

Donna Ford-Clarke
VP Vocational Qualifications and Portfolio
Pearson UK
80 Strand
London
WC2R 0RL

6th December 2024

Qualification: Pearson BTEC Level 2 Extended Technical Occupational Entry in Leading Community Activity (Diploma)

Dear Donna,

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) is the representative professional body for the whole of the UK in relation to the sport and physical activity sector, it is the guardian of all associated professional standards, and the QAA recognised PSRB for higher education institutions. CIMSPA is also the representative entry for the industry in the IfATE Employer Directory and has both a partnership and a membership model.

CIMSPA partners consist of employer partners representing 205 employers, 15 awarding organisation partners (offering CIMSPA-endorsed regulated qualifications which enable progress both into direct entry/higher level employment and further or higher study, many of whom are also end-point assessment organisations for 5 apprenticeships standards), and 236 training provider partners offering a wealth of endorsed professional CPD, and formal training leading to CIMSPA membership for industry professionals all which map to the 45 sector lead professional standards.

CIMSPA represents 205 employers which includes large national organisations employing 250+ staff to mid-size, as well as SME's. We currently have 15 Skills Hub Managers working with regional and local employers to conduct 'Skills Diagnostics' to understand their current and future skills development requirements. This employer led insight aims to prepare the workforce of the future to better meet the needs of the physical activity and sport sector locally, and to have maximum positive impact on communities and the local economy.

Following our research, and evidence collated through Lightcast (September 2023) there is data that presents there is demand in Job Posting Analytics for the role of Community Coach and Activity Leader with Glasgow City, London, Edinburgh, Bristol, and Manchester some of the top cities posting for these roles. Some of the top 'common skills' for these roles are Communication, Coaching, Planning and Customer Service which will be covered by the units within the Pearson BTEC Level 2 Extended Technical Occupational Entry in Leading Community Activity (Diploma).

We have worked with Pearson closely throughout all stages of the qualification development process and know that Pearson have directly amended the qualification as a result of ours and industry feedback. We support the structure, content and assessment methodology of the qualification.

Pearson have fully mapped to the Community Activator Coach occupational standard as well as the 'Working in the Community Environment' CIMSPA professional standard. This will further improve their employability and give them the opportunity to work in a relevant setting.



E info@cimspa.co.uk T 03438 360200 [cimspa.co.uk](https://www.cimspa.co.uk)

Chartered Institute for the Management of Sport and Physical Activity,
SportPark Loughborough University, 3 Oakwood Drive, Loughborough, Leicestershire LE11 3QF

The additional units to this extended version on understanding how the industry works and personal development for a career in the industry will add valuable employability skills for those students who require further support.

We will continue to work with Pearson and are pleased to be working so closely for these new and important qualifications. We give permission that this letter to be used with the Department of Education and the Institute for Apprenticeships and Technical Education. This letter can also be on the Pearson website.

Yours Sincerely,



Sara Byrne

Technical Education Manager, CIMSPA

E: Sara.byrne@cimspa.co.uk **T:** 07483101712



E info@cimspa.co.uk **T** 03438 360200 **cimspa.co.uk**

Chartered Institute for the Management of Sport and Physical Activity,

SportPark Loughborough University, 3 Oakwood Drive, Loughborough, Leicestershire LE11 3QF

Incorporated by Royal Charter Charity Registration No. 1144545