



FAIRNESS



PROFESSIONALISM



HONESTY



RESPONSIBILITY



EXCELLENCE



Year one operational plan focus (2025–2026)

Here are the work streams for Year One. The details around each focus area (who, what, how and when [quarterly milestones] and annual measures) will be developed and implemented by the CASES Operational Team, Standing Committees and Advisory Groups.

Supporting Strategic Objective 1 (Support the careers of sport and exercise scientists through professional development, setting standards and promoting excellence within the sector):

Year One Focus
Professional Standards:
Through SEPAR, support members to acquire the knowledge, skills and experience required to be eligible to apply for registration with the Health Care Professions Council as a Practitioner Psychologist.
Market the importance of being a regulated member to grow the number of accredited members.
Review two accreditation programmes (High Performance Sport Accreditation and Postgraduate SEPAR Endorsement Scheme) and one training programme (Supervised Experience) to ensure processes are streamlined and high standards are maintained.
Encourage more partners to sign up to the CASES Accreditation Partnership Scheme and the streamlined route for accreditation.
Consider Professional, Statutory and Regulatory Bodies' status, and future impact and influence.
Consider Recognition of Prior Learning and how to incorporate newer sport and exercise science disciplines into the accreditation path – e.g. Skill acquisition, Performance Analysis and Strength and Conditioning.
CPD:
Provide authoritative and cutting-edge workshops, webinars, podcasts and events for members throughout their career stages.
Offer support and resources to Higher Education Institutions for research and teaching.
Maintain an up-to-date members' area which is full of useful and beneficial resources.
Offer management/leadership training and accreditation to members.
Excellence:
Continue to recognise excellence through awards and grants.
Produce Expert Statements and Position Stands on contemporary issues.
Recognise members through Fellowship, the CASES Medal of Achievement, Lifetime Achievement award.



Supporting Strategic Objective 2 (Champion sport and exercise sciences through targeted advocacy and strategic partnerships):

Year One Focus
Advocacy:
Promote the work of CASES, its Standing Committees and Advisory Groups.
Advocate for the profession and positively influence sport and exercise sciences beyond the sector.
Provide organisational influence, where relevant, on the Research Excellence Framework 2029, Teaching Excellence Framework and Knowledge Exchange Framework.
Highlight the areas where artificial intelligence (AI) may be relevant to sport and exercise science professionals, graduates and current students, signposting to expert information.
Partnerships:
Develop new relationships and strengthen existing relationships with key stakeholders, partners, employers and deployers.
Maintain and increase the CASES' Memoranda of Understanding with key UK bodies and international associations.
Maintain a leadership role within the International Confederation of Sport and Exercise Science Practice (ICSESP).
Host an informative and engaging annual Heads of Department Forum programme.
Scope new ways to engage with key high-performance institutions, partners, employers and deployers.



Supporting Strategic Objective 3 (Improve representation of sport and exercise sciences by growing and diversifying a membership that is more reflective of society and the communities we serve):

Year One Focus
Member Recruitment:
Be the trusted membership body for practitioners, academics, technicians and students of sport and exercise sciences.
Promote Equity, Diversity and Inclusion by advancing the key actions within the Diversity Action Plan.
Advance the strategy aligned to climate action and sustainability in sport and exercise sciences.
Attract new members (through schools, colleges, National Governing Bodies of Sport, private companies and sports clubs, etc.).
Recruit more technicians as members (having explored support for and engagement with technicians).
Grow membership and increase income generation through CEP-UK.
Member Retention:
Improve member retention and engagement.
Deliver an outstanding combined CASES Conference.
Provide expert insight through four editions of <i>The Sport and Exercise Scientist</i> each year.
Support student employability and provide career guidance and advice to Student Members.
Continue the engagement strategy for CASES Fellows.