INTRODUCTION TO ACTIVE LEISURE, LEARNING AND WELL-BEING

1.1 Sector Information – A brief introduction to the sector at UK level

Active Leisure, Learning and Well-being encompasses five sub sectors, namely Sport and Recreation, Health and Fitness, The Outdoors, Playwork and the Caravan Industry. Although the sector is largely based on leisure and recreation, each of the sub sectors play an important role in the UK economy and lie at the heart of the government’s agenda to improve community cohesion and promote healthy lifestyles.

The sector as a whole directly employs around 663,300 people. In addition to its paid workforce, the sector has a substantial voluntary workforce (both in sport and recreation and delivering youth services to children). Employment has continued to show growth, growing by 1.4% between 2007 and 2008.

1.2 Sub-sector Information – A brief description of coverage at UK level

Sport and Recreation

The Sport and Recreation sub-sector had a paid workforce of around 371,800 people in the UK, spread across the public, private and voluntary sectors. In addition to those in paid employment, the sub-sector in England alone has over 1.9 million volunteers.

The sub-sector covers the full range of sports provision from grass roots community projects through to professional sports men and women at the peak of their performance.

In terms of the scope of the sector, it is important to note that:

- Over 10 million of the English adult population are members of a club where they take part in sport (24% of the adult population)
- Over 9 million adults in England participate in sport and recreation three times per week for a minimum of 30 minutes and the level of participation has increased since 2005/06.
- Some 7.3 million adults in England received tuition during 2007/08 to improve their performance in sport (17.5% of the adult population)
- Over 6 million adults took part in organised competitive sport in 2007/08
- There are over 1,177,000 regularly practising coaches in the UK

The announcement of London’s successful bid to host the 2012 Olympic and Paralympic Games has put the UK’s sporting provision (both competitive and recreational) in the spotlight like
never before. The sector will play an essential role in ensuring that the delivery of the Games is effective and that the nation benefits from a lasting Olympic legacy.

Health and Fitness

The health and fitness sector focuses on the supervision of exercise and physical activity. With this in mind, the UK has thousands of fitness clubs, leisure centres and gyms for public use. Being physically active and healthy is an important part of our everyday life and increasingly a focus for government and devolved administration agendas which outline the need to promote regular exercise.

The health and fitness industry employs around 51,500 in a paid capacity. Over the last decade, the sub-sector has recorded rapid growth, which has come both from within the private sector, but also through the government’s reliance on the industry to help it deliver on public health and activity targets in the fight against illness and obesity.

In 2008 the Fitness Industry Association estimated there were:
- 5,755 public and private fitness facilities in the UK
- 7.2 million members of UK public and private clubs.

The Outdoors

The outdoors provides an exciting and diverse range of activities that span the spectrum of human activity, comprising education and recreation within the context of the outdoors.

The outdoors sub-sector has a paid workforce of around 26,400. The outdoors sub-sector is also supported by a number of volunteers. Recent research suggests that based on national statistics, there could be as many as 61,600 volunteers in the the sub-sector.

Although it has close ties with other sub-sectors (namely sport and recreation and playwork), the activity covered can be broadly categorised into five key sub-areas:

- **Outdoor Education** - experiential, environmental, physical and social education;
- **Outdoor Recreation** - organised and self-guided outdoor activities for ‘fun’;
- **Outdoor Development Training** - leadership, team and management development;
- **Outdoor Sport Development** - performance coaching, instructor training and skill development;
- **Expeditions and Exploration** - planning and delivery of local, national and international expeditions and research.

The sector supports many salaried positions, and an even larger number of voluntary and seasonal posts. Taking the wider view, the outdoors sector makes a substantial indirect contribution to the UK economy, for instance, to related tourism and retail spending through its participative encouragement.

Playwork

Playwork facilitates children’s play outside the educational curriculum for 4 – 16 year-olds. Playwork takes place where adults support children’s play in settings that include: after-school clubs, holiday playschemes, adventure playgrounds, parks, playbuses and breakfast clubs.

Some settings offer open access provision where children can arrive and leave unaccompanied, some provide registration in and out of the setting and some will incorporate both for different
age ranges. Many of these settings will be subject to care standards and regulations appropriate to the UK country they operate in.

Play is a critical part of a child’s life, allowing for learning and social development, as well as building the blocks for a healthy lifestyle. Playwork employs around 146,700 paid workers across the UK (many of which are employed on a part time basis). In addition, the sub-sector contains a high proportion of volunteers.

The Caravan Industry

The National Caravan Council estimates that the caravan sector employs over 90,000 people, in jobs that range from high tech manufacturing to park maintenance.

The sub-sector is diverse and complex, requiring a multitude of skills – from the management, operational and technical requirements of holiday and home parks to caravan manufacture, repair, and retail.

The caravan business has shown signs of significant increase, with growing numbers of people buying and holidaying in caravans. SkillsActive works with the industry to ensure that the training needs and skills of the staff, volunteers and seasonal workers matches the requirements of such a fast-growing industry.

1.3 Information on careers available within the active leisure, learning and well-being sector

The active leisure, learning and well-being sector employs around 549,100 people and a further 65,900 are estimated to be self employed.

Approximately 60% of those employed (excluding self employed) in the sector work in sport and recreation, 26% in playwork, 8% in health and fitness, 6% in the caravan industry and 4% in the outdoors sub-sector1.

1.3.1 Careers Currently Available

1.3.1.1 Sport and Recreation

Sport and Recreation is an industry that incorporates the day to day running of amateur and professional sports clubs, and the promotion of an active and healthy lifestyle through the provision of sporting activities across a variety of environments.

The sub-sector covers a variety of career paths including sports development, elite performance, coaching, officiating, management and operations as well as community development. Examples of job roles include:

Sports Development
Sports development officer (assistant to principal level), Community sports development officer, club development officer, coach development officer, county development officer and activity team leader.

Elite Performance
Professional athlete/sports person, sports physiotherapist, team doctor, strength and conditioning coach, psychologist, biomechanist, masseur, dietician and nutritionist.

Coaching

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1 Proportions do not equal 100% due to overlaps in sub-sector definitions
Coach (assistant to expert level), swimming teacher, coach verifier, coach tutor and coach assessor.

Officiating
Official (club, county, regional, national, international), official verifier, official assessor, official mentor and official instructor.

Management and Operations
Recreation assistant, leisure assistant, clerical assistant, business support officer, duty manager assistant manager, club chairman, treasurer, technical officer, programme officer, sports/leisure manager, policy officer, events officer, volunteer co-ordinator, competing officer, policy manager, strategy manager, events manager, performance manager, technical manager, programme manager, head of service, assistant director……through to the director, CEO or president.

Other related job roles
Groundskeepers, stewards, youth and community workers, sport media, sports marketing, sports journalism, sports retail or teaching in sports related topics.

1.3.1.2 Health and Fitness

A range of very different jobs contribute to the successful day-to-day running of health and fitness centres, and some of these require high level technical skills. They range from membership sales to fitness instructors to receptionists and studio co-coordinators.

In order to safeguard the industry as well as improve quality of delivery, the Register of Exercise Professionals (REPs), a SkillsActive company, was set up. The Register uses a process of self-regulation that recognises industry-based qualifications, practical competency, and requires fitness professionals to work within a code of ethical practice. Members of the Register are given a card and registration certificate to prove their qualification and membership. Also known as the Exercise Register, it operates in the UK and is recognised across the world to acknowledge the personal achievement and competencies of qualified fitness professionals.

There are broadly four main job functions, and in smaller clubs these can often be combined, with staff taking on multiple responsibilities. These include the operational and maintenance aspects of running a facility; the instructional and training capacity of teaching people how to use machines and free weights, designing programmes and helping clients achieve specific targets; the management side of the facility concerned with the business elements of a club; and the sales and marketing element which designs membership packages and promotions. In larger clubs, there are usually managers and staff who only work in specific departments, like the gym, swimming and spa pool, racquets, reception and administration and food and beverage operations.

Fitness Instructors/ Personal Trainers and Group Exercise Instructors
Personal trainers provide individual programmes for clients to enable them to achieve their personal health and fitness goals. They educate, motivate and coach clients to help them follow their programmes safely and effectively, and advise them on health, nutrition and lifestyle changes on a one to one basis. Fitness instructors work with groups and individuals in gyms, health and fitness centres and leisure centres. They supervise customers using the facility, and ensure that they are exercising safely and effectively. They may conduct group exercise classes such as circuit training, aerobics or spinning.

Yoga and Pilates Teachers
Yoga teachers instruct people on the various stances involved in yoga, and also teach controlled breathing, meditation and visualisation. Yoga can be taught either as a form of exercise, to increase physical fitness and suppleness, or as a therapy to combat or control disease and ill-

Please note many of these job roles cross over with the remit of other Sector Skills Councils.
health. Pilates teachers combine gentle focused exercises with holistic principles in order to develop body awareness. Pilates teachers work with clients on either mats or specially designed equipment in order to enable the body to move with maximum efficiency and minimum effort. They aim to realign the body’s structure and achieve a balance within the musculo-skeletal system.

**Recreation Assistant**
Recreation Assistants are responsible for the cleanliness of the building, and will undertake regular checks to ensure that standards of safety, environmental control and hygiene are maintained during opening hours. Recreation Assistants also put up and take down equipment not in permanent use.

**Club Managers and Duty Managers**
Leisure centre managers are responsible for the general operation of leisure facilities. Duties vary, but are likely to include arranging timetables for all the activities, organising, advertising and promoting special events, and recruiting and managing staff employed at the centre. Other responsibilities such as managing finances, health and safety, and reporting to the centre's owners on a regular basis are also involved.

Duty Managers are responsible for the day to day operation of the leisure facility. Duties vary, but include either opening or closing of the facility, daily cashing up, regular facility checks, rectifying minor problems and dealing with customers.

**Working for a Training Provider**
This can include a variety of roles including tutoring and assessing either in a simulated (classroom) environment or the workplace. Training providers offer a variety of courses and qualifications all of which have their own demands, prior knowledge and in most cases practical experience. It is common for tutors to also do assessing but as a rule they will not assessor a course that they have taught.

**Membership Sales Personnel**
Membership sales personnel do not necessarily need a deep knowledge of exercise and fitness, but will need to have good interpersonal skills and some sales training. They will be given targets to achieve from their senior managers and often be paid according to performance. Due to the nature of the industry, the sales departments are fiercely competitive across private gyms and local authority leisure centres when looking for new and renewed membership.

**Receptionist**
Receptionists do not necessarily need a deep knowledge of exercise and fitness, but will need to have good interpersonal and communication skills.

**Lifeguard**
Lifeguards ensure that swimmers are safe in pools; other tasks include checking water temperature, pH and chlorine levels, setting up equipment, pool maintenance and advising swimmers on the use of the diving boards and slides.

**Maintenance Staff**
Maintenance staff need specialist training in mechanical, electrical, public health engineering and pool plant operation, they do not always have to come from a fitness background. Within most facilities there are also other job roles which can include

- Cleaning staff
- Finance Manager / assistant
- Human Resources
- Beautician
- Crèche staff
- Children’s Activity staff
1.3.1.3 Playwork

The range of playwork settings is increasing, for example there are more out of school clubs than ever before. Playworkers are now a highly respected workforce, recognised for the valuable input they have into children’s lives. The Early Years Foundation Stage introduced in September 2008 affects all playwork settings taking children under eight years of age. The new regulations state that in registered settings other than childminding settings, all supervisors and managers must hold a full and relevant level 3 qualification (as defined by the Children's Workforce Development Council and half of all other staff must hold a full and relevant level 2 qualification (as defined by CWDC). This means that being a playworker is rewarding, valued and also leads to career development opportunities.

Playworkers work with school-aged children in out-of-school settings. Different playwork settings are run in different ways, but all aim to give children and young people choices about how they spend their leisure time.

Playworkers offer a range of activities and provide children with a safe place to play, socialise, try out new things or just spend quiet time. Play helps children develop in many ways, and a playworker might find themselves involved in creative activities, sporty games, drama, den building, cooking and talking to a child about their worries all in the same day.

The day to day duties of a playworker are likely to be varied. Furthermore the personalities and the needs of the children that they supervise are likely to be diverse.

Key job roles include:

**Playworker** – working directly with children, supervising play and creative activities

**Manager** - managing staff and resources on a large site or for a play service in a local authority.

**Development Worker** – duties are likely to include establishing play provision in a community, taking forward national policy in an Early Years Development and Childcare Partnership or developing education and training opportunities within a local region.

**Small to Medium Business Enterprise** – this includes setting up and managing after school clubs.

**Training Provider and Trainer** – this may cover developing and running training courses in Playwork, delivering Playwork training or assessing Playworkers working towards an NVQ.

**Specialist Playworker** - experienced playworkers could train to work in play therapy or specialise in working with children with identified needs in play settings

1.3.1.4 The Outdoors

The Outdoors encompasses all those activities which directly use the outdoors for some form of leisure or learning (e.g., land, hills, mountains and water and the air). The sector is vast and very diverse.

Generally speaking, the Outdoors sector can be broken down into five (often overlapping) sub areas. These are:

**Recreation**
This represents Activity and Adventure experiences aimed at an introduction to Outdoors activities including summer camps, ‘having fun’, healthy use of leisure time, making friends, gaining independence, and a full range of activity experience starting with taster sessions for beginners. Links into developing areas of Adventure Tourism, UK and abroad. A wide range of options are available from positions for unqualified and inexperienced people, through to positions for highly qualified, experienced, skilled practitioners and management levels.

**Education**

Those working in education within the sub-sector are usually involved in working with children and young people. The range of activities includes anything from formal school-based educational opportunities such as geography to a less formal and more experiential approach to education and development of people in areas such as personal development and interpersonal skills.

**Exploration and Expeditions**

This is a growing area of the outdoors industry, and is usually seen as being either within an educational or a recreational/adventure tourism context. It can operate on a local, national or international level. Typical pursuits include teaching field studies work at home for younger children, and leading expeditions abroad ranging from senior school and gap year expeditions with local charity work, or an environmental/research dimension through to long haul group ‘traveller-tourism’.

**Development Training**

Building on aspects of outdoor education, outdoor development training uses the outdoors as a vehicle for exploring and developing personal and inter-personal skills and attitudes. Participants are often adults from businesses and other organisations. Carefully researched and planned training programmes are a feature; outcome areas include leadership, communication and problem solving.

**Sports Development**

In general there are two aspects to outdoor sports development; competition sport and related coaching and awards. A well-rounded spectrum of experience, formal educational qualifications and specific outdoor performance and coaching qualifications is need for a career in this area.

Supervisory and management type skills become increasingly important in all areas at the more senior level positions.

**1.3.1.5 The Caravan industry**

The caravan industry is a unique sector of UK tourism, encompassing a diverse range of businesses and occupations. The industry can be divided into three distinct sub-sections, although each would view themselves as very much a part of the whole, and links between businesses are strong throughout. The whole of the industry retains a ‘family’ feel, and many of the companies involved are still family owned and run. The product is diverse; the term ‘caravan’ can be used to describe touring caravans, motor homes, caravan holiday-homes (permanently sited on parks) and park homes for year-round residential use.

**Parks**

Many different tasks go towards the successful running of a caravan park including: marketing and promotion, sales, maintenance of grounds and facilities, landscaping and siting. Customer care and service is vital when working in the industry; each holiday park competes not only with its neighbours, but also with parks across the UK and overseas. Some of the jobs on parks are similar to those in other tourism or hospitality businesses, such as catering and bar management. Specialist sports staff can be employed where the park has sports facilities and multi-skilled employees have to turn their hands to many activities with good humour and adaptability.

**Dealerships**
Similar to car dealerships, caravan retail businesses usually operate on a franchise from a number of caravan manufacturers. The business usually incorporates a sales function for new and second-hand caravans. There may also be a workshop for maintenance, repair and modification. Most dealers have a shop for sales of accessories, appliances, tents and awnings. Job areas include service staff (e.g. mechanics), managerial staff (e.g. director, finance and administration), sales, marketing, after sales and customer service staff, front of house/reception staff, purchasing (e.g. ordering spare parts) and cleaners/valet staff.

Manufacturers
Manufacturing processes are different for each type of caravan. Opportunities available on the manufacturing side of the industry include; electricians, wood machinists, designers and gas technicians. Manufacturers have their sales and marketing teams, as well as the management and technical jobs that go with any business.

1.3.2 New and Emerging Job Roles

Although it is difficult to identify exact job roles which will emerge in the future, it is clear that changes to the sector, the economy and technology will impact on the skills required and the content of job roles within the sector.

Some of the issues affecting the sector include:

- **Consumer trends** – the demands of consumers and changes to lifestyles and tastes have a particular impact on all aspects of the sector. For example major sporting events can impact on the sports/activity demanded, whilst changes to the demographic profile of the population (e.g. aging population) and changing tastes (e.g. trend in popularity for fitness activity such as yoga) can impact on the demand for different types of activity. The increasing expectations of consumers for high quality and personalised service is likely to impact on areas such as customer service. Customer Relationship Management may also be increasingly important as the effects of the economic downturn are realised.

- **Economic impact** – the performance of the UK economy impacts on people’s leisure activity (availability of spare time and disposable income). For example, an economic downturn may result in a shift in demand for recreational activities, for example increased demand for free/low cost recreational activities (e.g. walking) as well as domestic tourism (the caravan industry and the outdoors).

- **Government drivers** – changes to government polity and/or legislation can affect the sector. For example the governments drive to increase participation in physical activity and utilise it as a means to address the health issues around obesity will affect the demand for the sector and the skills/knowledge requirements of those dealing with people with health issues. Changing legislation and regulations may also impact on the sector, as risk and litigation move up the agenda there may be a need for employees to be more highly qualified, particularly those working with children. In the fitness industry the links between health and fitness are strengthening particularly with government targets of fighting obesity and the prevention of illness. A growth area is roles dealing with special populations and children’s fitness. The industry is also diversifying into wellbeing including advice on nutritional products and weight management programmes.

- **Technological advancement** – the greatest impact of technological change at present relates to advancements in booking systems, electronic communications and high-tech sporting/fitness equipment. The use of these tools (in particular CRM) is likely to impact on a range of occupations, although there may be a requirement for those occupying clerical/administrative roles to obtain higher level skills.
As part of its £1 billion Future Jobs Fund, the Government has recently announced funding to create 2,000 new jobs for young people in sport. The National Skills Academy for Sport and Active Leisure, part of the SkillsActive Group, will deliver the Future Jobs Fund programme in partnership with the Youth Sport Trust, a number of NGBs, the Prince’s Trust and the Dame Kelly Holmes Legacy Trust.

Together they will create and support new jobs in sport, giving young people the opportunity to develop careers in coaching, leadership and sports development. The Future Jobs Fund will provide funding for 150,000 posts – at least 100,000 for young people and 50,000 in unemployment hotspots. Young people can apply for jobs through the fund after being unemployed for 10 months.
1.3.3 Transferability of Skills Within the Sector

Different sub-sectors and job roles require varying skills sets. Therefore, the particular technical skills and qualifications required will differ considerably. Nevertheless, in addition to job specific skills, employers commonly identify a core set of skills and attributes that are important across the sector. These include:

**Generic Skills**
- Communication
- Customer care/service
- Teamworking
- Organisational Skills
- Problem solving
- Time management
- Management and leadership (dependent on level)

**Cross Sector Skills**
- Health and Safety
- Child Protection
- First Aid

**Key Attributes**
- Personal appearance
- Motivation/independence
- Self belief/confidence
- Resourcefulness/flexibility
- Some understanding of the sub-sector

The Caravan industry

1.3.4 Career Paths and Opportunities Within the Sector

As with other sectors, there are a range of progression routes that people can pursue within the industry.

1.4 Information on Pay Scales Within the Sector

In the UK, according to the Annual Survey of Hours and Earnings, the gross average annual pay for sport and fitness occupations is £15,000 per annum whilst the industry of sporting activities (SIC 96.2) has a mean average of £18,000 pa and median average of £14,000 pa. However the sector does not operate sector wide salary scales.

Some individuals will be paid using scales, for example, if you work for a local authority as a Sports or Play Development Officer, you will probably be on a pay scale specific to the local authority in which you are placed. It is also possible that local authority provision will pay settings according to pay scales. Most of the time, however, individuals are a paid on a business by business basis and, as seen in section 1.7 later, the industry is characterised by part time work, often session based with a number of freelance or self employed staff.

Analysis of jobs advertised through Leisure Opportunities between January and December 2009 supports the notion that there is a large amount of variation in the salary of different job roles within the sector. The salaries of advertised jobs range from £7,000 to £52,182. Around 51% of jobs were advertised with a variable salary range. For 42% of advertised jobs a salary was not cited (e.g. competitive, negotiable, unknown) and just 7% advertised a set starting salary.
For jobs citing a salary/salary range:

- 41% of advertised jobs were for jobs with salaries ranging between £20,000 and £29,999.
- A third of advertised jobs were advertised at under £19,999.
- Just over a quarter (26%) were advertised at a rate over £30,000.

Around 5% of jobs were advertised as commissioned based or with the opportunity to earn more through bonuses/commission. The jobs most likely to cite this were membership, marketing and sales roles, personal trainers and a range of managerial roles (e.g. club, centre, general, development, group managers).

Despite the realities of lower pay scales the sector remains ever popular and is an extremely exciting and rewarding place to develop a career. Please look on the individual job profiles for indication of salaries for each job role.

1.5 Information on Entry Requirements, Application Processes

There are a wide variety of career options available within the Active leisure, learning and well-being sector. As such, the entry requirements and application procedures for different pathways will vary. Nevertheless there are some generic requirements which span a variety of occupational roles.

In addition to the generic skills and attributes identified earlier, employers across the sector value quality work experience as well as vocational qualifications.

Evidence of working in the sector, such as working on activity camps, in after school clubs, and at local sports or athletic clubs is increasingly valued. There is a vast array of volunteering opportunities available within the sector, which could provide new entrants with a competitive advantage when looking for employment.

Traditional entry qualifications such as first aid, health and safety, introductory coaching awards, the Sports Leadership awards, and life guarding qualifications are, and always will be valued by employers. Furthermore, a solid grounding in academic studies including English and Maths at GCSE, and potentially PE at either GCSE or A level carry a lot of weight with recruiters across the sector.

The level of seniority relating to the job will also have significant impact on the entry requirements for the job role. For example, the skill set required for management progression is often quite different from that demanded for customer-facing roles, including a higher expectation for competent literacy, numeracy and IT skills. Furthermore, it is worth noting that entry to certain occupations will be restricted by insurance and regulation. Certain jobs where employees will be required to work with young people or in an environment exposed to risk will stipulate age restrictions of 18 and the attainment of health and safety, first aid and child protection qualifications.

Sport and Recreation

There are a range of career options available within the Sport and Recreation sub-sector and as such, the requirements to entry will vary. Key points of entry include:

- Coaching – The new UK Coaching Certificate is an initiative to endorse coach education programmes across sports in the UK and is a key qualification that coaches should look to obtain. Each Governing Body of Sport has their own coach training and educational systems for their sports and potential coaches should visit their NGB website to learn more about pathways available in your chosen sport.
- **Elite Performance** – There are a number of national programmes designed to support athletes with financial and logistical challenges associated with training such as the Talented Athlete Scholarship Scheme (TASS). However development and talent identification will vary on a sport by sport basis.

- **Administration and governance** – There are no specific qualifications for entry, however entry to this career pathway is open to those with a generic sport based degree or those that have worked in other areas of sport (e.g. coaching, sports development or sports performance). At the higher levels some people can enter the sector with no previous work or education in sport as long as they possess strong managerial skills. A keen interest in sport and knowledge of sport in the UK is required. Generic administration or management qualifications can also be beneficial to working in this sector.

- **Officiating** - Each individual Governing Body of Sport will have their own officials training and education system as well as their own development pathway from grass roots official to world class, and in some cases professional, official. Please see individual NGB websites to find out more about how to get involved in officiating within your chosen sport.

**Health and fitness**
A range of very different jobs contribute to the successful day-to-day running of health and fitness centres, and some of these require high level technical skills. They range from membership sales to fitness instructors to receptionists and studio co-coordinators.

A common entry route is as a fitness instructor. There are no formal academic requirements but you will usually require a recognised fitness instructor qualification usually related to the NVQ / SVQ system. The minimum age to practise unsupervised is 18 although individuals aged 16-18 may work under supervision. Applicants to instructing courses require no prior formal qualifications and a first aid certificate is an advantage.

It is an advantage to be registered with the Register of Exercise Professionals (REPs), which uses a process of self-regulation that recognises industry-based qualifications, practical competency, and requires fitness professionals to work within a code of ethical practice. The REPs [www.exerciseregister.org](http://www.exerciseregister.org) has information about the qualifications and training required for entry on to the register.

**Playwork**
The playwork sector has a variety of entry points, some for people with experience and others for people with little or no experience. For example, many Play Development Officer jobs within local authorities often require the candidate to have a degree level qualification and/or substantial experience of working in the playwork sector.

If a play setting accommodates children between the age of 0 and the academic year in which they turn five (0-5), they will have to be registered on the Early Years Register (EYR). The EYR requirements are that all supervisors and managers must hold a full and relevant level 3 qualification (as defined by the Children’s Workforce Development Council (CWDC)) and half of all other staff must hold a full and relevant level 2 qualification (as defined by CWDC). To find out whether or not your qualification is full and relevant, you can check using this link [https://secure.cwdcouncil.org.uk/eypqd/qualification-search](https://secure.cwdcouncil.org.uk/eypqd/qualification-search).

If a setting provides for children under the age of 8 but does not take children under six years of age, it must be registered on the Compulsory Childcare Register unless they are exempt. If on this register, the manager of the setting should have at least a level 3 qualification appropriate to the post. In addition, the manager needs to have at least 2 years experience of working in a day
care setting. Further, at least half of all other child care staff should hold a level 2 qualification appropriate for the care or development of children.

If the setting is providing open access provision and does not provide for children under the age of 6, they are not required to register. They may, however, choose to register on the Voluntary Register. The requirement here is that there is a minimum of one person qualified to at least Level 2.

**Caravans**

There is no formal entry route to the Caravan Industry. Businesses will usually look for qualities rather than proven skills and most training is work-based. Being an industry consisting significantly of family and micro-businesses, the Caravan Sector has no official standards relating directly to it. However, many generic qualifications have a high relevance to working on caravan parks (such as sales, customer service, grounds maintenance, machinery maintenance, and particularly management).

The industry’s specific qualifications supplement these with the NVQ at level 2 in Operational Services (Caravan Parks), which covers the practical jobs on the park, and the City & Guilds Certificate in Caravan Engineering for repair and maintenance of tourers and motorhomes and the distance learning ‘National Certificate for Park Managers’ provides the essential legislative knowledge.

**Outdoors**

The Outdoor sector has a variety of entry points depending on the level of job role. At the youngest entry levels into the industry (18 years), the most frequently found opportunities are through jobs such as activity leaders and assistant instructors. These tend to be with recreational organisations and summer camps. There is a range of contract types on offer across the industry, including day-by-day/sessional, seasonal fixed-term and ‘standard’ full-time permanent. Due to the low paid and seasonal nature of the sector, particularly for these entry jobs, many outdoor employers are willing to recruit individuals with very few sector specific qualifications and place a higher importance on the individual’s personal and social attributes, and their passion for the sector.

Key qualities which are valued by employers include enthusiasm, commitment, care for others and a determination to develop and progress with personal/technical and inter-personal skills. Outdoor employers will train their staff to meet the needs of their setting often using government funded programmes like Apprenticeships. Technical qualifications tend to be activity specific and are awarded through or with support of the National Governing Body such as the British Canoe Union or Orienteering England.

Job roles which demand a higher level of expertise such as outdoor development will require a lot of experience and often qualifications, before entry will be considered. In order to facilitate a group and keep them safe whilst they think they are at risk, your experience and technical ability needs to be high. There are many senior roles available within development training, in facilitation, operations and management. Whilst some organisations take on younger, less experienced staff, usually you will need to have significant experience either in the outdoors or in group behaviours first.

For more details relating to individual sub-sectors, please refer to individual job profiles.

**1.6 Qualifications Within the Active leisure, learning and well-being Sector**
Figure 1.1 outlines the range of qualifications available to those wishing to pursue a career in Active leisure, learning and well-being. The key qualification types include:

- **Entry Level Certificates** – Offering progression to level 1 courses for those candidates not quite ready for GCSEs or GNVQ study.

- **General Certificate of Secondary Education (GCSE)** – Main method of assessment at Key Stage 4, qualifications are available in a broad range of subjects. As outlined above qualifications in English, Mathematics and PE are desired qualifications from this learning suite.

- **General National Vocational Qualification (GNVQ)** – Suite of general vocational qualifications which aim to provide an introduction to industrial areas. GNVQs were phased out between 2005 and 2007. As an alternative, you can choose from a growing range of vocational qualifications -such as BTECs, OCR Nationals, and GCSEs and GCEs in applied subjects.

- **General Certificate of Education Advanced Level (GCE – A Level)** – Offered in single subject areas, this qualification in taken over two years in two stages (AS level (year one) and A2 (year two)). Qualifications of particular relevance to the sector include Physical Educations, Leisure Studies and Sport and Physical Education.

- **Vocational Certificate of Education Advanced Level (VCE – A Level)** – A broad general qualification which provides an introduction to a broad vocational area (same structure as GCE A level). The qualification of particular relevance to the sector is Leisure and Recreation.

- **Advanced Extension Awards (AEA)** – Qualification for high performing A level students to extend their knowledge.

- **Vocational Qualifications (VRQs)** – Qualifications which are linked to national occupational standards. They vary in size but are usually sector/employment related. There are a wide variety of VRQs available in the Active leisure, learning and well-being sector including coaching (UKCC) or officiating qualifications in sport, a life guard qualification, mountain leaders award, gym instruction or personal training in fitness and a certificate in playwork.

- **BTEC** – Work related qualifications, designed to prepare students for entering employment, further vocational study or progressing in a career. BTECs are available across 5 levels and in subject areas such as sport, sport and exercise science, sport and leisure, sport and leisure management, specialised play and event support.

- **Progression Awards** – Vocational qualifications, linked to national occupational standards, but do not rely on workplace assessment.

- **Scottish / National Vocational Qualifications (S/NVQs)** – Based on national occupational standards, these qualifications aim to assess the application of skills, knowledge and understanding within specific occupations. Mainly delivered in the workplace. At level 1, there is only one S/NVQ. Active leisure, learning and well-being, an introduction to the sector and a pathway into the specific S/NVQs at level 2.

  At level 2, the eight options are activity leadership; coaching, teaching, instructing (assessed in the context of a specific approved sport or activity); instructing exercise and fitness; playwork; spectator control; operational services; sport and play installations; and mechanical ride operations.

  At level 3 the five options are outdoor education; development training and recreation; coaching, teaching, instructing; spectator control; operations and development; and spectator control.

- **Certificate of Higher Education** – First level of higher education, which aims to provide the learner with a basic understanding of the subject and encourages them to use skills required for employment. This qualification provides an alternative stepping stone to entering higher education.
- **Higher National Diploma/Higher National Certificate** – These are work related qualifications which focus on gaining knowledge of the skills needed in the workplace.

- **Foundation Degree (FD)**- These higher education qualifications combine academic and work based learning. They aim to provide the learner with the skills that businesses require and act as a progressional route to higher levels of education.

- **Technical Certificates** – These qualifications may belong to other categories listed above (e.g. VRQs). Within this context these qualifications provide underpinning knowledge relevant to the NVQ and Apprenticeships.

- **Key Skills** – Taught as single unit qualifications in three skill areas, namely application of number, communication and information technology. They work alongside many qualifications to improve the application of key skills (e.g. NVQs and HE courses).

- **Adult Literacy and Numeracy Qualifications** – Skills for Life qualifications are taught in four subject areas (literacy, numeracy, ICT and ESOL), with the aim to boost the general reading, writing and communication skills of those without level 1 or level 2 qualifications.
In addition to qualifications, there are a broad range of continuing professional development opportunities as well as in house training schemes.

### 1.7 Data on employment and labour market trends and forecasts

Within England, National Statistics indicate that there are around **516,600 people** employed in active leisure, learning and well-being. In addition, National Caravan Council estimates suggest that the number of people working in the Caravan industry is greater than that identified in the Labour Force Survey. Estimated figures for England boost total employment to around **554,800**.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and Recreation</td>
<td>31,200</td>
<td>60%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>43,200</td>
<td>8%</td>
</tr>
<tr>
<td>Playwork</td>
<td>126,600</td>
<td>25%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>21,900</td>
<td>4%</td>
</tr>
<tr>
<td>Caravans</td>
<td>33,000</td>
<td>6%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>516,600</td>
<td>-</td>
</tr>
</tbody>
</table>

The geographical dispersion of employment within the Active leisure, learning and well-being sector is broadly in line with that of the UK economy as a whole. In absolute terms, the greatest level of employment is found in the South East, London, North West and East. However, in terms of concentration, the proportion of people working in the sector is higher than expected in the South East and lower than expected in London.
Gender

Overall, around 58% of the active leisure, learning and well-being workforce in England are female, 42% are male. This is the opposite of the ratio recorded across the economy as a whole (54% male and 46% female). Nevertheless, it is important to note that the gender profile of the workforce varies across sub-sectors. For example, around 87% of the Playwork workforce is female, whilst 68% of the Caravan workforce is male. The gender balance is more evenly distributed in the health and fitness and sport and recreation sub-sectors (48% and 52% respectively).

<table>
<thead>
<tr>
<th>Age Profile</th>
</tr>
</thead>
</table>
| The active leisure, learning and well-being sector has a younger than average age profile, around 46% are under the age of 35 (compared with 36% across all industries). Around 24% are aged 16-24 (14% across all industries). Nevertheless, due to the age restrictions imposed on certain job roles, many of these will be over the age of 18. 

There are variations in the age profile of different sub-sectors. For example, the proportion of 16-24 year olds is highest in the sport and recreation sub-sector (32%) and health and fitness (28%). On the other hand, Playwork records an older age profile, around 29% are aged 35-44 and 37% are 45-59.

<table>
<thead>
<tr>
<th>Age (yrs)</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>111,200</td>
</tr>
<tr>
<td>25-34</td>
<td>103,700</td>
</tr>
<tr>
<td>35-44</td>
<td>91,800</td>
</tr>
<tr>
<td>45-59</td>
<td>125,500</td>
</tr>
<tr>
<td>60+</td>
<td>34,100</td>
</tr>
</tbody>
</table>
Employment Status

Around 89% of the Active leisure, learning and well-being workforce are employees, with the remaining 11% working in a self employed capacity. This is similar to the proportion across the economy as a whole.

For employees working in the sector around 53% work on a part-time basis and the remaining 47% on a full-time basis. Part-time employment is far more common within the sector compared with the economy as a whole (31% of employees working on a part-time basis).

Forecasted employment

Long term forecasts undertaken in 2004 indicate that employment across the sector will grow by around 21% over the ten year period to 2014. It should be noted that forecasts were made before the announcement that London would host the 2012 Olympic and Paralympic Games and before indications of the general economic downturn were revealed.

1.8 Skill shortages (England)

Skills shortages occur when businesses cannot recruit enough people who are appropriately qualified, skilled or experienced. Skills shortages are deemed to exist when employers have a vacancy which they are finding hard-to-fill and the reasons for it being hard-to-fill are related to shortcomings in the skills, qualifications or experience of applicants.

The National Employers Skills Survey (NESS) 2007 estimated that 19 per cent of all establishments in the active leisure, learning and well-being industry covered by the survey were facing vacancies, equating to some 7,000 vacant jobs. Seven per cent of all establishments reported that they were facing hard-to-fill vacancies and four per cent of establishments were facing a skill shortage vacancy. Whilst the level of vacancies are slightly higher in the active leisure, learning and well-being sector, the levels of hard-to-fill vacancies or skill shortage vacancies are equivalent to those for England overall. Skill shortage vacancies form 20 per cent of all active leisure, learning and well-being vacancies.

Vacancies in the sectors of the active leisure, learning and well-being establishments covered by the NESS survey are dominated by personal service staff (35 per cent of vacancies). Associate professionals (23 per cent) and elementary staff also form a large proportion (15 per cent of vacancies). This carries through into hard-to-fill vacancies where these three occupational groups account for the majority proportion.

The most common area of skill deficiency amongst applicants to skill shortage vacancies are technical, practical or job-specific skills (47 per cent of skill shortage vacancies), followed by team working skills (39 per cent), customer handling skills (39 per cent), problem solving skills (37 per cent) and oral communication skills (36 per cent).

There are notable differences between the skills shortages of applicants to vacancies in the active leisure, learning and well-being industry compared to the rest of England as a whole. In particular, active leisure, learning and well-being employers with skill shortage vacancies were more likely to note deficiencies in team working skills and problem solving skills.

Specific roles that have been identified as hard to fill are coaches, fitness instructors, lifeguards or sport / leisure assistants and operations/duty managers. One of the most common reasons behind this is applicants lacking the required skills for the post.

Playwork
As the Playwork sector is not identifiable in the NESS statistics, it is necessary to use sector specific research to identify the prevalence of skills shortage vacancies in the playwork sector. Playwork People 3 is SkillsActive’s biennial survey of the playwork workforce. Of the employers surveyed in 2007, nearly two in five of the total number of vacancies reported by employers were described as hard-to-fill. Employers who had experienced hard-to-fill vacancies in the previous 12 months to the fieldwork were asked why these vacancies were hard to fill. The three skills shortage reasons for hard-to-fill vacancies (low number of applicants with the required skills, lack of qualifications required for the job and lack of work experience the play setting needs) featured prominently in the main factors given by employers.

The most likely skills shortage reason for having a hard-to-fill vacancy was “low number of applicants with the required skills” (44.2% of employers) whilst 42.3% said that candidates lacked qualifications required for the job. About a quarter (26.2%) said candidates had a lack of experience required by the setting.

1.9 Information on opportunities for adults changing career direction

There are many opportunities available within the sector for those wishing to change career. Nevertheless, as with new entrants, specific technical skills will be required for certain job roles.

A useful starting point for people wishing to move to the sector from an unrelated sector is to:

- **Explore the potential job roles/technical requirements** – utilise the job profiles contained in this document to explore the content of different jobs and the qualifications and skills that are required to enter the role. There are a number of roles which will require technical qualifications (e.g. fitness instructing, coaching, playworker), so you may need to explore where you can undertake the courses and how much they will cost.

- **Get involved** – There are a number of volunteering opportunities within the Active leisure, learning and well-being sector and a good way to see whether you enjoy working in the sector is to try it out. Employers will appreciate candidates with knowledge of the sector and experience of working in it.

- **Identify your relevant transferable skills** – As outlined in section 1.1.3 employers identify a range of transferable skills that are important for working in the sector. Job changers should seek to illustrate attainment of these key skills through their existing skill sets.
1.10 Information on points of entry or transfer into a sector from another area which would be helpful for inspiring job changers

The active leisure, learning and well-being sector employs a wide age range of people, and entry to roles at an older age is not uncommon. The Active leisure, learning and well-being sector is often an industry which attracts people who have developed a passion for it and want to pursue that passion by working towards a career in it.

Where sector specific qualifications are an advantage, recruiters do not always insist on applicants holding them and can have limited interested in academic success. More importantly recruiters value the personal and social skills of people who are good with people, thrive in fast-paced work, understand the importance of good customer service, well organised, full of initiative and able to multi task. Many of these generic skills can be developed in previous roles outside the Active leisure, learning and well-being sector. Often an interest in the sector needs to be proven through active engagement, whether that is participation, voluntary work or willingness to take on part time entry roles such as lifeguarding.

1.11 Job profiles

There are over 200 job roles across the Active leisure, learning and well-being sector and on the SkillsActiveCareers website 13 profiles are listed which can be found by accessing the following link
http://www.skillsactive.com/careers/_job_profiles/job_profiles.html

Sports and Recreation
- Sport and Exercise Scientist
- Martial Arts Instructor
  http://www.skillsactive.com/careers/_job_profiles/sport_recreation2.html
- Sports Development Officer
- Sports Physiotherapist
  http://www.skillsactive.com/careers/_job_profiles/sport_recreation5.html

Health and Fitness
- Fitness Instructor http://www.skillsactive.com/careers/_job_profiles/health_fitness1.html
- Leisure Centre Assistant
  http://www.skillsactive.com/careers/_job_profiles/health_fitness2.html
- Leisure Centre Manager
- Personal Trainer http://www.skillsactive.com/careers/_job_profiles/health_fitness5.html

Playwork
  http://www.skillsactive.com/careers/_job_profiles/playwork.html

Outdoors
- Sailing Instructor
  http://www.skillsactive.com/careers/_job_profiles/outdoors1.html

Caravans
- Holiday Centre Worker http://www.skillsactive.com/careers/_job_profiles/caravans1.html
1.12 Case studies - inside information or witness testimony advocates and role models, including different types of clients making their way in the sector (e.g. women returning to the labour market; graduate entrants, Apprentices etc.)

There are over 50 case studies covering a variety of roles in the Active leisure, learning and well-being sector on the SkillsActiveCareers website which can be found by accessing the following link


1.13 FAQs

Who should I speak to about qualifications in the Active leisure, learning and well-being Sector?

There are many qualifications within the Active leisure, learning and well-being sector. To find out which ones qualify you to do a particular job you should contact SkillsActive who are responsible for the Training, Education and qualifications for the sector.

I am returning to work following a career break, what should I do to improve my chances of getting a job in the sector?

Employers value strong personal and social skills of people who are good with people, thrive in fast-paced work, understand the importance of good customer service, well organised, full of initiative and able to multi task. Proving an interest in the sector needs to be proven through active engagement, whether that is participation, voluntary work or willingness to take on part time entry roles such as lifeguarding can help employers to believe in the potential employees’ commitment.

I am looking for part-time opportunities, what are my options within the Active leisure, learning and well-being sector?

The varied working hours of the Active leisure, learning and well-being sector mean that there are a wide range of part time roles throughout the sector. Part time job roles include coach, fitness instructor, personal trainer, Community Activity Leader, Playworker, and Spectator Safety Steward amongst many others.

I am over 25, is there any funding available to reduce the cost of my training?

The opportunity and amount of funding available for those over 25 varies depending on the individual. It is unlikely that funding will be available for those individuals who have degrees or trained to a competency level beyond the level they are wishing to retrain in, however for those who haven’t graduates there are a range of opportunities to those to gain funding for training post 25, such as through Apprenticeships or Train to Gain. You could also search for funding opportunities relating to the sector, for example SkillsActive have managed a number of Coaching Bursary schemes, awarding coaches reimbursement for attaining a coaching award at levels 1, 2 or 3.

Can I get work in the sector without qualifications?

This depends on the role you are applying for and the employers’ willingness to invest in the training needed for the job role. It is more likely that employers will recruit individuals without formal qualifications into entry level roles.
What will be my working hours?
Working hours in the Active leisure, learning and well-being sector are varied and do not follow a traditional 9-5 pattern. The sector is customer facing and many roles require you to work evenings, weekends and shifts. Many roles are also seasonal such as summer holiday camps and outdoor activity camps.

What careers are available in my local area?
The Active leisure, learning and well-being sector operates within every community throughout the UK from the local leisure centre, to the local town football club to each adventure playground. Job opportunities are therefore distributed relatively evenly around the country.

I want a job that keeps me active and has plenty of variety, what do you suggest?
There are many companies in the sector which are small; therefore employers require staff to be able to fulfil a variety of roles for that company making job roles in the sector varied and diverse. The seasonal nature of some job roles means that individuals can spend specific parts of the year dedicated to separate roles. Most jobs within the Active leisure, learning and well-being industry require you to maintain a minimum level of personal fitness and some job roles will require a specific level such as coach, climbing instructor or sports official.

1.14 Sources of additional information / links
There are a number of trade associations and representative bodies who can provide further information on careers, vacancies, education and training in active leisure, learning and well-being.

**Careers Websites**

<table>
<thead>
<tr>
<th>Website</th>
<th>Organisation Name</th>
<th>Further Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.connexions-direct.com/">www.connexions-direct.com/</a></td>
<td>Connexions</td>
<td>(13-19 age groups)</td>
</tr>
<tr>
<td><a href="http://www.jobcentreplus.gov.uk">www.jobcentreplus.gov.uk</a></td>
<td>Job Centre Plus</td>
<td>(Adults)</td>
</tr>
<tr>
<td><a href="http://www.learndirect.co.uk/">www.learndirect.co.uk/</a></td>
<td>Learndirect</td>
<td>(post 16 learning)</td>
</tr>
<tr>
<td><a href="http://nextstep.direct.gov.uk/">http://nextstep.direct.gov.uk/</a></td>
<td>Next Step</td>
<td>(over 20 age group)</td>
</tr>
<tr>
<td><a href="http://www.agcas.org.uk/">www.agcas.org.uk/</a></td>
<td>Association of Graduate Careers Advisory Services</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.prospects.ac.uk">www.prospects.ac.uk</a></td>
<td>Prospects</td>
<td>(Higher Education)</td>
</tr>
<tr>
<td><a href="http://doctorjob.com/">http://doctorjob.com/</a></td>
<td>doctorjob</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.skillsactive.com/careers">www.skillsactive.com/careers</a></td>
<td>SkillsActiveCareers</td>
<td>information and advice on working in the active leisure, learning and well-being sector</td>
</tr>
</tbody>
</table>

**Job Websites**

<table>
<thead>
<tr>
<th>Website</th>
<th>Organisation Name</th>
<th>Further Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.jobswithballs.com/">www.jobswithballs.com/</a></td>
<td>Jobs With Balls</td>
<td>a leading recruitment and marketing network dedicated to the sports industry</td>
</tr>
<tr>
<td><a href="http://www.leisurejobs.net/">www.leisurejobs.net/</a></td>
<td>Leisure Jobs</td>
<td>job vacancies across the leisure industries</td>
</tr>
<tr>
<td><a href="http://www.leisureopportunities.co.uk">www.leisureopportunities.co.uk</a></td>
<td>Leisure Opportunities</td>
<td>information and job vacancies across the leisure industries</td>
</tr>
<tr>
<td><a href="http://www.uksport.gov.uk/vacancies/">www.uksport.gov.uk/vacancies/</a></td>
<td>UK Sport</td>
<td>job vacancies within UK Sport and across the National Governing Bodies (NGB)</td>
</tr>
<tr>
<td>Website</td>
<td>Organisation Name</td>
<td>Further Details</td>
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</tr>
<tr>
<td><strong>Sport and Fitness</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.exerciseregister.org">www.exerciseregister.org</a></td>
<td>Register of Exercise Professionals (REPs)</td>
<td>REPs was set up to help safeguard and promote the health and interests of people who are using the services of exercise and fitness instructors, teachers and trainers. The Register uses a process of self-regulation that recognises industry-based qualifications, practical competency, and requires fitness professionals to work within a Code of Ethical Practice.</td>
</tr>
<tr>
<td><a href="http://www.fia.org.uk">www.fia.org.uk</a></td>
<td>The Fitness Industry Association (FIA)</td>
<td>The FIA is the trade body dedicated to promoting excellence and best practice within the health and fitness sector. It currently represents over 1,700 health club and leisure centre operators and 150 equipment suppliers across the UK.</td>
</tr>
<tr>
<td><a href="http://www.ispal.org.uk">www.ispal.org.uk</a></td>
<td>The Institute for Sport, Parks and Leisure (ISPAL)</td>
<td>the professional membership body for sport, parks and leisure industry professionals. They provide support, advocacy and professional development for those involved in the sports, parks and leisure industries.</td>
</tr>
<tr>
<td><a href="http://www.isrm.co.uk">www.isrm.co.uk</a></td>
<td>The Institute of Sport and Recreation Management (ISRM)</td>
<td>The Institute exists to advance and promote public health for the benefit of the public in particular through the provision of education, training and advancing medical and other sciences and technologies and by encouraging active participation in sport and other recreational activities.</td>
</tr>
<tr>
<td><a href="http://www.sporta.org">www.sporta.org</a></td>
<td>The Sports and Recreation Trust Association (SpoRTA)</td>
<td>SpoRTA is the major platform for Leisure Trusts in the United Kingdom. It lists vacancies across its membership. Membership is open to non-profit distributing organisations that manage sport and leisure centres that are open to the general public.</td>
</tr>
<tr>
<td><a href="http://www.sportscotland.org.uk/">www.sportscotland.org.uk/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.sportni.net/">www.sportni.net/</a></td>
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<tr>
<td><a href="http://www.sports-council-wales.org.uk/">www.sports-council-wales.org.uk/</a></td>
<td></td>
<td></td>
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<tr>
<td><strong>Outdoors</strong></td>
<td></td>
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<tr>
<td><a href="http://www.baha.org.uk/">www.baha.org.uk/</a></td>
<td>British Activity</td>
<td>the trade association for private sector</td>
</tr>
<tr>
<td><strong>Holiday Association (BAHA)</strong></td>
<td>providers of activity holidays and courses in the UK.</td>
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<tr>
<td>------------------------------</td>
<td>------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Outdoor Industries Association (OIA)</strong></td>
<td>the trade body for manufacturers, retailers and other organisations that provide products and services for the outdoor leisure pursuits market in the United Kingdom. It includes job vacancies and further information.</td>
<td></td>
</tr>
</tbody>
</table>

**Caravans**

| **Caravan Industry Training Ltd (CITO)** | the organisation responsible for providing training information and support throughout the UK caravan, holiday and residential parks industries |
| **British Holiday and Home Parks Association** | the only organisation established exclusively to serve and represent the interests of the British parks industry. News, information and jobs. |

**Playwork**

| **Play England** | Play England provides advice and support to promote good practice, and works to ensure that the importance of play is recognised by policy makers, planners and the public |
| **The Office for Standards in Education** | Ofsted inspect and regulate to achieve excellence in the care of children and young people, and in education and skills for learners of all ages. |

**Volunteering**

| **UK Volunteering Forum** | links to the national volunteering development agencies of the four countries in the UK |

**Awarding organisations**
There are a whole range of awarding bodies serving the active leisure, learning and well-being industry ranging from general bodies such as the City and Guilds or Edexcel to sector...
specific bodies such as the governing bodies of sport or CYQ. The list below is not exhaustive but includes some of the most common.

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st4sport Qualifications</td>
<td><a href="http://www.1st4sport.com">www.1st4sport.com</a></td>
</tr>
<tr>
<td>Active IQ</td>
<td><a href="http://www.activeiq.co.uk">www.activeiq.co.uk</a></td>
</tr>
<tr>
<td>Sports Leaders UK</td>
<td><a href="http://www.bst.org.uk">www.bst.org.uk</a></td>
</tr>
<tr>
<td>Council for Awards in Children’s Care and Education</td>
<td><a href="http://www.cache.org.uk">www.cache.org.uk</a></td>
</tr>
<tr>
<td>City and Guilds</td>
<td><a href="http://www.cityandguilds.com">www.cityandguilds.com</a></td>
</tr>
<tr>
<td>Central YMCA Qualifications</td>
<td><a href="http://www.cyq.org.uk">www.cyq.org.uk</a></td>
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<tr>
<td>EdExcel</td>
<td><a href="http://www.edexcel.com">www.edexcel.com</a></td>
</tr>
<tr>
<td>Education Development International</td>
<td><a href="http://www.ediplc.com">www.ediplc.com</a></td>
</tr>
<tr>
<td>Institute of Qualified Lifeguards</td>
<td><a href="http://www.iql.org.uk">www.iql.org.uk</a></td>
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<tr>
<td>Mountain Leader Training England</td>
<td><a href="http://www.mlte.org">www.mlte.org</a></td>
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<tr>
<td>Scottish Qualifications Authority</td>
<td><a href="http://www.sqa.org.uk">www.sqa.org.uk</a></td>
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<tr>
<td>Safety Training Awards</td>
<td><a href="http://www.sta.co.uk">www.sta.co.uk</a></td>
</tr>
<tr>
<td>Vocational Training Charitable Trust</td>
<td><a href="http://www.vtct.org.uk">www.vtct.org.uk</a></td>
</tr>
</tbody>
</table>

Links to the recognised national governing bodies of sport:
[www.sportengland.org/index/get_resources/resource_ul.htm#governing](http://www.sportengland.org/index/get_resources/resource_ul.htm#governing)
1.15 Active leisure, learning and well-being sector Regional Information.  
Key regional variations for sub-sector employment and labour market trends and forecasts, and skill shortages.  

1.15.1 South East  

The region hosts a range of high-profile sporting venues, clubs, tourist attractions and events:  

- A number of world-class facilities and centres including Eton Dorney (the venue for 2012 Olympic rowing and canoeing), the National Shooting Centre at Bisley, the National Hockey Centre at Milton Keynes, Hickstead (show jumping), Brands Hatch (motor racing) and Cowes (sailing).  
- Portsmouth, Reading, Southampton, Brighton and Milton Keynes are amongst the key football clubs in the region and some have major stadia that have hosted representative matches and are looking at considerable capital development of facilities.  
- London Wasps (based at High Wycombe) and London Irish (based at Reading) play in the rugby premiership.  
- Surrey, Sussex, Hampshire and Kent are all first class cricket counties. Surrey’s ground (in central London) regularly hosts test match cricket and the Rose Bowl in Hampshire has hosted one-day internationals.  
- Guildford Heat, Brighton Bears and Milton Keynes Lions all play in the British Basketball League  
- Basingstoke plays in the Elite Ice Hockey League.  
- There are a number of first class golf courses such as Sandwich (which hosts the Open) and Wentworth in the region.  
- There are racecourses at Epsom, Ascot, Sandown, Goodwood, Newbury, Windsor, Lingfield, Brighton, Folkestone, Plumpton, Fontwell and Kempton.  
- A high percentage of English athletes funded under the world class programmes are based in the South East  
- Two of the nine UK Sports Institutes are based in the region at Bisham Abbey and Bisley. In Southampton we have the Dive Centre, in Dartford Judo Kai, plus the region hosts the Leander Rowing Club, a governing body centre of excellence.  

The region has a wide range of natural resources, with the New Forest and South Downs and hundreds of miles of coastline. There are many places to walk and cycle, and the growing network of rights of way, footpaths, multi-use trails and long-distance paths form an important recreational resource.  

The South East also has a diverse tourism offer, including a range of well known destinations (e.g. Oxford, the New Forest), countryside and coastal destinations (e.g. the South Downs and the Solent), popular city destinations and historic towns (e.g. Portsmouth, Brighton and Canterbury), a range of attractions and high profile events (e.g. Henley and Cowes Week).  

The region also hosts an array of accommodation. With regard to the caravan industry, the region hosts over 557 parks and accounts for the second largest proportion of caravan parks compared with the other English regions. Popular locations include the New Forest and the Isle of Sheppey.  

Employment  

There are around 96,700 people employed in Active leisure, learning and well-being in the South East. The largest sub-sector is sport and recreation, which accounts for around 64% of the total employment.

3 Source: National Employer Skills Survey, 2007 for vacancies and hard-to-fill vacancies
<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and Recreation</td>
<td>62,300</td>
<td>64%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>8,700</td>
<td>9%</td>
</tr>
<tr>
<td>Playwork</td>
<td>21,300</td>
<td>22%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>3,700</td>
<td>4%</td>
</tr>
<tr>
<td>Caravans</td>
<td>4,800</td>
<td>5%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>96,700</td>
<td>-</td>
</tr>
</tbody>
</table>

**Gender profile of workforce**

Around 60% of the active leisure, learning and well-being workforce are female and the remaining 40% male.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Whole economy</td>
<td>54%</td>
<td>46%</td>
</tr>
</tbody>
</table>

**Age profile of the workforce**

The age profile of the active leisure, learning and well-being workforce in the South East is fairly evenly distributed. There is a higher than average proportion of younger workers in the sector (24% are aged 16-24 compared with 14% across all industries).

<table>
<thead>
<tr>
<th></th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td>25-34</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>21%</td>
<td>25%</td>
</tr>
<tr>
<td>45+</td>
<td>30%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Employment status**

Overall, around 88% of the workforce are paid employees and the remaining 12% are self employed. The overall profile of the workforce varies from the economy as a whole, with 43% working part-time compared with 27% across all industries.
Vacancies and hard to fill vacancies

22% of establishments in active leisure, learning and well-being have had vacancies and overall, 8% have had hard to fill vacancies in active leisure, learning and well-being.

Skills gaps

Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

**Sports, Fitness and the Outdoors**
- Sport specific technical SkillsActive First aid
- Child protection
- Communication
- Management
- Planning and preparing work

**Playwork**
- Knowledge of playwork values and principles
- Initiative
- Planning and preparing work
- Problem solving
1.15.2 East

The East of England has a broad and exciting sporting heritage. Among the key features of this are a number of nationally important sporting and recreational facilities including:

• A number of important football stadiums and facilities; Carrow Road, Norwich and Portman Road, Ipswich, have both hosted international football whilst Vicarage Road, Watford has hosted international rugby.
• The headquarters of British horseracing at Newmarket
• Three other race courses at Fakenham, Huntingdon and Yarmouth
• A major short-course swimming pool in Cambridge
• A motor racing circuit at Snetterton
• A nationally-renowned sports centre the University of East Anglia Sports Park in Norwich, which contains facilities for 36 different sports and houses the East of England’s only Olympic-standard swimming pool with the potential to have significant involvement in the 2012 Olympics
• The Norfolk Broads
• Grafham Water with its sailing centre of excellence

In addition, there is good representation in high-profile professional sports. This includes a first-class county cricket club (Essex), a Premiership football club (Watford) and six football league clubs (Colchester United, Ipswich Town, Luton Town, Norwich City, Peterborough United and Southend United) and a Premiership rugby union club (Saracens). The region regularly hosts a number of international sporting events, including: the Guineas Festival at Newmarket, featuring two of the five British classic horse meetings, the 1000 Guineas and the 2000 Guineas, and the World Bowls Championships in Suffolk. The natural environment means that the region attracts many people for outdoor pursuits and water sports. The presence within the region of the Norfolk Broads and miles of coastline presents the opportunity for a wide range of outdoor recreation including sailing, windsurfing, diving and cruising.

The East of England also has a diverse tourism offer, including coastal destinations (e.g. Southend, Great Yarmouth, Lowestoft), countryside locations (e.g. the region’s four areas of outstanding natural beauty and the Norfolk and Suffolk Broads) rural and urban experiences, waterways, cycling and walking routes, sporting and cultural events and activities and visitor attractions (e.g. the Imperial War Museum, Colchester and Whipsnade Zoo).

With regard to the caravan industry, the region hosts over 416 parks, accounting for the third largest proportion of caravan parks in England. The region has a number of sites, including the 2006 ‘Enjoy England Awards for Excellence’ silver award winner for Caravan Holiday Park of the Year (the camping and caravan clubs at Sandringham).

**Employment**

There are around 61,400 people employed in Active leisure, learning and well-being in the East region. The largest sub-sector is sport and recreation, which accounts for around 60% of the total employment.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
</table>

29
<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Whole economy</td>
<td>54%</td>
<td>46%</td>
</tr>
</tbody>
</table>

**Gender profile of workforce**

Around 62% of the active leisure, learning and well-being workforce are female and the remaining 38% male. This high proportion of female workers is in part due to the high number of female playworkers in the region.

**Age profile of the workforce**

The age profile of the active leisure, learning and well-being workforce in the East region is fairly evenly distributed. Around 25% of the workforce is aged 16-24, which is higher than the proportion of 14% across all industries. However, 38% of the workforce is over the age of 45.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>25-34</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>45+</td>
<td>38%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Employment status**

Overall, around 87% of the workforce are paid employees and the remaining 13% are self-employed. Nevertheless, the profile of the workforce varies from the economy as a whole, with 45% working part-time compared with 27% across all industries.
Vacancies and hard to fill vacancies

17% of establishments in active leisure, learning and well-being have had vacancies and overall, 6% have had hard to fill vacancies in active leisure, learning and well-being.

Skills gaps

Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

Playwork
- Knowledge of playwork values and principles
- Initiative
- Management
1.15.3 North East

The North East is home to a number of high profile sporting clubs across a range of sports, these include:

- Football – Sunderland, Newcastle United and Middleborough
- Cricket – Durham County Cricket Team
- Rugby Union – Newcastle Falcons
- Ice Hockey – Newcastle Vipers

All these clubs are housed within major sporting venues within the region plus there are other sporting venues that host national and international events including Gateshead International Stadium and the Tees Barrage. The North East has 20 facilities listed in the London 2012 Pre Games Training Camps Guide, such as Deerness Gymnastics and leisure centre, the Glenn McCrory School of Sport, Hartlepool Marina and the Sunderland Aquatics Centre. St James Park has also been identified as an official facility for the London 2012 Games.

In addition, the region is home to 4 universities providing sports provision recognised in the 2012 Training Camps Guide, Durham University, Northumbria University, The University of Sunderland and the University of Teesside.

The North East also has some natural assets where the public can be both physically active or participate in sporting opportunities - Kielder Water, Derwent Reservoir, the Northumberland coastline, the Coast 2 Coast (C2C) cycling route (part of the National Cycle Network), the Cleveland Way, the Hadrian’s Wall path, the Pennine Way and Teesdale Way. The North East is also host to the half marathon with the largest participation in the world – the Great North Run.

‘Adventure tourism’ has been identified as a concept growing in strength and the region has seen particular developments in the extreme sports industry. For example, the region is home to the Sunderland Wall, one of Europe’s highest competition walls, the Peterlee Parachute Centre and the Chris Birkbeck International Rally School

Employment

There are around 24,500 people employed in active leisure, learning and well-being in the North East region. The largest sub-sector is sport and recreation, which accounts for around 61% of the total employment.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and Recreation</td>
<td>14,900</td>
<td>61%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>1,900</td>
<td>8%</td>
</tr>
<tr>
<td>Playwork</td>
<td>6,200</td>
<td>25%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>1,000</td>
<td>4%</td>
</tr>
<tr>
<td>Caravans</td>
<td>1,400</td>
<td>6%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>24,500</td>
<td></td>
</tr>
</tbody>
</table>

Gender profile of workforce
Around 65% of the active leisure, learning and well-being workforce are female and the remaining 35% male. This high proportion of female workers is in part due to the high number of female playworkers in the region.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Whole economy</td>
<td>53%</td>
<td>47%</td>
</tr>
</tbody>
</table>

**Age profile of the workforce**

The age profile of the active leisure, learning and well-being workforce in the North East Region is fairly evenly distributed, although there is a higher proportion of younger people working in the sector than is seen across all industries. Around 28% of the workforce is aged 16-24 compared with just 15% across all industries.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>25-44</td>
<td>32%</td>
<td>45%</td>
</tr>
<tr>
<td>45+</td>
<td>40%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Employment status**

Overall, around 93% of the workforce are paid employees and the remaining 7% are self-employed. The profile of the workforce varies from the economy as a whole, with 51% working part-time compared with 29% across all industries.

**Vacancies and hard to fill vacancies**

15% of establishments in active leisure, learning and well-being have had vacancies and overall, 6% have had hard to fill vacancies in active leisure, learning and well-being.
Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

**Sport, Fitness and the Outdoors**
- Sport specific technical Skills
- Active Communication
- First aid
- Team working
- Health and Safety
- Working with disabled people
- Child protection
- Initiative

**Playwork**
- Knowledge of playwork values and principles
- Initiative
- Planning and preparing work
- Team working
- Management
- Communication
1.15.4 South West

The region is host to a number of high profile sporting events and venues including:

- Beautiful coasts, beaches and countryside – surfing, sailing, surf lifesaving, Tarka Trail, Camel Trail and coast paths.
- A growing reputation for Xtreme sports – Xtreme Academy (Watergate Bay), mountain-boarding world championships (Weston-super-Mare), and surfing (Fistral Beach).
- A number of high profile professional sports – two county cricket clubs, eight football league clubs, three premiership rugby union clubs and three national league 1 rugby union clubs.
- A number of high-profile events – Cheltenham Gold Cup, Badminton Horse Trials (the undisputed home of three day eventing), European surfing at Newquay, sailing at Weymouth, World Half Marathon in Bristol, World Modern Pentathlon at Millfield School and St Mellion has hosted the B&H International Open.
- Significant facility developments for performance sport, sports science and sports management at the universities – Bath (English Institute for Sport), Bristol, Bournemouth, UWE, Exeter, Plymouth, Gloucester and Cornwall.
- The University of Bath has a first-class sports complex, which has been designated by the UK Sports Institute as a National Network Centre. It already provides a base for the Amateur Swimming Association, UK Athletics, the Lawn Tennis Association, the All England Netball Association, the British Judo Association, the Badminton Association of England, and the British Bobsleigh Association.

Securing the Olympic sailing events for the 2012 games is part of a wider initiative to improve the region’s branding and image. A key venue will be the Weymouth and Portland National Sailing Academy.

Tourism is a priority sector within the South West. The caravan sector is important within the South West accounting for 28% of caravan parks in England. The region accounts for the largest proportion of caravan parks in England. Popular destinations, such as Cornwall have a wealth of caravan and camping sites.

Employment

There are 53,700 people in employment in the Active leisure, learning and well-being industry in the South West of England. The largest sub-sector is sport and recreation that represents 52% of the active leisure, learning and well-being workforce.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and Recreation</td>
<td>28,100</td>
<td>52%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>4,100</td>
<td>8%</td>
</tr>
<tr>
<td>Playwork</td>
<td>12,800</td>
<td>24%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>3,100</td>
<td>6%</td>
</tr>
<tr>
<td>Caravans</td>
<td>7,600</td>
<td>14%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>53,700</td>
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</tr>
</tbody>
</table>

Gender profile of workforce

The active leisure, learning and well-being workforce has a higher proportion of female workers compared with the whole regional economy (60% compared with 47%).

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>40%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Age profile of the workforce

There is a higher proportion of 16-24 year olds in the active leisure, learning and well-being workforce than the whole regional economy (24% compared with 15%).

<table>
<thead>
<tr>
<th></th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>25-34</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>45+</td>
<td>38%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Employment status

Overall, 88% of the active leisure, learning and well-being workforce are in paid employment with the remaining 12% self employed. A substantially higher proportion of staff work part-time in active leisure, learning and well-being compared with all industries (51% compared with 29%).

Vacancies and hard to fill vacancies

18% of establishments in active leisure, learning and well-being have had vacancies and overall, 6% have had hard to fill vacancies in active leisure, learning and well-being.
Skills gaps

Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

*Sport, Fitness and the Outdoors*
- Sport specific technical Skills
- Active Communications
- Management
- Teamworking
- Planning and preparing work
- Initiative
- Project management
- Problem solving

*Playwork*
- Knowledge of playwork values and principles
- Initiative
- Basic computer/IT skills
- Planning and preparing work
1.15.5 East Midlands

The East Midlands tourism strategy identifies that the region has a strong sports infrastructure (e.g. professional teams, motor racing circuits and horse racing courses) and facilities (National Ice Centre, National Water Sports Centre, Rutland Water Sailing Club). The natural resource is also stressed, for example the Peak District is a national resource for climbing.

In terms of facilities, the region is home to a number of world-class facilities and centres including:
- The National Ice Centre,
- The National Water Sports Centre
- The National Cricket Academy
- The Nottinghamshire Tennis Centre
- First class golf courses, such as Belton Woods, and the National Golf Centre at Woodhall Spa.
- Racecourses at Nottingham, Leicester, Southwell, Market Rasen and Towcester, with Burleigh House hosting the annual International Horse Trials.

The region also hosts a range of professional sports clubs such as Derby County, Leicester City and Nottingham Forest football clubs and Leicester Tigers and Northampton, who play in the rugby premiership. Leicester Riders play in the British basketball league whilst Nottingham Panthers appear in the elite ice hockey league.

Derbyshire, Nottinghamshire, Leicestershire and Northamptonshire are all first class cricket counties. Trent Bridge regularly hosts test match cricket.

The region has a reputation for developing performance sport and is home to well known facilities such as Loughborough University, the English Institute of Sport, Nottingham University and The Queens Medical Centre (sports medicine). Loughborough University in particular is an internationally renowned sports science and education institution that houses many national sport organisations and has world-class training facilities. There is a strong reputation at Loughborough University and surrounding areas for academic teaching and research in sports science, sports management (including its centre for Olympic studies); sports pedagogy and sports engineering. It has a large sports scholarship programme and the Centre for Disability Sport and the English Institute of Sport also housed on campus. The campus also attracts a large number of high level coaches and coach educators. This all drives the pathway to success for the East Midlands to be the most successful sporting region in England, (Genesis Report).

Furthermore in 2009 university and its associated facilities were selected to be used by 15 Japanese sports in the lead up to the 2012 Olympic Games.

The region is also home to Loughborough College, which offers a range of courses in sport, exercise and fitness from level 1 to honour degree level. It offers a range of Apprenticeships including the advanced apprenticeship in sporting excellence. The college has a range of facilities and offers support to elite athletes.

Tourism remains a significant contributor to the East Midlands economy. The region hosts a broad tourism offer, including coastal and countryside destinations (e.g. the Peak District, Sherwood Forrest and the National Forest) and popular city and town locations. There are

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4www.lboro.ac.uk
many places to walk and cycle, and the growing network of rights of way, footpaths, multi-use trails and long-distance paths forms an important recreational resource.

**Employment**

There are **44,300** people in employment in the Active leisure, learning and well-being industry in the East Midlands. The largest sub-sector is sport and recreation that represents 61% of the active leisure, learning and well-being workforce.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and Recreation</td>
<td>27,200</td>
<td>61%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>3,900</td>
<td>9%</td>
</tr>
<tr>
<td>Playwork</td>
<td>10,100</td>
<td>23%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>2,100</td>
<td>5%</td>
</tr>
<tr>
<td>Caravans</td>
<td>2,700</td>
<td>6%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>44,300</td>
<td>-</td>
</tr>
</tbody>
</table>

**Gender profile of workforce**

The active leisure, learning and well-being workforce has a higher proportion of female workers compared to the whole regional economy (58% compared with 45%).

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>Whole economy</td>
<td>55%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Age profile of the workforce**

Overall, the age profile in active leisure, learning and well-being is similar to that for the whole regional workforce. There is a higher proportion of 16-24 year olds in active leisure, learning and well-being than the whole regional economy (20% compared with 15%).

<table>
<thead>
<tr>
<th></th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>25-34</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>45+</td>
<td>40%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Employment status**

Overall, 90% of the active leisure, learning and well-being workforce are in paid employment with the remaining 10% self employed. A higher proportion of staff work part-time in active leisure, learning and well-being compared to all industries, 53% work part-time compared to 28%.  


14% of establishments in active leisure, learning and well-being have had vacancies and overall, 7% have had hard to fill vacancies in active leisure, learning and well-being.

Skills gaps

Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

Sport, Fitness and the Outdoors
- Sport specific technical skills
- First aid
- Child protection

Playwork
- Knowledge if playwork values and principles
- Basic computer/ IT skills
- Initiative
- Planning and preparing work
- Management
- Team working
1.15.6 North West

The North West has a rich sporting infrastructure, hosting a broad range of active leisure across the region.

In terms of sport the region is home to:

- A number of professional football teams, including Liverpool, Everton, Manchester United, Manchester City, Bolton Wanderers, Blackburn Rovers and Wigan Athletic
- A county cricket club and a test match venue in Lancashire
- SuperLeague rugby clubs including St. Helens, Warrington, Salford and Wigan
- A number of first class golf courses including three Open Championship venues (Lytham, Birkdale and Royal Liverpool)
- The world’s biggest horse race (the Grand National at Aintree) and has other courses at Haydock, Chester, Carlisle and Cartmel.

In addition to attracting visitors and spending to the region through football, rugby and cricket matches, the region has a strong history of hosting major sporting events and is expected to continue to do so in the future. Most notable was the hosting of the Commonwealth Games in 2002, which provided many opportunities for the region, including raising the image of Manchester and the Northwest, creating over 6,000 job opportunities, substantial increases to the turnover of local businesses and providing a vehicle for regeneration.

As can be expected, the region has a number of major stadiums and facilities. In addition to major football, cricket and rugby stadiums, the region is home to the MEN indoor arena, the National Cycling Centre and the Manchester Aquatics Centre.

The English Institute of Sport is based at Sportcity in Manchester and a World Academy of Sport (part of Manchester University’s Business School) has been established. Adidas and Reebok are also represented in the North West. Furthermore, the region hosts three of the UK’s largest retail chains: JJB Sport, JD Sports, with major UK outdoor sportswear manufacturers Sprayway and Ellis Brigham also in the Northwest.

In terms of the outdoors the region is home to the Lake District, Forest of Bowland and the coast. Facilities include a purpose built mountain bike trail and outdoor activity centres.

Employment

There are 65,700 people in employment in the Active leisure, learning and well-being industry in the North West of England. The largest sub-sector is sport and recreation that represents 58% of the active leisure, learning and well-being workforce.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and Recreation</td>
<td>38,300</td>
<td>58%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>5,400</td>
<td>8%</td>
</tr>
<tr>
<td>Playwork</td>
<td>17,000</td>
<td>26%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>2,800</td>
<td>4%</td>
</tr>
<tr>
<td>Caravans</td>
<td>4,400</td>
<td>7%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>65,600</td>
<td>-</td>
</tr>
</tbody>
</table>

Gender profile of workforce
The active leisure, learning and well-being workforce is fairly evenly distributed (51% female, 49% male).

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Whole economy</td>
<td>53%</td>
<td>47%</td>
</tr>
</tbody>
</table>

**Age profile of the workforce**

Overall, the age profile in active leisure, learning and well-being varies from that of the whole regional workforce. There is a substantially higher proportion of 16-24 year olds in active leisure, learning and well-being than the whole regional economy (24% compared with 15%) and a lower proportion of 35-44 year olds (17% compared with 26%).

<table>
<thead>
<tr>
<th></th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>25-34</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>45+</td>
<td>34%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Employment status**

Overall, 89% of the active leisure, learning and well-being workforce are in paid employment with the remaining 11% being self employed. A substantially higher proportion of staff work part-time in active leisure, learning and well-being compared with all industries (47% work part-time compared with 27%).

**Vacancies and hard to fill vacancies**
15% of establishments in active leisure, learning and well-being have had vacancies and overall, 5% have had hard to fill vacancies in active leisure, learning and well-being.

**Skills gaps**

Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

**Sports, Fitness and the Outdoors**
- Sport specific technical Skills
- Active Communication
- Initiative
- Team working
- Planning and preparing work
- Child protection
- First Aid

**Playwork**
- Knowledge of playwork values and principles
- Planning and preparing work
- Problem solving
- Basic computer/ IT skills
- Team working
- Communication
- Management
- Initiative
London has a rich mix of active leisure, learning and well-being facilities, high profile sporting clubs and venues and hosts a wide range of international, national, regional and local events.

- A number of professional football clubs: Arsenal, Tottenham Hotspur, Chelsea, Charlton, West Ham, Fulham, Crystal Palace, Leyton Orient, Millwall, Queens Park Rangers and Brentford;
- Middlesex and Surrey both host county cricket clubs in the region. Lords and the Oval respectively host The Ashes;
- A number of Premier rugby union clubs including Wasps and Harlequins and London Broncos.

Furthermore the region is home to a wide variety of major stadiums and facilities; Twickenham is the home of rugby union, Lords the home of cricket and Wimbledon the home of tennis. Crystal Palace is a major athletics venue whilst The Oval is a major test cricket venue.

Wembley Stadium, Arena and conference centre, the O2 Arena and the Docklands arena host a variety of sporting events. Furthermore, there is a number of English Institute of Sport centres across London including St Mary’s College, Twickenham, Sutton Indoor Arena, Crystal Palace, and the New River Stadium in Haringey.

A wide variety of sporting events take place in London, which attract a number of visitors and spending to the region. Key events include the London Marathon (with over 30,000 participants), the Wimbledon tennis tournament.

The most important forthcoming sporting event for the region is undoubtedly the 2012 Olympic and Paralympic Games. The event is expected to bring a number of long term benefits to the region, not least an increase in sports participation and substantial investment and development of the sporting infrastructure in London.

**Employment**

There are around 70,200 people employed in Active leisure, learning and well-being in London. The largest sub-sector is sport and recreation, which accounts for around 64% of the total workforce.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and Recreation</td>
<td>45,200</td>
<td>64%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>5,900</td>
<td>8%</td>
</tr>
<tr>
<td>Playwork</td>
<td>18,100</td>
<td>26%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>3,100</td>
<td>4%</td>
</tr>
<tr>
<td>Caravans</td>
<td>800</td>
<td>1%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>70,200</td>
<td>-</td>
</tr>
</tbody>
</table>

**Gender profile of workforce**

Around 56% of the Active leisure, learning and well-being workforce are female and the remaining 44% male. This is the opposite profile to that recorded across the economy as a whole.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Whole economy</td>
<td>56%</td>
<td>44%</td>
</tr>
</tbody>
</table>
Age profile of the workforce

The age of the active leisure, learning and well-being workforce in London shows some variation from that of the London economy as a whole. Half the workforce is under the age of 35, compared with 42% across all industries.

<table>
<thead>
<tr>
<th></th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>25-34</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>35-44</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>45+</td>
<td>29%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Employment status

Overall, around 87% of the workforce are paid employees and the remaining 13% are self-employed. The proportion of part-time workers in the active leisure, learning and well-being sector is higher than that of the economy as a whole (44% compared with 23% of the total workforce).

Vacancies and hard to fill vacancies

30% of establishments in active leisure, learning and well-being have had vacancies and overall, 8% have had hard to fill vacancies in active leisure, learning and well-being.

Skills gaps

45
Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

Sport, Fitness and the Outdoors

*Paid Roles*
- Sport specific technical skills
- Communication
- Management
- First aid
- Child protection
- Project management
- Working with people with disabilities

Playwork
- Initiative
- Planning / preparing work
- Problem solving
- Management
- Knowledge of Playwork principles
- Basic computer/IT skills
1.15.8 West Midlands

The West Midlands hosts a range of high-profile sporting venues, clubs and events, including:

- The National Indoor Arena (NIA) in Birmingham, which has staged over 40 major international sporting events since it opened in 1991. This has included: World and European Indoor Athletics, Davis Cup tennis matches and the World Indoor Climbing Championships.
- Several football Premiership/Championship Clubs (including Aston Villa, West Bromwich Albion, Birmingham City, Stoke City, Wolverhampton Wanderers and Coventry City). High-profile professional clubs in rugby (Worcester), cricket (Worcestershire, Warwickshire) and basketball (Birmingham Bullets).
- Successful clubs in the West Midlands have members that compete at national and international level e.g. Cannock Cricket and Hockey Club and Birchfield Harriers and Athletics Club.
- The National Sports Centre at Lilleshall, which is part of the English Institute of Sport (EIS).
- Other EIS sites include: the British Judo Association National World Class Development Centre at the University of Wolverhampton and squash and hockey centres at the University of Birmingham.
- The Belfry is a world-class golf course and academy and has hosted the Ryder Cup.
- Warwickshire County Cricket Ground in Edgbaston regularly hosts test match cricket.
- A regional indoor training centre at Worcester Rugby Club
- Racecourses at Cheltenham, Wolverhampton, Ludlow, Stratford, Uttoxeter, Warwick, Worcester and Hereford
- Also there’s the National Exhibition Centre (NEC) which hosts Leisure Industry Week, Outdoor Show, Caravanning Show and a number of national sporting event.

Employment

There are around 48,200 people employed in Active leisure, learning and well-being in the West Midlands (around 1.9% of the total West Midlands workforce). The largest sub-sector is Sport and Recreation, which accounts for around 62% of the total workforce.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and Recreation</td>
<td>28,600</td>
<td>59%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>3,700</td>
<td>8%</td>
</tr>
<tr>
<td>Playwork</td>
<td>13,900</td>
<td>29%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>1,900</td>
<td>4%</td>
</tr>
<tr>
<td>Caravans</td>
<td>1,900</td>
<td>4%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>48,200</td>
<td></td>
</tr>
</tbody>
</table>

Gender profile of workforce

Around 62% of the active leisure, learning and well-being workforce are female and the remaining 38% male.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Whole economy</td>
<td>54%</td>
<td>46%</td>
</tr>
</tbody>
</table>
**Age profile of the workforce**

Around 22% of the active leisure, learning and well-being sector are aged 16-24, a higher proportion than is recorded across the economy as a whole (14%).

<table>
<thead>
<tr>
<th>Age Group</th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>25-34</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>45+</td>
<td>38%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Employment status**

Overall, around 95% of the workforce are paid employees and the remaining 5% are self employed. The level of self employment in the sector is lower than the average recorded across the West Midlands economy as a whole (11%).

The proportion of part-time workers in the active leisure, learning and well-being sector is higher than the economy as a whole (52% compared with 28%).

**Vacancies and hard to fill vacancies**

17% of establishments in active leisure, learning and well-being have had vacancies and overall, 8% have had hard to fill vacancies in active leisure, learning and well-being.

**Skills gaps**
Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

**Sport, Fitness and the Outdoors**
- Sport specific technical Skills
- Active
- Communication
- Management
- Team working
- Initiative
- Planning and preparing work

**Playwork**
- Initiative
- Knowledge of Playwork values and principles
- Planning and preparing work
- Team working
- Management
1.15.9 Yorkshire and the Humber

The Yorkshire and Humber region has a strong sporting infrastructure and is home to a cluster of sports science, technology, medicine and economics research and development units.

The region is home to a range of professional sports clubs including football (Leeds United, Huddersfield Town, Sheffield United, Sheffield Wednesday, Hull City and Barnsley). Rugby: Hull, Leeds Rhinos, Leeds Tykes and Bradford Bulls. Basketball: Sheffield Sharks. Ice Hockey: Sheffield Steelers and Hull Stingrays, the region has also hosted

The region is home to Yorkshire County Cricket Club, with its home ground being the Headingly Carnegie Cricket Ground. The England Cricket team plays test matches as well as one day internationals at the cricket ground.


Tourism remains a significant contributor to the Yorkshire and Humber economy. The region hosts a broad tourism offer, including coastal (e.g. Staithes and Whitby) and countryside destinations (e.g. Pennines and the Yorkshire Wolds). The region also hosts three national parks (the Peak District, North Yorkshire Moors, and the Yorkshire Dales).

The region therefore hosts a range of outdoors activities including rock climbing (e.g. Brimham Rocks, Twisleton Scar, Almscliff, Pule Hill, Robin Proctor’s Scar, Dale’s Caves, Tow Gill), airbourne activities, watersports (e.g. Fosse Hill Lake, the Yorkshire coastline, Flamborough Head) and cycling.

Sheffield in particular has a cluster of sports related university and dedicated research centres, for example:
- Sports Industry Research Centre based at Sheffield Hallam University
- Centre for Sport and Exercise Science based at Sheffield Hallam University (research and expertise)
- The Sport Engineering Research Group (University of Sheffield).

Employment

There are around 51,900 people employed in active leisure, learning and well-being in Yorkshire and the Humber. The largest sub-sector is sport and recreation, which accounts for around 58% of the total workforce.

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Est. no employed (FT/PT/SE)</th>
<th>% of employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and recreation</td>
<td>29,900</td>
<td>58%</td>
</tr>
<tr>
<td>Health and fitness</td>
<td>3,600</td>
<td>7%</td>
</tr>
<tr>
<td>Playwork</td>
<td>13,500</td>
<td>26%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>2,000</td>
<td>4%</td>
</tr>
<tr>
<td>Caravans</td>
<td>4,700</td>
<td>9%</td>
</tr>
<tr>
<td>SkillsActive</td>
<td>51,900</td>
<td>-</td>
</tr>
</tbody>
</table>

Gender profile of workforce
Around 53% of the active leisure, learning and well-being sector is female and the remaining 47% are male. The proportion of women employed in the sector is however higher than the proportion recorded across all industries (46%).

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsActive</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Whole economy</td>
<td>54%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Age profile of the workforce

The age profile of the active leisure, learning and well-being sector is younger than that of the Yorkshire and Humber economy as a whole. Over a third (36%) of those working in the sector are aged 16-24 compared with 16% across all industries. There are also fewer workers aged 35-44 (16% compared with 25%).

<table>
<thead>
<tr>
<th>Age Group</th>
<th>SkillsActive</th>
<th>All Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td>25-34</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>35-44</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>45+</td>
<td>28%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Employment status

Overall, around 91% of the workforce are paid employees and the remaining 9% are self employed. The proportion of part-time workers in the active leisure, learning and well-being sector is higher than the economy as a whole (50% compared with 29%).

Vacancies and hard to fill vacancies
17% of establishments in active leisure, learning and well-being have had vacancies and overall, 5% have had hard to fill vacancies in active leisure, learning and well-being.

Skills gaps

Regional research indicates that there are a number of key skills that employers commonly report a range of skills that are in need of improvement amongst those working in the sector. These are:

Sport, Fitness and the Outdoors
- Sport specific technical Skills
- Active Communications
- Child protection
- Initiative
- Management

Playwork
- Knowledge of Playwork and Principles
- Initiative
- Planning and preparing work
- Team working
- Management
- Communications
- Problem solving