

active  
training



CIMSPA  
CHARTERED INSTITUTE FOR THE MANAGEMENT  
OF SPORT AND PHYSICAL ACTIVITY

2015



# Active Training Conference

*Uniting the sector on skills*

Thursday 26<sup>th</sup> March 2015



## Key Information

**Venue:** Crowne Plaza, Caversham Bridge, Reading, RG1 8BD

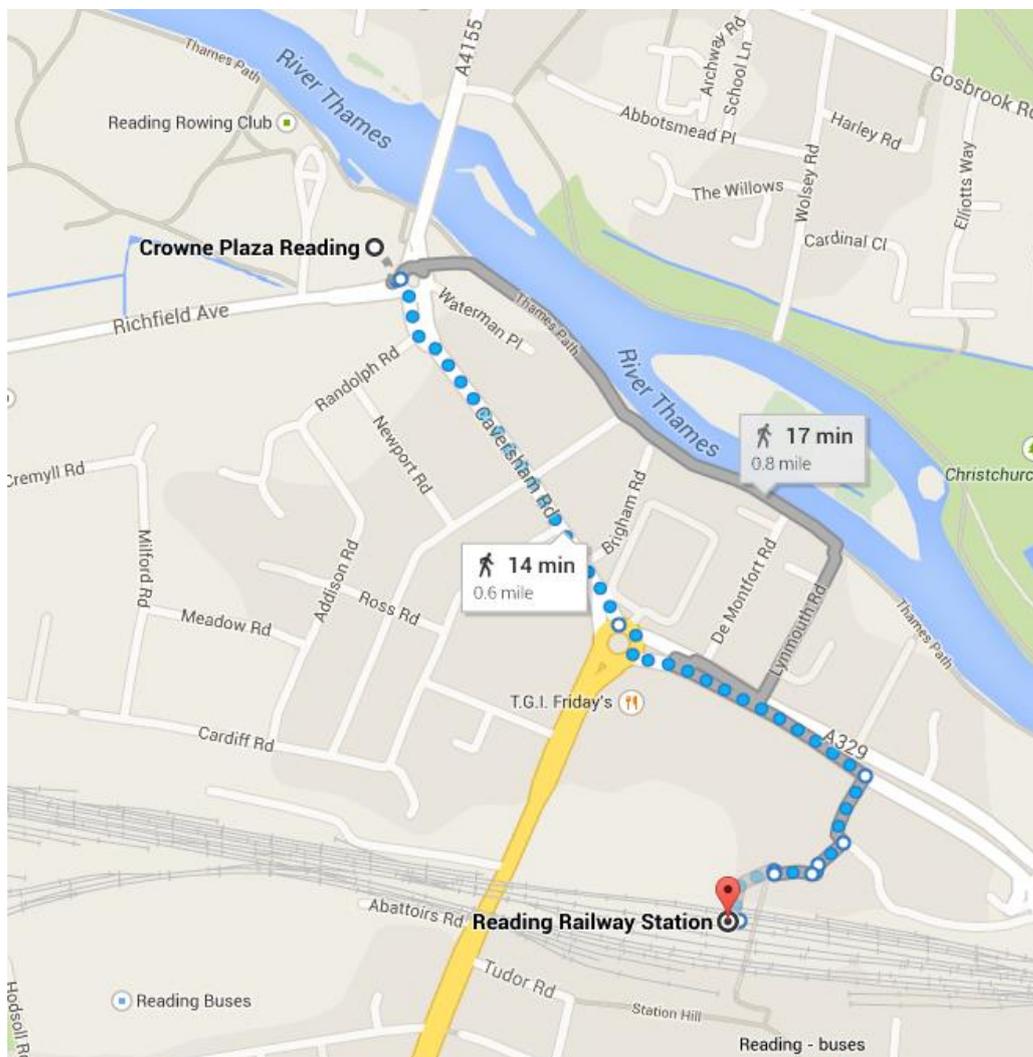
**Registration opens:** 9.30am – 10.00am

**Conference:** 10.00am – 4.15pm

**Networking:** 4.15pm – 5.30pm

**Dress Code:** Business Attire

**Nearest transport link:** Reading Rail Station



Dear Delegate,

Thank you for attending the inaugural Active Training Conference, hosted by ukactive and CIMSPA. Building on from the Active Training Awards held in late November last year, I hope that this event can become a landmark occasion for the development of the sector's workforce.

Over the past several years there has been a renewed focus on the skills and competencies of our sector's core job roles. This focus has led to the Industry Trailblazer initiative with the Department of Business, Innovation and Skills; the creation of a Professional Development Framework from the sector's Chartered Institute, and a measureable growth in the number of personal trainers joining our sector.

After May, whatever colour (or colours) the government may be, apprenticeships will remain a growing and integral part of the UK's economy, and the leisure sector will once more be charged with maintaining and accelerating the provision of a professional body of activity providers.

The role of the activity professional itself has also changed.

Fitness Instructors, Personal Trainers and Leisure Managers joining the sector now not only have to have the core competencies of the instruction of classes and exercise, they are also charged with being (to name a few!); nutritionists, motivational behaviourists, public health specialists and experts in the latest fitness-tracking apps.

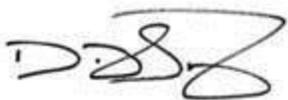
This is precisely why the sector needs to be more unified than ever when it comes to developing this agenda. As I move on from my position as CEO of ukactive and back into running a business, I am more aware than ever that the sector needs to provide the framework by which the training providers and awarding organisations can thrive and get on with the task of producing the next generation of activity professionals.

Without a professional workforce, which is constantly evolving and improving, the sector will fail to deliver on its ambition to safeguard the health of the nation. As such, it is now vital that we develop a system and a strategy which can allow this process to flourish, utilising all of the partners in the room today.

Every attendee to this event is a partner in building an improved workforce – hence why the over-riding theme and ambition of today is to unite the sector on this issue.

We have some serious questions to answer and some strong ambitions to make; I hope that you will join me in posing these questions, and in delivering the answers that will continue to make our sector a fantastic career prospect for many years to come.

Yours sincerely,



**David Stalker**  
**ukactive CEO**  
**CIMSPA Chair**



## Conference Context

This year's Active Training Conference aims to unite the physical activity sector and its approach to workforce development.

Building on the recent progress that's been made in terms of the Industry Trailblazer and Professional Development Framework, this event represents a fantastic opportunity for leading employers, training providers and awarding organisations to set a clear course for the implementation of a skills framework which benefits all.

The first session of the Active Training Conference will see both David Stalker, CEO of ukactive, Tara Dillon, CEO of CIMSPA, and Ian Taylor of Skills Active discuss where we are now in terms of the sector's workforce and lay out some guiding questions and principles to be answered throughout the course of the day.

Delegates will also have an opportunity to field a brief question and answer session at this point to set the tone of the Conference and discuss, in an open forum, the direction of travel for the skills agenda.

More than simply unifying the traditional sector voices, the event also aims to create a basis of understanding and unity between physical activity providers and the wider skills landscape. This will be explored in the second morning session which will focus on schools, colleges and further education and their role in developing the active workforce.

After lunch, we will hear from Pearson, one of the largest awarding bodies in the United Kingdom and globally, around their approach to apprenticeships and training.

After a short break, delegates will re-convene in the main room to listen to the discussion regarding apprenticeship reform, hearing directly from the leadership team for the 'Physical Activity Trailblazer' being undertaken by the sector's leading employers.

Throughout the day, the theme of 'uniting the sector' will be referenced and referred to, with the summary at the end aiming to set a course for the next six months of development of the skills and training agenda both within the sector and for external providers.

## Conference Programme

| Timings | Session Title  | Speakers   | Session Summary  |
|---------|--|--|--|
| 9.30am  | <b>Registration</b>  |  |  |
| 10.00am | <b>Welcome &amp; Introduction</b>  | David Stalker, ukactive CEO, CIMSPA Chair  |  |
| 10.10am | <b>CIMSPA Workforce Development Update</b>                               | Tara Dillon, CEO, CIMSPA   |  |
| 10.30am | <b>Panel Discussion: Where next for skills in the activity sector?</b>   | Tara Dillon, CEO, CIMSPA<br>David Stalker, CEO ukactive, CIMSPA Chair<br>Ian Taylor, CEO, SkillsActive   |  |
| 11.15am | <b>Break</b>   |  |  |
| 11.30am | <b>The role of employers and FE colleges in schools careers guidance</b> | Janet Clark, Education & Policy Adviser, Association of Teachers & Lecturers (ATL)   | Employers and FE colleges play a vital role in providing good quality careers education, information, advice and guidance to school students. In this session, Janet will outline the current requirement for schools to provide careers education, identify the barriers to effective guidance, and outline how employers and FE colleges can successfully engage with young people in schools. |
| 11.55am | <b>College students: untapped potential</b>                              | Marcus Kingwell, MD, AoC Sport   | Marcus will outline how employers can work with Further Education Colleges to put in place a "clear line of sight" from the classroom to the workplace. Employers will hear how they can partner with colleges in order to access the very best learners, seeking to start their career pathway in the activity sector.  |
| 12.20pm | <b>Panel Discussion: School &amp; college training &amp; development</b> | Marcus Kingwell, MD, AoC Sport<br>Harvey Gosling, Group Training Manager, Everyone Active<br>Janet Clark, Education & Policy Adviser, ATL<br>Fred Grindrod, Programme Manager, The Education & Training Foundation | The panel discussion will focus on the potential benefits for employers of working with colleges and further education institutes.   |
| 12.45pm | <b>Lunch &amp; Networking</b>  |  |  |
| 1.45pm  | <b>Case study: "True Employee Engagement"</b>                            | Andy Ware, Director of Strategic Partnerships & Els Howard Polman, Consultant, Pearson College   | Broadcaster, the BBC, and esteemed awarding body, Pearson, will outline how they have built a truly unique partnership that delivers a high level leadership & management apprenticeship alongside a degree programme. Employers in the audience will hear how they can repeat this success with their own management staff.   |

|               |  |   |  |
|---------------|--|---|--|
| 2.15pm        | <b>Case study: Serving your Activity Apprenticeships</b> | Kate Reed, Apprenticeship Training Agency   | Apprenticeship reform is often explained within the context of its impact on large employers, however with almost 90% of sport and activity employers being SMEs the session will outline the opportunities open for small employers to form consortiums in order to make it easier to employ an apprentice. |
| 2.45pm        | <b>Break</b>   |   |  |
| 3.05pm        | <b>Panel Discussion: Apprenticeships</b>                 | Alan Tucker, HR Director, Parkwood<br>Nigel Wallace, Client Services Director, Lifetime Training<br>Kate Reed, Apprenticeship Training Agency | The panel discussion will focus on the application of Apprenticeships to small businesses and more broadly apprenticeship reform.  |
| 4.00pm        | <b>Close</b>   | David Stalker, ukactive CEO, CIMSPA Chair   |  |
| 4.15 - 5.30pm | <b>Drinks Reception &amp; Networking</b>                 |   |  |

## Speaker Profiles

---

### David Stalker CEO, ukactive



David Stalker is CEO of ukactive, the UK's leading not-for-profit health body for the physical activity sector. ukactive galvanises key stakeholders and partners to deliver break-through campaigns, facilitate big impact partnerships, conduct critical research and develop key projects that champion the physical activity agenda. David has a 25 year Europe-wide physical activity sector pedigree, having previously held Board Director roles at Bladerunner, Leisure Connection, WWH limited and Silhouette Health clubs. He is known throughout the industry for championing the development of the sector's people by identifying opportunities that harness expertise and facilitate the advancement of the sector. David is an inaugural trustee of the Chartered Institute of the Management of Sport and Physical Activity (CIMSPA), continues to serve on the board of directors for The European Health and Fitness Association (EHFA) the Grants Board of the Women's Sport Trust and is a Trustee of Marwell Wildlife Park.

### Tara Dillon CEO, CIMSPA



Before being appointed as CEO of CIMSPA in January 2015, Tara Dillon was interim chief operating officer whilst on secondment from IQL UK throughout 2014. During this time she managed the CIMSPA transitional leadership team which the board of trustees tasked with implementing the business plan agreed by members.

Previously, Tara has held a variety of senior management roles within the leisure sector, combining 12 years working in local authorities and 9 years in the private sector, culminating in a customer-focussed commercial role as executive director of IQL UK Ltd.

### Ian Taylor CEO, SkillsActive



Ian has been Chief Executive of SkillsActive since 2012. SkillsActive is licensed as the Sector Skills Council for Active Leisure, Learning and Well-being and has a number of associated brands: NSA, the Hair and Beauty Industry Authority (HABIA), Caravan Industry Training (CITO) as well as Professional Registers (RAPs, REPs, Capre, Playwork, RPDPs, Nails, Beauty, Spas).

A former Chief Executive of SportScotland as well as Managing Director of Giant, and CEO of ISL. Ian Taylor was part of the gold medal-winning Great Britain field hockey team at the 1988 Olympics.

---

### Marcus Kingwell Managing Director, AoC Sport



Marcus Kingwell is the Managing Director of AoC Sport, the new lead organisation for college sport and physical activity. Marcus has worked in the sport, leisure, and physical activity sector for almost 20 years. He began his career as a local authority sports development officer, then spent 12 years in consultancy with PMP, specialising in leisure strategy, business development and major capital projects. More recently, Marcus has focused on mergers, stabilisation and business growth and has held chief executive positions with the Institute for Sport, Parks and Leisure (ISPAL – the predecessor to CIMSPA) and Welsh. Prior to joining AoC Sport, Marcus led the merger of the five London Pro-Actives to create London Sport – the new sport and physical activity partnership for London.

---

### Andy Ware Strategic Partnerships Director, Pearson College



As the Strategic Partnerships Director of Pearson College, Andy is responsible for establishing and developing partnerships with employers across a range of sectors for the design, development and delivery of Pearson's honours degrees. Andy is a career educational media and services professional, with over 28 years of experience working in education markets for global market leaders such as Pearson, the BBC, McGraw-Hill, and Elsevier. Andy started his career in sales and then publishing for McGraw-Hill, and for the last 20 years has been in Director roles, principally as Editorial Director for Pearson's Higher Education division, then Director for BBC Worldwide's Children's Learning business, then Managing Director for Huveaux Education, a leading UK schools publisher, this last role being a Board level position for Huveaux plc.

---

### Els Howard-Polman Consultant, Pearson College



Els's role as Consultant for Pearson College involves researching market trends and conducting research in education methods and techniques. Els is passionate about linking education and career development within organisations, to help build a motivated and inspired workforce. Responsible for establishing and developing partnerships with organisations across a range of sectors in the design, development and delivery of honour degree programmes, embedding of degrees within employers' learning and development (L&D) programmes. Organising workshops, conferences, and guest lectures looking at provision of internships/WEX for students.

---

## Kate Reed

General Training Manager, Cornwall Marine Network & UK Apprenticeship Agency



Kate has worked in the field of training, skills and employment for 15 years. She has worked for both the public and third sector supporting young people and businesses to enable the development of talent and skills. Prior to joining UK Apprenticeship Agency Kate worked for The Real Ideas Organisation CIC as their training and development business manager for 10 years. Kate is passionate about apprenticeships and developing skills for the future working with business and young people.

---

## Janet Clark Education Policy Adviser, Association of Teachers and Learners



Janet joined the Association of Teachers and Learners (ATL) as an Education Policy Adviser in January this year. In this position she is responsible for the development and implementation of ATL's policies around apprenticeships, vocational education and careers advice. Previously, Janet managed the Education Department at the Institution of Structural Engineers, where she developed and oversaw the delivery of a strategy for engaging students and teachers with engineering careers and STEM subjects. During her 15 years of experience in the education sector, Janet has managed cultural learning programmes in museums, galleries and heritage organisations, and worked in both primary and secondary schools.