black Country.

*Jo Dodd, Local Partnership Lead Officer – Workforce*

## EMPLOYER CASE STUDIES

### The organisations behind the numbers...

#### Active Suffolk

The ReTrain project has been fundamental in addressing the role specific skills shortages identified in the Suffolk Sport and Physical Activity Sector Skills Strategy. Covid has had a significant impact on the sector and employers are finding it really hard to recruit and fill vacancies. **With the ReTrain funding we are in a position to provide fully funded training to the Suffolk workforce** and upskill and recruit Lifeguards, Swim Teachers and Personal Trainers.

The match funding from CIMSPA's ReTrain project has also helped Active Suffolk to secure a wider bid from the Suffolk Inclusive Growth Investment Fund to tackle further skills shortages with a particular focus on long term health conditions, mental health and behaviour change and **without ReTrain funding the role specific training, we would not have been successful in securing this funding.**

This joint investment will have a huge impact on the Suffolk workforce and the communities they serve and we will be in a position to provide a skilled, competent and fit for purpose sport and physical activity sector workforce which will underpin the sector's recovery from the impact of the pandemic.

**Susannah Challis, Workforce Development Officer**



#### North Warwickshire Boxing & Fitness

The youths we deal with are the most vulnerable in society. I'm not exaggerating when I say this club changes and saves lives and we also help keep the whole equilibrium of the community. **I'm absolutely made up that we've been awarded the funding** and we can carry on offering our services to those who desperately need them.

**Lloyd Walton, Police Officer, and Head Coach**



## EMPLOYER CASE STUDIES

### The organisations behind the numbers...

#### GM Active

ReTrain funding has supported GM Active to help fulfil business needs and staff shortages in

certain areas, most notably swimming teachers, which is a significant cash cow for

centres. One centre reported a loss of £20,000 of income per week due to swimming teacher shortages. ReTrain funding has helped to keep swimming lesson programmes busy and full without shortages due to staff. This then protects the future of the venues and ensures local children have the opportunity to learn how to swim whether through the school programme or learn to swim schemes and deliver a vital life skill and national curriculum objective.

The funding has also given us resource for staff training to deliver towards the GM strategy, in particular, training that allows for staff to commit more towards our pivot to health and wellness strategy and long-term project. This will impact the community as the training helps significantly to deliver one of 4 key strategy aims which is to “encourage active lives for all and help to reduce health inequalities within Greater Manchester”.

*Jon Keating, Head of Business Operations & Company Secretary*



#### In At The Deep End

Leisure is an amazing industry to work in, however, the start-up costs can be quite high for people wanting to enter the industry in terms of training and qualifications. Following Covid we found ourselves in a perfect storm where people had left to move to other jobs (or via natural progression to university etc.) but we couldn't recruit and fill the spaces due to people simply not having the funding to do so. ReTrain allowed us to be reactive to this and put on the courses and qualifications we needed to be able to effectively restart our business without costs being a barrier to participation.

As a company we have a very large number of swimmers with additional needs (having recently won Autism Swim provider of the year) and these are young people who many other swim schools have been unable or unwilling to accommodate and as such had we not been able to train staff for the roles these swimmers may not have been able to continue swimming. **The ReTrain funding literally was make or break for us as a company coming out of Covid. Without it we would have really, really struggled to deliver all of our lessons safely and effectively.** The planning, support and guidance from CIMSPA via ReTrain has been brilliant and shows how quickly the industry can come together to rollout a viable support package which has real lasting grassroots impact.

*Mark McNichol, Director*



## TRAINING PROVIDER CASE STUDIES

### How has ReTrain supported our trainers?

In addition to supporting individuals and employers within the sector to recover from the Covid-19 pandemic, 58 training providers were also supported via the ReTrain programme at a time when they needed it most.

For many smaller training provider businesses, ReTrain funding provided and continues to provide a crucial lifeline during a period of economic decline. Training providers have reported that without the ReTrain programme, they would potentially have been forced to close their business or enforce staff redundancies.

#### Sport Structures

The ReTrain project has supported our growth out of Covid and connected us with a range of employers we have not normally engaged with. We have seen a significant increase in the quality of learners who are engaging with education through the ReTrain project. Learners are gaining or regaining confidence in delivering excellent coaching through utilising ReTrain-funded education courses.

We believe this support has had a fundamentally positive impact to engage learners in relevant education and to upskill the workforce for employers. It has stimulated us, as a training provider, to think differently and develop learning relevant for the changing needs.

*Amy Bryant, Project Manager Coach and Education Compliance*



#### Drummond Education

Following the COVID-19 pandemic, instructors have faced challenges within their job roles and what could have been a good recovery period has been further challenged by the energy crisis and cost of living increase. This has resulted in smaller studios and PT businesses having to close, with those surviving businesses dealing with a decrease in classes and income. The number of students in a position to pay for development has reduced for both individuals and corporate bookings and **ReTrain funding has made the difference between staying open** and closing our business like so many other training providers.

As a small training provider the ReTrain funding has resulted in us being able to continue to offer courses and to support our students whilst we rebuild our business. We are anticipating the business to return to normal in approximately 12 months' time and we have been able to retain staff that were in danger of redundancy because of the ReTrain funded students.

*Gill Drummond, CEO*

## TRAINING PROVIDER CASE STUDIES

### How has ReTrain supported our trainers?

#### Study Active

The COVID-19 pandemic has had an ongoing negative impact on potential learners' impact as those that would like to enter the sector at its time of need were unable to due to financial restrictions. ReTrain to ReTrain (R2R) funding has really helped mitigate this concern by making funding available to eligible learners.

We have found that learners are extremely grateful for the opportunity and engage well with their learning and **we get a real sense that the R2R learners are not just thinking about how they can better themselves – but also how they can better the sector.** Individual learners are more open to where they could go in the sector as they are not adhering to the strategy of an employer.

Our involvement with R2R means our business grows with the sector and the more we can grow, the more we can help others and in turn strive towards optimisation of our sector.

**James Luscombe, Managing Director**



#### Topodium

ReTrain has enabled us to promote our CIMSPA Endorsed Kids Activator Course to a wider audience, whilst at the same time providing operators with access to train larger numbers of their team which may not have been possible due to budget restraints previously.

**Our experience of working with ReTrain learners has been extremely positive.** Everybody has been keen to learn, fully engaged in all aspects of the course and willing to step outside of their comfort zone.

This energy and appreciation for the training opportunity has helped create a really enjoyable learning environment for both the participants and Instructors.

**Chris Sharman, CEO**



## Sector-specific jobs board overview

To support people back into employment, CIMSPA commissioned Global Sports, specialists in developing careers platforms for the international sports industry, to develop the UK's first sport and physical activity sector specific jobs board. The launch of the jobs board has been a huge success and has seen:

- 56,369 page views.
- 34,562 total job views.
- 2049 job apply clicks.
- 97 employers included with an average of 4640 jobs live at any time.

### Number of employers supported in recruitment

The jobs board has been made available to 97 member organisations from across the United Kingdom with over 25,000 jobs presented to potential candidates from May 2022 to March 2023.

### Number of individuals supported back to work

Over 20,000 individuals visited the job board, from over 210 UK cities and towns, with over 2000 of them clicking through to apply for jobs.



FIND YOUR NEXT JOB OPPORTUNITY

### Top performing jobs

(All received over 100 views):

- Assistant gym manager
- Wellbeing personal trainer
- Duty manager
- Swimming teacher







## Our vision

Shaping a **recognised, valued** and **inclusive** sport and physical activity sector that everyone can be a part of.