

CIMSPA Annual General Meeting 2024

Attendance

CIMSPA Board Attendees

Marc Woods (MW) Chair	Donna Fraser (DF)	Tracy Levy (TL)
Gavin Stewart (GS)	Joelle Conway (JC)	Lorna Brooks (LB)

CIMSPA attendees

Tara Dillon (TD) FCIMSPA [Chartered] CEO

Facilitators

Spencer Moore (SJM) FCIMSPA Chief Strategy Officer
Kay Simnett (KS) MCIMSPA Chief Operating Officer
Christian Anderson (CJA) MCIMSPA Web & Digital Content Manager
Jane Kracke (JK) MCIMSPA Governance Manager
Richie Brett (RB) Director of Digital Transformation and Innovation
Sally McGarry (SMc) Executive Assistant
David Edgeley (DE) MCIMSPA Interim Head of Membership
Hasan Mussa (HM) MCIMSPA Head of Governance & Compliance
Anna Wilson (AW) MCIMSPA Events Manager
Phill Wright (PW) MCIMSPA [chartered] Head of Insight & Business Transformation

Summary of the CIMSPA AGM 2024

The 11th Annual General Meeting of the Chartered Institute for the Management of Sport and Physical Activity was held virtually on 18 September 2024. With 123 members in attendance, the meeting provided a comprehensive overview of the organisation's strategic progress, financial health, governance developments, and sector impact. Key highlights included the recovery and growth of membership, the expansion of strategic partnerships, the launch of the CIMSPA Training Academy, and the announcement of the 2025 CIMSPA Conference. The AGM also welcomed a newly elected Trustee and featured a robust Q&A session addressing member priorities and sector-wide challenges.

1. Chair's welcome and introduction

MW, Chair of the CIMSPA Board, opened the 11th Annual General Meeting and welcomed the 123 members in attendance. He confirmed that quorum was met and provided an overview of the agenda. MW thanked members for their continued engagement and support.

2. Chief Executive Officer's update

SUMMARY: TD, Chief Executive Officer, delivered a comprehensive presentation reflecting on CIMSPA's progress. The update was structured around four key areas: membership and partnerships, strategic delivery, financial health, and governance.

1. Memberships and partnerships – state of play

TD began by acknowledging a temporary dip in membership numbers due to the expected non-renewal of approximately 2,000 Retain to Retrain members. However, she confirmed that this decline had been fully recovered, with CIMSPA recording a net increase of 625 members year-on-year.

Partnerships continued to grow significantly:

- **Employer Partners** increased from 170 to 241.
- **Training Provider Partners** also saw growth.
- **Higher Education Partners** remained stable at 36 institutions.
- This growth in partnerships contributed to a substantial increase in endorsed qualifications, CPD opportunities, and degrees mapped to professional standards—supporting the sector in attracting and retaining a highly skilled workforce.

2. Strategic Progress – Releasing the Power of Our Profession

TD reaffirmed CIMSPA's commitment to its long-term strategy, *Releasing the Power of Our Profession*, which centres on professional recognition and the development of a skilled, inclusive, and sustainable workforce. She outlined six strategic interventions:

1. Local Delivery

- 31 Local Skills Accountability Boards established across England, Wales, and Scotland.
- Over 560 employers and education partners engaged.
- Local skills plans developed to align workforce needs with regional priorities.

2. Education Ecosystem

- Launch of a three-tier quality assurance system for training providers.
- Introduction of the CIMSPA Training Academy, offering high-quality, data-driven training aligned with professional standards.
- Continued collaboration with Loughborough College as a national partner for further education.

3. Career Support

- Expansion of the CIMSPA Careers Hub, now featuring over 30,000 job postings.
- Launch of the Inclusivity Skills Project, providing digital EDI training and resources.
- Development of career guidance tools for jobseekers, employers, and practitioners.

4. Business Support

- Early-stage development of tools to support SMEs and micro-businesses.
- Focus on community-based learning, business diagnostics, and tailored support to help organisations thrive.

5. Workforce Observatory

- Partnership with Cardiff Metropolitan University and Innovation UK to create a sector-wide insight platform.
- Launch of the Data Lens tool, now used by over 200 partners for real-time workforce planning and curriculum development.

6. Workforce Governance

- Ongoing collaboration with Sport England and 68 partners to develop a national workforce governance framework.
- Pilot work underway to explore a coach registration scheme in response to the Anne Whyte Review.
- TD emphasised that these interventions are designed to tackle inequalities, enhance professional status, and ensure the sector is equipped to meet future challenges.

3. Financial health

TD provided a summary of CIMSPA's financial position:

- Annual turnover increased slightly, driven by growth in membership and education income.
- A reported deficit of £209,000 was attributed to amortisation of intangible assets; the actual operating surplus was £14,000.
- CIMSPA remains financially stable with healthy reserves and continued support from Sport England.

TD reiterated that as a charity, CIMSPA reinvests all surplus into member services and sector development.

4. Governance and representation

TD outlined CIMSPA's governance structure, which includes:

- The UK, Scottish, and Welsh Professional Development Boards.
- Sector-specific Professional Development Committees (e.g. fitness, community sport, leisure operations).
- A new Workforce Observatory Board to guide insight and research.
- She highlighted the importance of independence, diversity of thought, and member representation in all governance processes.
- TD also acknowledged the 153 volunteers who contribute to CIMSPA's governance and thanked the staff team for their dedication and professionalism.

5. Sector Advocacy and Government Engagement

TD concluded by addressing CIMSPA's role in national advocacy:

- CIMSPA is a founding member of the National Sector Partners Group, which provides a unified voice into government.
- Regular engagement with DCMS, the Department for Health and Social Care, the Department for Education, and the Department for Work and Pensions.
- Early indications from the new UK government suggest strong alignment with CIMSPA's goals, particularly around health, wellbeing, and workforce development.

She closed by thanking members, partners, and stakeholders for their continued collaboration and support.

3. Results of recent trustee election

MW announced the results of the recent trustee election, held following the departure of John Argent at the end of his second term. Alicia Gayle was elected as a new Trustee. Alicia is a group exercise instructor with over seven years of experience and a strong commitment to workforce collaboration and inclusion. She will join the Board at the December 2024 meeting.

4. Member-proposed agenda items

No member-proposed agenda items were submitted in advance of the meeting.

5. Any other business

No additional business was raised.

6. Question and answer session

A Q&A session followed, with questions submitted via the Zoom Q&A function. Key topics included:

- **Pay and Conditions:** Members raised concerns about stagnant hourly rates in leisure centres. TD clarified that CIMSPA does not set pay rates but continues to advocate for fair remuneration across the sector.
- **Home Nation Representation:** Questions were raised about CIMSPA's presence in Scotland, Wales, and Northern Ireland. TD confirmed active work and funding in Scotland and Wales, with dedicated staff and strategies in place. Work in Northern Ireland is yet to commence.
- **National Campaigns:** Members asked about CIMSPA's ability to run large-scale media campaigns. TD highlighted the "More Than" campaign and confirmed increased investment in marketing and communications.
- **Government Engagement:** TD outlined CIMSPA's role in the National Sector Partners Group and regular engagement with DCMS and other departments. Early signals from the new government have been positive.
- **Workforce Registration:** Members expressed concern about the pace of progress. TD acknowledged the delay but confirmed that significant steps are now being taken, with strong sector engagement and pilot work underway.

7. Announcements

Phil Wright (PW) shared several announcements:

- CIMSPA Conference 2025 will take place on 24 September 2025 at the King Power Stadium, Leicester.
- Launch of a new Certificate in Sport Management in partnership with Cardiff Metropolitan University.
- Expansion of the CIMSPA Careers Hub and continued rollout of the More Than campaign.

8. Closing remarks

MW thanked all attendees, Trustees, and the CIMSPA team for their contributions. He acknowledged the record attendance and the breadth of work being delivered across the organisation. Special thanks were extended to the volunteers and staff for their dedication and professionalism.

The meeting concluded at approximately 15:45.