**AGM** | 10 September 2025
**MS Teams Meeting** | 14:30

**Minutes**

# CIMSPA Annual General Meeting 2025

## Attendance

**CIMSPA Board Attendees**

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| Marc Woods (MW) Chair | Adrian Gaveglia (AG) | Tracy Levy (TL) |
| Lorna Brooks (LB) | John Harrison (JH) | Paul Neale (PN) |

**CIMSPA attendees**

Tara Dillon (TD) FCIMSPA [Chartered] CEO
Spencer Moore (SJM) FCIMSPA Chief Strategy Officer
Phill Wright (PW) MCIMSPA [Chartered] Head of Insight and Impact

**Facilitators**

Simon Ball-McQueen (SBM) Head of Marketing and Communications
Richie Brett (RB) Director of Digital Transformation and Innovation
David Edgeley (DE) MCIMSPA Interim Head of Membership
Michael Hilton (MH) MCIMSPA IT Systems Manager
Jane Kracke (JK) MCIMSPA Governance Manager
Sally McGarry (SMc) Executive Assistant
Hasan Mussa (HM) MCIMSPA Head of Governance & Compliance
Annette Wade-Clarke Director of Marketing and Communications

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## Summary of the CIMSPA AGM 2025

The 12th Annual General Meeting of the Chartered Institute for the Management of Sport and Physical Activity was held virtually on 10 September 2025. With strong member attendance, the meeting provided a comprehensive update on CIMSPA's strategic progress, including the landmark launch of Professional Status, expansion of Local Skills Plans, strengthened FE/HE and employer partnerships, successful DWP employability pilots and continued development of the CIMSPA Training Academy. Members received confirmation of the organisation's stable financial position and robust governance, with thanks given to outgoing trustees and a welcome to new Board members. The AGM concluded with an engaging Q&A session addressing member priorities such as home nation engagement, Professional Status adoption, wet leisure roles, international recognition pathways and workforce governance developments.

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# Minutes

## 1. Chair's welcome and introduction

MW, Chair of the CIMSPA Board, opened the 12th Annual General Meeting and welcomed the 164 members in attendance. He confirmed that quorum was met and provided an overview of the agenda for the session. MW thanked members for their continued engagement and support.

MW invited those trustees present to approve the minutes of the 2024 Annual General Meeting. The minutes were approved by one trustee and seconded by another, with no amendments requested.

MW also confirmed that no member proposed agenda items had been submitted ahead of the meeting and therefore, the AGM proceeded in line with the published agenda.

## 2. Chief Executive Officer's update

**SUMMARY:** TD, Chief Executive Officer, delivered a comprehensive update on CIMSPA's progress over the past year. Her presentation covered four key areas: membership and partnerships, financial health, governance health, and the launch of Professional Status.

### Memberships and partnerships – state of play

TD opened by providing an overview of CIMSPA's membership position. She explained that the organisation had completed extensive CRM and digital improvements throughout the year, including a full cleanse of duplicate and legacy accounts. This ensured that membership figures now reflect a genuine and accurate baseline. Despite the recalibration, membership had stabilised and returned to pre COVID levels.

Partnerships continued to strengthen across the employer, training provider, and education networks. TD highlighted significant growth in further education partnerships, increasing from 2 to 25 in just six months, alongside steady engagement from employer and higher education partners. These partnerships contributed to increased access to quality assured training, wider professional development opportunities, and improved workforce pathways.

### Financial health

TD provided an overview of CIMSPA's financial position for the reporting year. She confirmed that the organisation remained financially stable, with income levels largely consistent across the past three years. Movements in annual turnover were linked to the timing of externally funded projects, particularly Local Skills and Workforce Governance programmes, rather than changes in core financial health.

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She noted that headline deficits reported in the statutory accounts were primarily the result of amortisation of digital assets relating to CIMSPA's multi-year digital transformation programme. When adjusted for amortisation, CIMSPA continued to operate close to break-even, reflecting disciplined cost management and appropriate reinvestment of resources in member services and sector development.

TD also drew members' attention to the organisation's reserves and cash levels, which remained healthy and within the target range set by the Board. These indicators emphasised that CIMSPA continued to be a financially secure and resilient charity with strong foundations for future delivery.

## Governance health

TD provided an overview of CIMSPA's governance structure, including the Board of Trustees, its supporting committees, and the stakeholder boards and panels that provide insight and inform the organisation's work. She reaffirmed CIMSPA's commitment to maintaining strong governance and meaningful stakeholder engagement, noting that the structure enables a consistent two-way connection between the Board, committees, members, partners, and the wider sector.

TD thanked the approximately 180 people who volunteer their time and expertise across CIMSPA's boards, committees, and panels. She recognised the significant contribution these volunteers make to the organisation's purpose, strategic development, and impact across the sector.

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## Professional Status launch

TD marked a significant milestone with the formal launch of CIMSPA Professional Status. She described the development as the culmination of nearly ten years of consultation with members, employers, training providers, and partners across sport and physical activity. The initiative had been developed in response to a long-standing sector ambition to secure greater recognition and credibility for the workforce and to better reflect professionals' knowledge, skills, behaviours, experience, and ongoing development beyond their initial qualifications.

TD explained that Professional Status introduces a structured recognition framework that will help employers, customers, partners, and allied professions better understand workforce capability. It will support career progression, provide greater visibility of professional achievement, and strengthen recognition of the sport and physical activity workforce across the wider health, education, and public sectors.

Members were informed that personalised digital credentials and badges would be available through the new CIMSPA portal, enabling them to evidence and share their Professional Status with clients, employers, and peers. TD described the launch as a pivotal moment for the sector and a major step towards achieving the professional recognition that members and stakeholders had advocated for over many years.

## 3. Chief Strategy Officer's update

SJM, Chief Strategy Officer, provided a detailed update on CIMSPA's strategic delivery over the past year. His presentation reflected the first full year of activity under the organisation's long-term strategy, Releasing the Power of Our Profession, and focused on progress across insight, local skills, education, careers, workforce governance, and sector-wide workforce development.

### Insight and workforce observatory

SJM reported that the CIMSPA Workforce Observatory was now fully established and delivering comprehensive insight into the sport and physical activity workforce. Significant investment in data systems and research frameworks had resulted in CIMSPA's most complete set of workforce intelligence to date. He noted that the organisation had developed a new workforce intelligence framework aligned to recognised cross-sector standards, enabling consistent and robust analysis.

Over the past year, CIMSPA produced more than 40 regional data packs, which were used extensively by Local Skills Accountability Boards (LSABs) to inform their recommendations. The Data Lens platform continued to grow in adoption, becoming a trusted source of insight for employers, education partners, and national agencies. SJM emphasised that this enhanced capability meant CIMSPA was no longer just gathering data, but actively translating insight into actions that created systemic change

### Local skills delivery and employer engagement

SJM provided an update on the expansion of CIMSPA's local delivery model. The Local Skills project had now engaged with over 1,000 partners, including employers, deployers, local authorities, health boards, and education providers. More than 800 workforce diagnostics had been completed, identifying local recruitment challenges, training needs, and sector-specific skills gaps. These diagnostics informed training needs for more than 50,000 individuals across the workforce.

CIMSPA now co-ordinated and supported 34 Local Skills Accountability Boards across the UK, including recent growth in Scotland. During the year, CIMSPA launched several Local Skills Plans, including Leicester, Leicestershire and Rutland; Nottingham and Nottinghamshire;

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Cheshire and Warrington; Devon; and Oxfordshire. SJM noted that these plans represented a significant breakthrough in local workforce planning, using insight gathered directly from communities to build practical recommendations for both local and national application.

### Supporting microbusiness and sole traders

SJM provided an update on the expansion of CIMSPA's local delivery model. The Local Skills project had now engaged with over 1,000 partners, including employers, deployers, local authorities, health boards, and education providers. More than 800 workforce diagnostics had been completed, identifying local recruitment challenges, training needs, and sector-specific skills gaps. These diagnostics informed training needs for more than 50,000 individuals across the workforce.

CIMSPA now co-ordinated and supported 34 Local Skills Accountability Boards across the UK, including recent growth in Scotland. During the year, CIMSPA launched several Local Skills Plans, including Leicester, Leicestershire and Rutland; Nottingham and Nottinghamshire; Cheshire and Warrington; Devon; and Oxfordshire. SJM noted that these plans represented a significant breakthrough in local workforce planning, using insight gathered directly from communities to build practical recommendations for both local and national application.

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### Strengthening FE and HE pathways

SJM reported significant progress in aligning post-16 education with sector workforce needs. In February 2024, CIMSPA launched a new further education partnership model, which had already expanded to 25 FE colleges. These partnerships helped FE institutions align their curriculum with local employer needs, supporting students to transition directly into employment. Pilot programmes, such as those in Mansfield, demonstrated strong outcomes and reinforced CIMSPA's role in shaping employability pathways.

Higher education partnerships had also evolved, with CIMSPA completing a sector-wide consultation in early 2025 that informed the development of a next-generation HE partnership model. Enhancements included zero-cost student membership for those on endorsed courses, improved graduate awards, and new opportunities for university staff to gain Chartered Status. SJM also introduced the new CIMSPA Higher Education Centre of Excellence, now ready for pilot delivery.

### Department of Work and Pensions partnership

SJM highlighted the significant impact of CIMSPA's national partnership with the Department for Work and Pensions (DWP). CIMSPA had now supported and trained more than 30,000 Job Centre Work Coaches and Employer Engagement Officers, enabling them to promote careers in the sport and physical activity sector to job seekers. He noted that over 130 DWP School

Advisers were also supported with careers information, connecting CIMSPA's work directly into more than 1,000 schools.

The first pilot programme in Scotland, which prepared unemployed young people to enter the sector, showed strong employment outcomes. These successes led to new pilots being rolled out in Merseyside, Manchester, and the West Midlands, creating new recruitment routes and diversifying the sector's workforce.

## Careers Hub, Training Academy and quality assurance

SJM provided an update on the new second-generation Careers Hub, launched mid-year. This unified portal now brought together careers guidance, endorsed learning, and the sector jobs board into a single, user-friendly platform. It served as a critical tool for DWP, schools, FE and HE institutions, employers, and individuals exploring or progressing careers in the sector.

He also reported on the continued growth of the CIMSPA Training Academy, launched in July 2024. The Academy now included more than 1,900 endorsed education products, delivered across awarding organisations, training providers, and education partners. More than 30,000 individuals had completed CIMSPA-endorsed training aligned to Professional Standards. This year, CIMSPA extended its quality assurance framework to FE, HE, and awarding organisation partners, with 120 partners achieving the highest three-star quality rating.

SJM highlighted that quality assurance was a vital mechanism for improving workforce skills, ensuring that the sector's training ecosystem remained robust, inclusive, and aligned to Professional Status.

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## Workforce governance project

SJM concluded by providing an update on the Workforce Governance project delivered in partnership with Sport England. CIMSPA had finalised a major report exploring the feasibility of a national coaching register, based on consultation with more than 70 sports governing bodies. Sport England was now reviewing the report, and CIMSPA had been asked to continue working with SGBs to develop action plans for future phases.

SJM closed his update by outlining the priorities for the next six to nine months, including further Local Skills Plans, continued FE and HE expansion, development of new Professional Status categories, enhancement of the Careers Hub, and new member products and services.

## 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 through the Microsoft Teams Q&A function. PW facilitated the session, with responses provided by the Chair, CEO, CSO, and members of the Board.

**Home Nation Engagement:**

Members asked whether work delivered in England, including Local Skills Plans and Professional Status activity, was also being implemented across the Home Nations. TD confirmed that CIMSPA had active programmes and dedicated teams in Scotland and Wales, with the same initiatives being delivered across both nations. Members who felt they were missing opportunities were encouraged to contact CIMSPA directly so that they could be connected with the relevant local team and activity.

**Promotion of Professional Status:**

A question was raised about CIMSPA's plans to promote Professional Status widely across the sector. TD confirmed that CIMSPA would be utilising all major communication channels, including social media, digital campaigns, the CIMSPA website, and the upcoming conference, and that allied partners had also agreed to help amplify the message.

**Wet Leisure Roles:**

Members asked which wet-side roles would be included in Professional Status. TD confirmed that lifeguards, swimming teachers, senior swimming teachers, and lesson coordinators were priority roles, with development undertaken alongside Swim England, RLSS UK, and the STA.

**International Recognition:**

Members queried whether NASM qualifications and other international standards could be recognised within CIMSPA membership pathways. SJM advised that discussions with US REPs were ongoing, but the system in the US was complex, involving multiple organisations. CIMSPA remained committed to progressing international portability where possible.

**GLP-1 Weight-Loss Medications:**

A member asked what CIMSPA was doing to support professionals working with clients using GLP-1 medications. TD confirmed that CIMSPA had already delivered webinars with clinical experts, available on the member portal, and that more CPD was in development in partnership with training providers.

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**DWP Partnership:**
A question was submitted about how employers could get involved in CIMSPA's DWP pilot programmes. SJM advised that employers should contact info@cimspa.co.uk, and a member of the local delivery team would provide support and connect them with local initiatives.

**Workforce Governance and Coaching Register:**
Members asked for an update on the Workforce Governance project. SJM confirmed that a comprehensive report containing 42 recommendations had been submitted to Sport England and that CIMSPA was awaiting next steps while continuing engagement with SGBs.

PW thanked members for the quality and breadth of questions submitted.

## 7. Announcements

MW provided an update on forthcoming CIMSPA activities and member opportunities. He confirmed that the CIMSPA Conference 2025 would take place on 24 September 2025 at the King Power Stadium in Leicester. The conference theme would focus on connecting insight, innovation, and collaboration across the sector, with the programme including keynote speakers from health, sport, academia, and lived-experience backgrounds. PW encouraged members to secure tickets early due to expected high demand.

PW also highlighted the continued development of the CIMSPA Careers Hub, now fully integrated with jobs, endorsed learning, and Professional Status pathways, and encouraged members to explore the new resources available. He additionally reminded members about Move Professional, CIMSPA's digital magazine, which provides quarterly insights, interviews, and sector updates accessible via the member dashboard.

Members were informed that CPD points for attending the AGM would be automatically applied to their CIMSPA accounts within 10 working days. PW also noted that members would receive an email with a short feedback survey, and he emphasised the importance of completing it to support continual improvement.

## 8. Closing remarks

MW closed the meeting by thanking all members for attending the 12th Annual General Meeting and for their active engagement throughout the session. He expressed his appreciation to the Board, the Senior Leadership Team, and CIMSPA staff for their commitment to delivering the organisation's strategy and supporting the sector over the past year.

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MW noted that this would be his final AGM as Chair and took a moment to thank members personally for their support during his tenure. He encouraged members to attend the upcoming CIMSPA Conference 2025 and to continue engaging with the organisation as it entered a pivotal new phase with the launch of Professional Status.

The meeting concluded at approximately 15:45.

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