

Sector Summary

Sport Recreation and Leisure

Sector Definition

Skillsactive are the sector skills council for the active leisure and learning industry. Footprint embraces five sub- sector areas which are:

- Sport and recreation
- Health and fitness
- Playwork.
- The outdoors
- Caravan industry

Overview in the North East

65% of organisation in the North East are micro or small enterprises having between one and ten employees and 9% of the workforce is self-employed. The sport and recreation sub-sector boasts the biggest number of employers in the region. Employment covers the public, private and voluntary sectors,

INDICATOR		SkillsActive
		Active leisure and learning
EMPLOYERS		
Number of establishments		700
Share of all establishments		1.3%
EMPLOYMENT		
Number of employee jobs		13,500
Share of all employee jobs		1.3%
QUALIFICATION LEVELS (INDICATIVE)		
Employees whose highest qualifications are at:	Level 4 and above	26.1%
	Level 3	20.2%
	Level 2	31.1%
	Below Level 2	20.5%
	No qualifications	2.1%
Proportion of employees without qualifications at Level 2		22.6%
PROJECTED EMPLOYMENT CHANGE		
Projected employment change 2007-2017		2.0%

(Sector Skills Needs in the NE: Summary Matrix (modified 13 October 2008))

Future Skills Key Demand side issues for 2009/10

Feedback from employers and voluntary organisations within the North East suggests that 37% feel there is a skills gap in their current workforce. Skills specifically identified for improvements are:

- Communication, problem solving, team working and initiative
- Coaching, teaching and instruction roles are very common skills gap area.
- The development of management and leadership skills.

- There are issues relating to numeracy and literacy.
- There is limited capacity of trainers and assessors in the sector.

Sector Qualification Strategies (SQS) and Vocational Qualification Reform (VQR)

All Sector Skills Councils have recently completed their SQS and Action Plans. Through this process a variety of new and updated qualifications will emerge that are more closely aligned to the needs of employers. It is anticipated that there will be a need for providers to develop capacity and up skill their workforce to deliver new qualifications. The following is a link to the SQS.

www.ssda.org/ssda/pdf/070723%20%FINAL%70SkillsActive%20SQS.pdf

Compacts

A sector compact is a non-contractual agreement between the Department for Innovation Universities and Skills, the Learning and Skills Council and a Sector Skills Council to work collaboratively to drive up demand for skills across England through Train to Gain. The LSC will be working with Skills Active to develop their compact in 2009.

Economic Developments

There are several key economic developments that will create opportunities for growth within the Sector.' Leading the Way,' aims to achieve sustainable and inclusive economic growth in the region over the next 10 years. It proposes 3 key areas of action (Business, People and Place), which includes actions specifically for the Active Leisure and Learning sector such as enhancing economic inclusion through the use of sporting and voluntary activities. Furthermore, the regional plan for sport and physical activity ('*Turning Ambition into Reality*') sets out 11 key priorities to ensure that the North East is recognised as an 'active and successful sporting region'.

London 2012 Olympic and Paralympic Games

<http://www.london2012.com/in-your-area/north-east>

The London 2012 Olympic Games and Paralympic Games provide North East England with a global opportunity to celebrate its passion for sport. This will be an opportunity to showcase the world class places and talented people that will inspire participation in sport and physical activity and leave tangible legacies for current and future generations.

Analysis of provision - Train to Gain

Following an analysis of the provision it has been identified that:

- There has been a low uptake of Train to Gain in this sector.
- There is potential for growth in the sector across the full footprint and range of NVQ's available including additional level 2's to volunteers subject to eligibility.

WBL Apprenticeships

Nationally and regionally, the SSCs have indicated that there is a need to increase the uptake of apprenticeships in the sector although some employers

have little or no knowledge of the apprenticeship route. We have recently contracted with providers to offer apprenticeships in Sport Recreation and Leisure For specific information about Apprenticeships, <http://www.skillsactive.com/training/apprenticeships> click [England](#)

Focus Recommendations for 09/10

- Respond to the economic developments in the region with regard to skills growth and demand from employers.
- Develop new delivery models to allow SMEs to get involved and grow provision in the region.
- Develop the capacity of provision particularly trainers and assessors.
- Drive up demand for apprenticeships.