

Sport and physical activity sector local skills plan

Derby and Derbyshire:
2026–2029

CREATED BY

Sport and Physical Activity Sector
Local Skills Accountability Board –
Derby and Derbyshire



Contents

Photo credits:

CIMSPA would like to thank Joined Up Care Derbyshire, Derby College, Places Leisure and Community Action Derby for their support in sourcing photographs for this skills plan.

Introduction

The Sport and Physical Activity Sector Local Skills Accountability Board – Derby and Derbyshire 2026–2029

About the board

Chair: Wayne Sills, Leisure Services Manager, Derby Active – Derby City Council

Vice Chairs: Dr Athalie Redwood-Brown, Senior Lecturer in Performance Analysis of Sport, Nottingham Trent University

Dr Jennifer Wilson, Senior Exercise and Health Practitioner, Nottingham Trent University

Board member organisations

- Active Derbyshire
- Burton and South Derbyshire College
- Chesterfield College
- Chesterfield FC Community Trust
- Community Action Derby
- Derby Active
- Derby City Council
- Derby College
- Derbyshire FA
- Department for Work and Pensions – North Derbyshire
- Everyone Active – Moorways Sports Village and Water Park
- FiiT for Life
- Joined Up Care Derbyshire
- Move More Derby
- North East Derbyshire District Council
- Places Leisure

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 workforce development manager for Derby and Derbyshire.

partners@cimspa.co.uk

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

INTRODUCTION

Derby and Derbyshire – geographical area

Derbyshire combines rural landscapes such as the Peak District with urban centres including Derby and Chesterfield.

Governance is shared between eight district and borough councils, Derby City Council, and the Peak District National Park Authority.

The county's mix of younger, more diverse urban populations in Derby and older, more dispersed rural communities creates differing needs for skills, access and participation.



Foreword

At a national level, CIMSPA is leading the development of localised skills solutions to strengthen the sector’s workforce across the United Kingdom.

We are proud to bring this approach to Derby and Derbyshire, ensuring that the skills needs of our communities are understood and that workforce development is designed around local priorities.

The case for a sport and physical activity skills plan for Derby and Derbyshire is clear.

Physical activity contributes significantly to the health, wellbeing and economy of our region. However, we recognise that Derby and Derbyshire each face distinct challenges. The city of Derby, with its more diverse population, experiences urban deprivation and health inequalities. In contrast, Derbyshire’s more rural areas face issues linked to an ageing population, lower qualification levels and access to services. This plan reflects our commitment to address these differences through a place-based, collaborative approach.

Working alongside employers, training providers, local authorities and community organisations, we have created a skills plan that aligns with the ambitions of the East Midlands Combined County Authority (EMCCA) and complements Active Derbyshire and Move More Derby’s Making Our Move strategy. Together, we are striving to build a more inclusive, better qualified and better-connected workforce.

In order to successfully deliver on this plan, we will need to work closely with the EMCCA and local adult learning providers to ensure that opportunities for upskilling and reskilling are accessible, relevant and responsive to local needs. We also recognise that our sector is dynamic, and that future challenges and opportunities will arise. Therefore, this plan has been designed with the agility to respond to change across both the city and the county.

By focusing on bridging barriers to entry, improving the accessibility of qualifications, providing quality work experience opportunities and supporting career development pathways, we aim to build a truly representative workforce.

Employers across Derby and Derbyshire are at the heart of this skills plan. With CIMSPA’s leadership nationally and locally, and through strong collaboration across the sector, we are confident that Derby and Derbyshire’s sport and physical activity workforce will be better equipped to support the region’s health, education and economic growth ambitions, creating healthier, more active and more connected communities.

Wayne Sills
Leisure Services Manager, Derby Active – Derby City Council

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

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

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

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

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

[LOCAL SKILLS ACCOUNTABILITY BOARD WEBSITE PAGE](#)

Vision and context

Vision

The vision of this plan is:

“To grow and retain a high-quality, representative workforce in the sport and physical activity sector in Derby and Derbyshire that supports healthcare needs by enabling clear, accessible pathways into and through the sector.”

The delivery of our vision is grounded in health and education.

Running through this plan is a core commitment to representation and inclusion, ensuring the workforce is reflective of, and responsive to, the diverse communities it serves. This joined-up, strategic approach connects education, skill development and workforce needs. By aligning these elements, we are equipping individuals with the skills, knowledge and experience needed to thrive in the sector, driving both social impact and economic value across the sport and physical activity sector and supporting the healthcare sector.

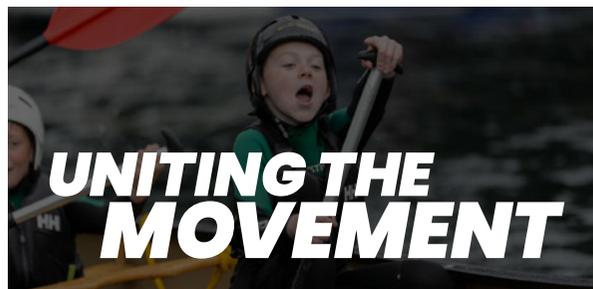


National context



DCMS strategy context

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



Sport England strategy context

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

Uniting the Movement strategic priorities include:

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

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



The Skills and Post-16 Education Act 2022 context

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

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

Local context

EMCCA Inclusive Growth Framework

The East Midlands Combined County Authority (EMCCA) is the regional body responsible for coordinating skills, employment and economic growth across the East Midlands. Through its Inclusive Growth Framework, the EMCCA sets priorities “focused on creating a region of opportunity, supporting health and wellbeing and creating pride in place”.

The framework sets six long-term ambitions for the region, providing strategic context for local strategic initiatives such as this skills plan. Though the sector isn’t specifically named in the framework, the key outcomes of its “skills for good work” and “health, wellbeing and belonging” ambitions are strongly applicable for the sport and physical activity sector alongside its overall goal of improving inclusivity across the region.

As such, the EMCCA’s priorities of improving health, boosting education and widening participation are reflected in this plan through a focus on inclusive training, workforce development and employment pathways. The plan ensures Derby and Derbyshire’s sector priorities contribute to a consistent regional approach while opening opportunities for shared learning and collaboration across the East Midlands.

[EMCCA ASF STRATEGIC SKILLS PLAN](#)

Derbyshire and Nottinghamshire Local Skills Improvement Plan

Developed by the Federation of Small Businesses, the Derbyshire and Nottinghamshire Local Skills Improvement Plan (LSIP) is an employer-led strategy that identifies the region’s priority skills needs to ensure local education and training provision aligns with current and future employer demand.

The LSIP is predominantly focused sectors such as manufacturing, construction and digital, identified by employers as having the most immediate skills shortages and economic impact. As a result, sport and physical activity are not explicitly referenced within the LSIP.

However, there are strong areas of alignment with this plan that provide opportunities for future collaboration, particularly around employability skills, inclusive recruitment and the preventative healthcare agenda.

[DERBYSHIRE AND NOTTINGHAMSHIRE LOCAL SKILLS IMPROVEMENT PLAN](#)

Themes, recommendations, partners and stakeholders

Themes

This plan has four themes.



Recommendations

This plan has three headline recommendations:

Create education pathways

1

Create inclusive, skills-focused education pathways that connect learners, education providers and employers to meet local industry needs.

Work with the health sector

2

Develop and empower a sport and physical activity workforce able to work with the health sector to support the wellbeing of local communities.

Improve workforce diversity

3

Building a stronger, more inclusive and representative workforce through local insight and opportunity.

Partners and stakeholders

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

These include:

Education and training providers

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

Skills and sector partners

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

Employers and deployers

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

Recommendations, actions and milestones

RECOMMENDATION 1

Create education pathways: Create inclusive, skills-focused education pathways that connect learners, education providers and employers to meet local industry needs.

Theme(s)	No.	2026–2029 actions	What does success look like?	How will it be measured?*
RECRUIT TRAIN	1a	Develop further education courses that are fit for purpose for the sport and physical activity sector.	<ul style="list-style-type: none"> ▶ Courses are fully aligned with the sector’s professional standards ▶ Learners develop the practical skills and knowledge needed for employment or progression within sector roles ▶ Courses include content aimed at both the dry and wet sides of the industry ▶ Courses enable learners to enter or progress within the sector 	<ul style="list-style-type: none"> ▶ Further education learner progression data ▶ Local documentation and reporting ▶ Qualitative data
SUPPORT	1b	Support education providers to plan curricula aligned with local sector needs through connections with employers and CIMSPA.	<ul style="list-style-type: none"> ▶ Effective collaboration between education providers, employers and CIMSPA is established and maintained ▶ Curricula are updated to include current skills, knowledge and competencies required by local employers ▶ Learners are more work ready upon finishing sector qualifications ▶ Increased job applications from suitable candidates 	<ul style="list-style-type: none"> ▶ Employer recruitment data ▶ Local documentation and reporting ▶ Local workforce skills diagnostic data (reduction in roles needed)
RECRUIT SUPPORT TRAIN	1c	Create opportunities for individuals with additional needs and those not in employment, education or training to upskill and gain relevant experience within the sector.	<ul style="list-style-type: none"> ▶ Development of employability and transferable skills that can be used across sector roles ▶ Entry-level qualifications enable learners to enter the sector ▶ Learners move into further training, apprenticeships, work placements or paid roles within the sector 	<ul style="list-style-type: none"> ▶ Further education learner progression data ▶ Qualitative data ▶ Local documentation and reporting

*See glossary below for more information on specific terms.

Recommendations, actions and milestones

RECOMMENDATION 1 (CONTINUED)

Theme(s)	No.	2026–2029 actions	What does success look like?	How will it be measured?*
SUPPORT	1d	Work with community hubs and connectors to understand barriers to uptake of sport and physical activity training in target regions.	<ul style="list-style-type: none"> ▶ Barriers that might be associated with starting careers in the sport and physical activity sector are identified and understood ▶ Understanding of barriers is used to develop an action plan to improve access to sector training and careers 	<ul style="list-style-type: none"> ▶ Local documentation and reporting
SUPPORT TRAIN RETAIN	1e	Create a clear process for work experience providers to support students' soft skills development.	<ul style="list-style-type: none"> ▶ Work experience providers actively support students' soft skills development and give constructive feedback ▶ Students demonstrate improvement in key soft skills ▶ Students feel supported and more confident in their soft skills after work experience ▶ Increased job applications from suitable candidates 	<ul style="list-style-type: none"> ▶ Employer recruitment data ▶ Number of soft-skills-focused modules included in courses ▶ Local workforce skills diagnostic data (reduction in roles needed) ▶ Further education learner progression data ▶ Qualitative data

*See glossary below for more information on specific terms.

RECOMMENDATION 2

Work with the health sector: Develop and empower a sport and physical activity workforce able to work with the health sector to support the wellbeing of local communities.

Theme(s)	No.	2026–2029 actions	What does success look like?	How will it be measured?*
SUPPORT TRAIN	2a	Establish better working relationships with the health and social care sector and neighbourhood health initiatives.	<ul style="list-style-type: none"> ▶ A network that connects sport and physical activity professionals with clinical practice ▶ Sharing of best practices and collaboration to support workforce development across both sectors ▶ The number of Active Practices increases across Derby and Derbyshire ▶ Increased awareness among healthcare practitioners of physical activity opportunities that they can signpost to 	<ul style="list-style-type: none"> ▶ Local documentation and reporting (number of stakeholders engaging in networking) ▶ Number of Active Practices ▶ Qualitative data
SUPPORT TRAIN	2b	Ensure the sport and physical activity workforce better supports the preventative healthcare agenda.	<ul style="list-style-type: none"> ▶ Targeted training and resources that help health and care professionals promote physical activity and confidently signpost patients ▶ Physical activity advice is embedded in prevention and rehabilitation pathways, with consistent messaging across services ▶ More individuals are signposted by clinical practices to physical activity opportunities 	<ul style="list-style-type: none"> ▶ Number of practices that have had training delivered to them ▶ Local documentation and reporting (pre- and post-training confidence surveys for healthcare professionals) ▶ Exercise referral data
SUPPORT	2c	Develop a shared plan for communicating the importance and role of physical activity in improving health outcomes across sectors.	<ul style="list-style-type: none"> ▶ Bring together communications leads and champions to co-design shared messaging and communications around the benefits and importance of physical activity ▶ Communication strategies are tested and reviewed for efficacy ▶ Consistent messaging across the system around the importance of physical activity for health and wellbeing 	<ul style="list-style-type: none"> ▶ Number of organisations using agreed messaging ▶ Communications engagement reporting and analytics ▶ Local documentation and reporting

*See glossary below for more information on specific terms.

RECOMMENDATIONS, ACTIONS AND MILESTONES

RECOMMENDATION 2 (CONTINUED)

Theme(s)	No.	2026–2029 actions	What does success look like?	How will it be measured?*
SUPPORT	2d	Understand local health and wellbeing needs and better equip the sector workforce to support communities in Derbyshire.	<ul style="list-style-type: none"> ▶ The health and physical activity needs of hard-to-reach communities are identified and understood ▶ Ways in which the sport and physical activity sector can support the wellbeing of NHS staff in Derbyshire are identified and understood ▶ The physical activity workforce receives consistent training in behaviour-change techniques (motivational interviewing, brief interventions, making every contact count) to support impactful, person-centred health conversations 	<ul style="list-style-type: none"> ▶ Evaluation of increased knowledge and confidence in pre- and post-training surveys ▶ Number of people completing interviewing training ▶ Local documentation and reporting

*See glossary below for more information on specific terms.

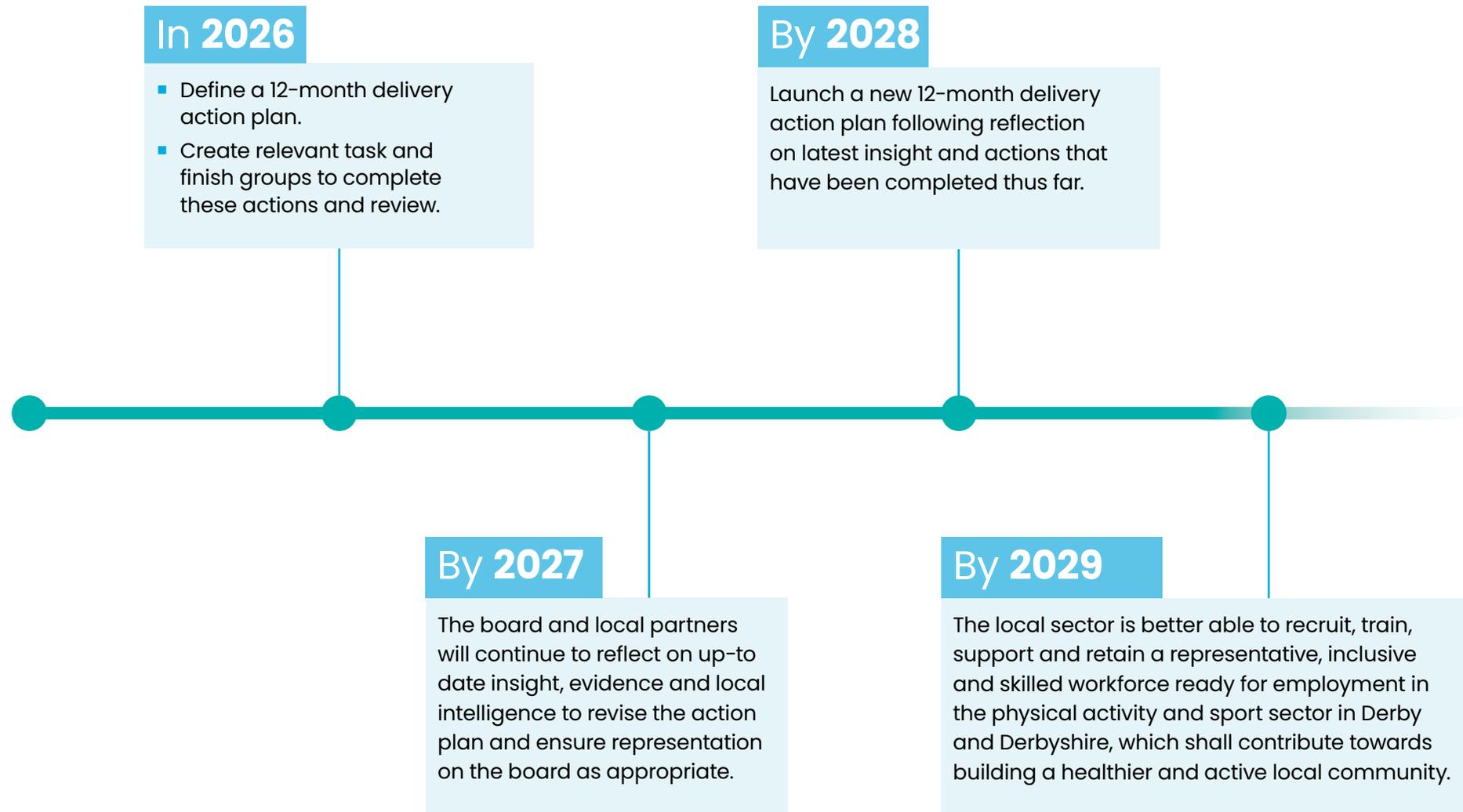
RECOMMENDATION 3

Improve workforce diversity: Build a stronger, more inclusive and representative workforce through local insight and opportunity.

Theme(s)	No.	2026–2029 actions	What does success look like?	How will it be measured?*
RECRUIT SUPPORT TRAIN	3a	Ensure training and career progression opportunities are understood by and available to a diverse potential and current sector workforce.	<ul style="list-style-type: none"> ▶ The CIMSPA Careers Hub is used to signpost individuals to training and progression opportunities ▶ Local networks are used to share training opportunities with a wider range of potential learners ▶ More learners completing sector training in Derbyshire ▶ A more diverse sector workforce 	<ul style="list-style-type: none"> ▶ Local workforce skills diagnostic data (EDI data) ▶ Number of learners completing local training ▶ CIMSPA Careers Hub data ▶ Local documentation and reporting
RECRUIT TRAIN	3b	Improve connections with different groups from the local area to ensure we are recruiting a representative workforce.	<ul style="list-style-type: none"> ▶ The delivery of events that raise awareness of career opportunities and training and education pathways ▶ Community connectors are identified and worked with to improve sector career opportunities for hard-to-reach communities ▶ More role models inspire individuals to enter the workforce from underrepresented groups 	<ul style="list-style-type: none"> ▶ Local workforce skills diagnostic data (EDI data) ▶ Employer EDI data ▶ Local documentation and reporting
SUPPORT	3c	Generate insight into barriers to entering the workforce and share this learning across the sector.	<ul style="list-style-type: none"> ▶ Improved understanding of the challenges and barriers to starting a career in the sector for underrepresented groups ▶ Increased capturing of feedback from individuals from underrepresented groups working in the sector about their career experience ▶ Learning around barriers into the sector is shared and used by local education providers and employers to improve career access 	<ul style="list-style-type: none"> ▶ Local documentation and reporting ▶ Qualitative data

*See glossary below for more information on specific terms.

Milestones



CASE STUDY

Quality-assured chair-based training in Derbyshire

Through its collaborative workforce development planning, the Derby and Derbyshire LSAB identified a significant local demand for specialist skills in chair-based exercise for frailer older adults and disabled adults. To respond to this need, training was developed to help close this local skills gap and ensure practitioners in the region have the capability to deliver safe, effective and inclusive activity.

As a result, in October 2024, a quality-assured chair-based exercise training course for sport and physical activity professionals was delivered by AMAC at Moorways Sports Village in Derby. A 3-star 'Enhancing' training provider, AMAC is listed on the CIMSPA Training Academy for Sport and Physical Activity.

The training comprised a full day of instruction in chair-based exercise techniques focused on improving aerobic fitness, strength, mobility and flexibility for people with additional needs, delivered to local practitioners keen to expand their professional skills.

The session supported local workforce development by equipping practitioners with skills to better serve under-represented

groups, enabling them to complement existing activity programmes and enhance participation opportunities for older and disabled adults across Derbyshire. Practitioners reported increased confidence and motivation to implement chair-based sessions within their community settings.

Following the training, attendees have gone on to set up local chair-based exercise groups, directly benefiting both their own work and the health of participants.

“This is the most rewarding class I have had the pleasure to instruct”

Class instructor



Quotes from a local group set up as a result of the training

“Recently widowed, I can get lonely. It’s daunting going into a gym, and I wouldn’t have tried this if it hadn’t been at the Market Hall. This class has been so good for me – to be part of a group again and enjoy movement to music has been fun. I can’t believe the difference it has made to my waistline in such a short time.” – Class participant

“This is the most rewarding class I have had the pleasure to instruct, bringing together a community who would normally shy away from group exercise and a gym-based setting. They discovered the benefits of group exercise – as well as movement and cardio, they reported improved balance, coordination, mood, community and overall confidence in getting about.” – Class instructor

“Including chair-based exercise in our weekly programmes will really benefit our people in becoming more active.”
– Community service manager

Future plans

Following the training, the LSAB will continue to review the session’s impact and work with local employers and training providers to expand relevant quality-assured training opportunities that align with local needs.

Find out more about this training:

[QUALITY ASSURED CHAIR-BASED TRAINING](#)



Wider alignment with local skills work

Move More Derby

Move More Derby is the city's long-term physical activity and sport strategy, dedicated to making Derby healthier, more vibrant and better connected through movement. It represents a long-term commitment by its partners to helping people be more active, more often, in ways that feel realistic, welcoming and relevant to everyday life. Rather than focusing only on sport, it looks at how movement can be built into homes, neighbourhoods, schools, workplaces and public spaces.

Move More and this skills plan are very closely aligned. Both plans support setting the conditions for inclusive education pathways and workforce development that respond to local need and strengthens collaboration between education providers, employers, healthcare providers and communities.

[MOVE MORE DERBY](#)



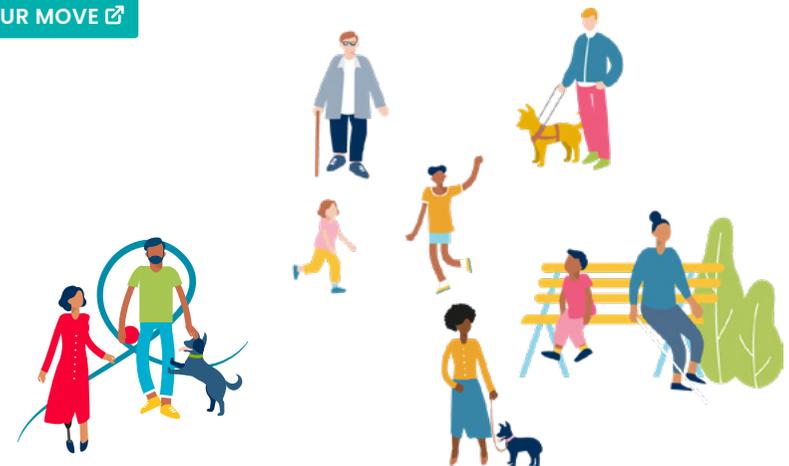
Making Our Move

Making Our Move is a collaborative initiative delivered by Active Derbyshire and Active Notts. It aims to make physical activity a normal, enjoyable part of everyday life and a key driver in tackling health inequalities in the region.

Making Our Move prioritises listening to communities and working alongside them, recognising that people's ability to be active is shaped by where they live, work and learn. By championing equity, collaboration and learning, the programme supports locally led solutions that reduce barriers and reflect lived experience.

This skills plan supports Making Our Move by ensuring that we have a workforce that is skilled to help tackle health inequalities and is trusted to reduce barriers that communities might have linked to sport and physical activity.

[MAKING OUR MOVE](#)



WIDER ALIGNMENT WITH LOCAL SKILLS WORK

DE23 Active – Derby

DE23 Active is a five-year funded, place-based programme rooted in the lived experiences of residents in Normanton and Arboretum wards of Derby. Led by Community Action Derby, it works through trusted local relationships to explore what movement means in people's daily lives and how opportunities can be shaped around that reality. Community ownership sits at the heart of the programme, with a strong focus on developing local leaders and sustainable neighbourhood networks.

DE23 Active are not only supporting the delivery of this skills plan but are also helping by generating place-based insight, building community capacity and developing local leaders.

[DE23 ACTIVE – DERBY](#)



Local Area Inclusion Plan

Derby City Council's Local Area Inclusion Plan sets out how the city will support children and young people with special educational needs and/or disabilities and those in alternative provision to live their best life. The plan focuses on early support, meaningful participation and positive outcomes from birth through to age 25.

Children and young people highlight outcomes such as good careers advice, having a plan for the future, being active in their communities, enjoying good physical and mental health, and being supported by adults who understand their ambitions.

This skills plan directly aligns with the Local Area Inclusion Plan by working to enable anyone with any additional needs to access sport and physical activity as well as enabling them to identify roles and careers in the sector.

[LOCAL AREA INCLUSION PLAN](#)

Derbyshire Health Inequalities Partnership

The Derby Health Inequalities Partnership (DHIP) brings together organisations across the city to reduce health inequalities through collaboration, learning and community engagement. A central focus is supporting the workforce, including health professionals, community leaders, volunteers and frontline staff, with the skills, confidence and connections needed to respond effectively to local health challenges

This skills plan and the DHIP have shared outcomes by building workforce capability across health, community and voluntary sectors. This is through training, professional development and collaboration that enable physical activity to be embedded into prevention and health pathways as well as in communities.

[DERBYSHIRE HEALTH INEQUALITIES PARTNERSHIP](#)

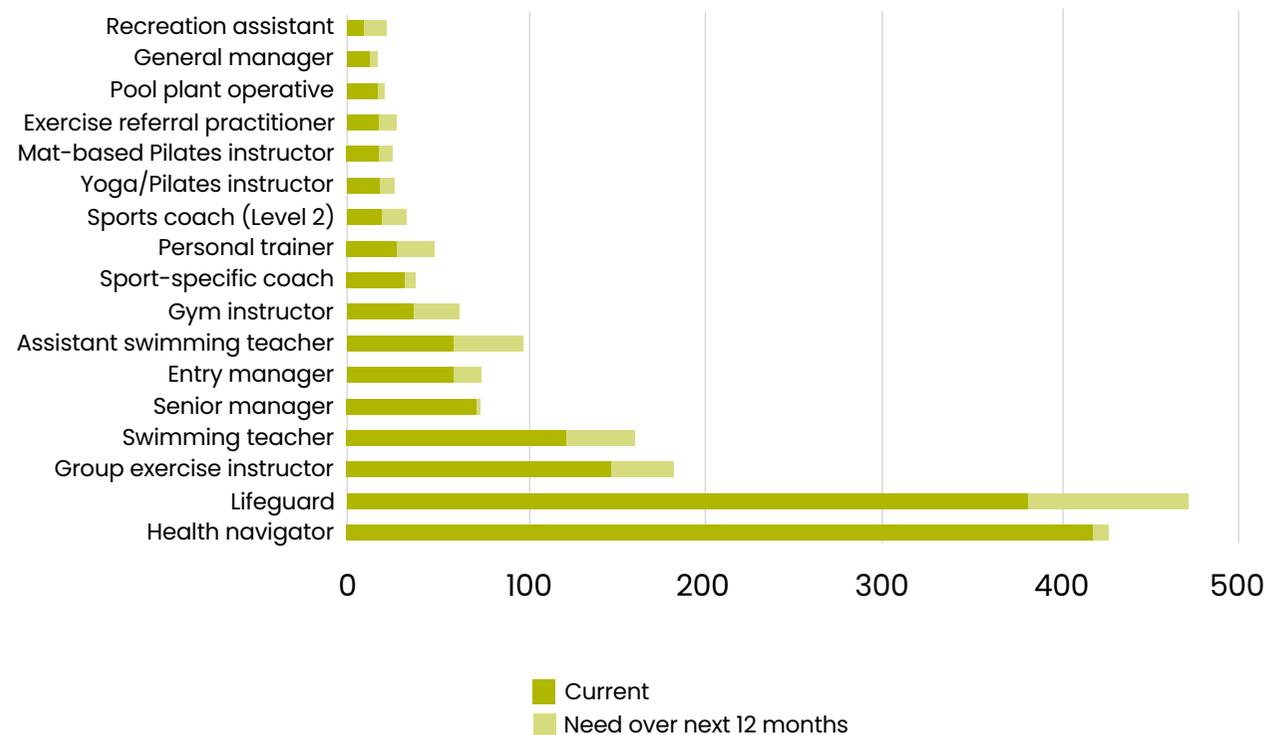
Data and insight that have informed this work

Roles in the local sector

While health navigators represent the largest occupational group in the local sector, projected replacement demand is relatively low, suggesting a more stable workforce when compared with frontline delivery roles. In contrast, roles such as gym instructors, personal trainers and recreation assistants demonstrate a high ratio of future need relative to current workforce size, highlighting potential pressure points for recruitment and training.

Several of the roles with both high employment and significant projected need, particularly lifeguards, swimming teachers and group exercise instructors, are typically delivered through part-time or flexible contracts. These roles continue to experience sustained demand due to operational requirements, seasonal pressures and comparatively high workforce turnover.

Current and future workforce demand



Source: Local workforce skills diagnostic data collected from 15 organisations in Derbyshire between July 2024 and November 2025

Roles in the local sector (continued)

Management roles show lower levels of forecasted demand, with senior and general management positions reflecting workforce stability and lower anticipated turnover over the next 12 months.

This data reinforces the importance of aligning training provision with high-demand operational roles, particularly in aquatics, fitness and community-based health services, to ensure a sustainable talent pipeline and continuity of service delivery.

Education and employment

- In Derby City, 7.9 % of 16–25-year-olds are not in education, employment or training (NEET).¹
- 4.5% of under-25-year-olds are unemployed in Derbyshire. This rises to 4.9% in Derby, whereas in the Derbyshire Dales the rate is just 1.9%. The youth unemployment rate for England as a whole is 4%.²
- 80.7% of Derbyshire's working-age population is economically active, higher than the Great Britain figure of 78.8%. However, in the city of Derby, this drops to 76%.³

Physical activity

- In Derbyshire, 63.9 % of adults complete 150+ minutes of physical activity per week.⁴
- In Derby City, 31.5% of adults complete less than 30 minutes of physical activity per week.⁴

Wider health

In Derby, the average healthy life expectancy for a man is 57.7, which is 18.7 years less than in the least deprived areas of England. For a woman, the figure is 61.6 years of good health, which is 19.2 years less than in the least deprived areas of England.⁵

In Derbyshire, 66% of adults are classed as overweight or obese. This is higher than the East Midlands regional and national rates at 63.7% and 61.3% respectively.⁶

20.1 % of the county's population are classified as disabled, which is higher than England average of 17.3%.⁷

DATA AND INSIGHT THAT HAVE INFORMED THIS WORK

Data sources

1. Local Area Inclusion Plan Derby City 2025–2028, Derby City Council, 2025

[LOCAL AREA INCLUSION PLAN](#)

2. Unemployment in Derbyshire – November 2025, Derbyshire City Council, 2025

[UNEMPLOYMENT IN DERBYSHIRE](#)

3. Labour Market Profile – Derbyshire, nomis, 2024

[LABOUR MARKET PROFILE](#)

4. Active Lives Online Adult data, Sport England, 2024

[ACTIVE LIVES ONLINE](#)

5. Derby and Derbyshire Integrated Care Strategy 2023, Joined Up Care Derbyshire, 2023

[DERBY AND DERBYSHIRE INTEGRATED CARE STRATEGY](#)

6. Obesity facts and figures, Derbyshire County Council, 2022

[OBESITY FACTS AND FIGURES](#)

7. Council Plan 2025–29, Derbyshire County Council, 2025

[COUNCIL PLAN](#)



The scope of the sport and physical activity sector

Sector and industries definitions

The sport and physical activity sector:

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

Sector industries

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

Paid/voluntary workforce

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

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

Occupations

Introduction

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

Definitions

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

Frontline occupations

Sector workforce

Occupations aligned with CIMSPA professional standards

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

*Occupations supported directly by other professional bodies

Broader workforce

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

Support chain occupations

Sector workforce

Occupations aligned with CIMSPA professional standards

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

Broader workforce

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

Extended workforce

Enablers

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

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

Influencers

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

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

Glossary

Active Practice

The Active Practice Charter is a national initiative led by the Royal College of General Practitioners (RCGP) in partnership with Sport England. It is designed to support and recognise GP practices that take practical steps to promote physical activity and reduce sedentary behaviour among both patients and staff.

To achieve Active Practice status, practices demonstrate actions such as increasing physical activity, reducing sitting time and working with local physical activity providers. The Charter includes a toolkit to help busy clinicians integrate physical activity conversations into routine care.

Brief intervention

Brief interventions are a treatment technique involving short, structured conversations. They are used in Derbyshire health, care and community settings to encourage healthier lifestyle choices.

Brief interventions are delivered as part of routine contact, focusing on raising awareness, offering simple advice and signposting to local services and support to help people improve their health and wellbeing.

Business skills diagnostic

CIMSPA has developed and launched a business diagnostic process through its workforce development team.

Sole traders and micro-enterprises of fewer than 10 employees make up 89% percent of the businesses in our sector, including over 73,000 freelancers and sole traders.

The diagnostic focuses in particular on this business type – building an understanding of their business needs and exploring how we can position our product offer and partner support to meet these.

CIMSPA Data Lens

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

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

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

[DATA LENS](#)

Local documentation and reporting

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

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

Glossary

Local skills accountability board (LSAB)

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

LSABs are co-ordinated and managed by CIMSPA, enabled by Sport England and National Lottery funding.

Local skills improvement plan

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

LSIPs:

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

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

This document is NOT an LSIP.

Local workforce skills diagnostic data

CIMSPA has a team of local workforce development managers working across England, Scotland and Wales.

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

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

Making Every Contact Count (MECC)

Making Every Contact Count (MECC) is a behaviour-change approach focused on having meaningful conversations about health and wellbeing on topics such as physical activity, mental wellbeing and smoking.

The approach used across Derbyshire to encourage healthcare and sport and physical activity professionals to use everyday interactions as opportunities to support healthier lifestyle choices among local residents.

Motivational interviewing

Motivational interviewing is a person-centred, evidence-based communication approach used to support individuals to consider and make positive changes to their health and wellbeing.

It focuses on listening with empathy, exploring what matters to the person and supporting them to identify their own reasons and confidence for change in a non-judgemental way.

Qualitative data

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

Sport and physical activity sector local skills plan

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

The plan has been created by key stakeholders from the local area and coordinated and managed by CIMSPA.

The Sport and Physical Activity Sector Local Skills Accountability Board – Derby and Derbyshire



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