

SW REGION SECTOR SUMMARY

SKILLSACTIVE

SECTOR FOOTPRINT

SkillsActive is the Sector Skills Council for sport and recreation, health and fitness, outdoors, caravan industry and playwork (www.skillsactive.com).

- Tranche 2 - Sector Skills Agreement (SSA) is in place with a SW version also available. In the process of developing a costed business plan with partners.
- The SQS for Active Leisure and Learning, a vision, was independently assessed as 'exemplary' by the Sector Skills Development Agency (SSDA) in March 2007.

SKILLSACTIVE LABOUR MARKET

Sources: SW Sector Skills Agreement Regional Action Plan National Employers Survey 2005, NESS 2007 data derived from LSC SW research team

Sector size & business unit size

- The average annual growth rate over the past 5 years has been more than one and a half times that of the whole economy in the SW.
- GVA for the sector is forecast to grow by 37% from 2004 – 2014 which is slightly faster than the regional economy.
- The sector employs over 50,800 paid employees in at least 3,700 organisations in the SW working in the public, private and voluntary sectors.
- The sector accounts for less than 2% of the workforce in the South West.
- The SW is the most important region to the caravan sector with 28% of all caravan parks in the region.
- Over three-quarters of businesses have between one and 10 employees.
- Around 11% of the workforce is self-employed, with particularly high levels in the outdoors and caravan industry (23% and 21% respectively).
- There was a 30% change between 1998 and 2003 in this sector of employment in the SW (SkillsActive). Forecasts of employment growth suggest that from 2004 to 2014 there will be 5,000 new jobs created through expansion of this sector's employment and that an additional 10,000 jobs will need to be filled due to replacement demand (created by people leaving that sector of employment or retiring). (Source: SLIM SW Sector balance sheet, 2005 edition)
- The average rate of employment growth within the sector has been over 2% higher than the whole SW economy in the past 5 years (1999-2004) and is expected to continue above the regional average over the next 10 years.

Profile of the workforce

- Around 25% of the workforce is under 25 yrs old.

Vacancies & recruitment

- Employing establishments within SkillsActive in the SW reported 850 vacancies in 2007, accounting for 1% of the total number of vacancies in the region.

All information and data contained in this sector summary is accurate up to 31May 2008

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- Of those vacancies 27% were hard-to-fill, lower than the overall average for the SW of 35%.
- In 2007 there were 125 vacancies that were as a result of skills shortage accounting for 15% of all vacancies. Skills shortage vacancies also account for 54% of all hard-to-fill vacancies, lower than the SW average of 62%.
- 16% of SkillsActive establishments in the SW reported skills gaps amongst their existing workforce, in line than the regional average of 16%.

Qualifications in the workforce

- There are large variations in the qualification profiles of the sub-sectors of the Sector Skills Council (SSC)
- Playwork has the highest qualified workforce, with 47% holding a Level 4 or 5 qualification (NB: many people working in playwork may have a higher level qualification but these are not in the main playwork related qualifications); whilst the caravan sector has the least qualified with 35% not holding a Level 2
- Some sub-sectors have up to 35% of people who are not qualified to Level 2. It is thought that there are Skills for Life needs, particularly in the caravan sector.
- Just under three quarters (74%) of SkillsActive establishments in the SW provided on or off the job training in the 12 months prior to the NESS07 survey, higher than the average for all industries as a whole in the SW (68%).

KEY DRIVERS AND ISSUES

Sources: SkillsActive survey of employers.

SkillsActive's six key priorities for the SW:

- Improve the quality and range of services
- Improve recruitment and retention
- Professionalise and up-skill existing workforce
- Match supply to demand
- Re-direct funding
- Increase sector investment in our people.

Key issues

- There is high seasonal and sessional employment and thus a need for bite-size, flexible training.
- The sector relies on a high number of volunteers for the sport, outdoors and playwork sub-sectors; estimates range from 50,000 to 500,000 in the SW.
- These volunteers may be in full-time employment elsewhere, and may already have attained a high standard of education, but will nonetheless need vocational training for safe and competent practice. It is difficult to see where LSC mainstream funding can support this training.

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- SkillsActive estimates that there are 54,000 volunteer coaches who need training in the SW (representing approximately 60% of SW coaches), to meet public expectations of quality and the demands of the more regulated industry.
- There has been an LSC National Office agreement to fund coaching qualifications, linked to developing a volunteering capacity in preparation for the 2012 Olympic Games.
- In the SW a successful Coach Bursary Scheme is being delivered by County Sports Partnerships in partnership with National Governing Bodies. SkillsActive is responsible for managing this project, funding has been provided by the LSC and Sport England. A total of 400 people will either obtain new UKCC Level1 qualifications or upgrade their existing coaching award to UKCC Level 2 or 3. It is the intention of SkillsActive to extend this project.
- There are golf, tennis, swimming, cricket, and Rugby Union Advanced Apprenticeships in Sporting Excellence being funded in the region, again to prepare for the 2012 Olympic games.
- Only 30% of employers state that the quality of FE training was excellent, (rating one or two) on a 5 point scale, mainly due to a lack of relevance of courses.
- SkillsActive has published a list of preferred qualifications, after consultation with employers.
- Playwork is subject to OfSTED regulatory requirements for working with under-8s. Each playwork leader must have a relevant vocational Level 3 qualification plus 2 years experience. At least 50% of all playworkers will have a relevant vocational Level 2 qualification and many workers will already have a high standard of education, although they may not be trained in playwork and so will be ineligible for funding for First Level 2 qualifications.

NSAS/COVES /14-19 DIPLOMA/HE (NATIONAL SKILLS ACADEMIES AND CENTRES OF VOCATIONAL EXCELLENCE)

SkillsActive has submitted its Business Plan to National LSC in April 08 which has now been approved and they are now actively proceeding to the next stage in developing a National Skills Academy for sport and active leisure. SkillsActive aims to establish the National Skills Academy for sport and active leisure as a network of centres of excellence for work-based learning.

The development of a NSA for sport and active leisure will revolutionise the industry by providing one single coherent approach to all skills training in the sector. The National Skills Academy for sport and active leisure aims to:

- Deliver the highest quality training meeting employer's need, when they need it, through quality 'assured' providers, locally, regionally, nationally and virtually. It will utilise existing training provision and seek innovative training delivery through being an 'industry (or EMPLOYER)' led initiative.
- Provide clear information on career pathways, workforce development opportunities, training provision; in a currently confused market place.
- Be a 'one-stop-shop' for all business and organisational training needs, across core skills including; customer care, management and leadership, and the specific technical skills needed to meet legislation. It will provide employers with a cost

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effective way to 'buy-in' training, as local employers will be able to bulk purchase courses from local, regional and national providers.

It is anticipated that the South West NSA Hub will launch in September 2009

14-19 Diploma Development

The Society, Health and Development Diploma is one of the first of five pathfinder Diplomas to be launched in schools from next year. The new Diploma will provide young people with an understanding of health, social care, children's service and community justice and will help them to develop the skills critical to working successfully in all these areas, problem solving, team working, communication and creative thinking.

The Diploma Development is being led by a partnership of Sector Skills Bodies representing the health, social care, community justice and children's workforce, led by Skills for Health. SkillsActive is leading on behalf of the Children's Network, supported by CWDC to ensure that the view of employers, volunteers and stakeholders are represented in the content and structure of the new Diploma.

SkillsActive started development of the sport and leisure line of learning in January 2007. The sport and leisure diploma is in the third phase and will be available for delivery from September 2010.

Advanced Apprenticeship in Sporting Excellence (AASE)

SkillsActive in partnership with a number of governing bodies of sport, industry experts and other partnership organisations, has developed the Advanced Apprenticeship in Sporting Excellence (AASE) framework. The framework was approved in March 2004, has been rolled out across football, rugby union and in golf, and AASE is being piloted by a number of sports across the UK from September 2006.

AASE has been designed to meet the needs of young people (aged 16-18) 'who have the realistic potential to achieve excellence in their sport and are seeking to perform at the highest level as their main career goal'. Notionally taking two-years to complete, the AASE framework will provide for the first time a structured national training and development route, across all sports, for talented young athletes, many of whom may go to represent their country on the Olympic stage or gain professional contracts.

Foundation Degree

SkillsActive has developed foundation degree sector frameworks for the health and fitness, sports development, sports management, the outdoors, playwork and coaching sectors. The frameworks provide employer-led sector specific advice on aspects of foundation degree design and delivery such as entry, progression, learning outcomes, links to national occupational standards, professional bodies and work-based learning.

KEY EMPLOYERS

Local Authorities are the biggest employers.

Other large employers include:

- Haven
- David Lloyd
- Fitness First

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- DC Leisure
- Bourne Leisure.

There are County Cricket Clubs in Gloucestershire and Somerset, and Gloucester and Bath are in the Premier Division in Rugby Union. There are several Nationwide football clubs in the SW: Bristol City, Bristol Rovers, Swindon, Bournemouth, Plymouth, Exeter, Torquay, Cheltenham and Yeovil.

In terms of equine sports there are 6 racecourses and the Badminton, Gatscombe Park and Bath & West Show Horse Trials are in the SW.

The English Institute of Sport is based at the University of Bath. The Weymouth and Portland Sailing Academy is in Dorset and will be hosting the 2012 Olympic Games sailing events.

The SW has the highest number of caravan parks and facilities of any region in the UK.

There are also a number of major theme and leisure parks including those at Flambards and Combe Martin.

Local and regional projects/networks

SkillsActive is a member of the Sector Skills Development Agency's South England Public Services Alliance and is intending to rejoin the Skills for Life group.

County Sports Partnerships are part-funded by Sport England and are established in each county; SkillsActive is supporting the workforce development strand.

Paul Pettigrew, SW Skills Director for Olympics, has developed a Sports Provider group to discuss the needs of the 2012 Olympics and will ensure that the sector is prepared and takes advantage of preparations for the games.

SW Playwork employer forum is now fully established for the sub-sector so that professionals can share information, discuss pertinent issues and ensure that training and qualifications are more employer-led.

Playwork partnerships bring together Local Authorities and public agencies interested in delivering playwork.

SUMMARY OF SUPPLY

Source: LSC IPOL data (ILR extract)

Analysis of further education and work based data by Sector Skills Council footprint is not yet available for 2006/07. The data presented below relates to Train to Gain activity which can, in most cases, be attributed to a specific sector.

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Skills Active Starts 06/07		
Starts	NVQ in Instructing Exercise and Fitness	27
	NVQ in Leisure Management	1
	NVQ in Sport, Recreation and Allied Occupations: Activity Leadership	
	NVQ in Sport, Recreation and Allied Occupations: Operational Services	151
Total Starts		179

SUMMARY OF DEMAND

In general, SkillsActive has good employer engagement with training, however, this may differ by sub-sectors.

Playwork, given its mandatory requirements for training, will presumably have higher employer engagement than other sub-sectors.

SkillsActive has identified a need for management and leadership training in the caravan sub-sector.

In the playwork sub-sector there is a need to continue to develop playwork as a profession, gain recognition and up-skill the existing workforce. The skill needs identified in the sector through employer consultation across the UK are:

- Playwork specific skills and qualifications
- An understanding of the values and principles of playwork
- Business and management skills; specifically leadership, partnership working, marketing and fundraising
- More staff trained to Levels 2 & 3
- Higher level qualifications
- Playwork training and quality work experience for trainers and assessors.

Employers are keen to make the most of the opportunities presented by the Olympic sailing events that will be held in Weymouth in 2012.

Training and capacity building of NVQ assessors and assessment centres are considered important.

Qualifications

Employers in the sector are often concerned with workplace competence, which is why much emphasis is placed on S/NVQs. They reflect the skills and knowledge required to do a job effectively and are based on National Occupational Standards (NOS), a huge area of work for SkillsActive.

- At level 1, there is only one S/NVQ. Active leisure and learning, 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

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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.

Apprenticeships

Apprenticeships in the active leisure and learning sector have been designed to present opportunities for young people aged 16-25 to develop a mix of practical and technical skills that will allow them to both develop at work and, where applicable, progress to higher education.

The Integrated Qualifications Framework (IQF)

As a result of the Laming Report into the death of Victoria Climbié, there is Government commitment to ensuring that agencies and individuals who work with children and young people do so in a collaborative and co-operative way. A key action to support this is the development and implementation of an Integrated Qualifications Framework (IQF) on which appropriate qualifications for members of the children's workforce will be placed.

<http://www.skillsactive.com/resources/consultations-have-your-say/skillsactive-consultations/integrated-qualifications-framework>

The primary purpose of the IQF is to improve the quality of services to children, young people, their families and carers through a coherent and integrated service provision. The IQF is designed to enable employers to recognise when their workforce are appropriately trained to work with children and young people. Equally importantly, it is designed to support the development of a competent and flexible workforce, enabling workers to move more easily between roles using the Common Core as a suite of transferable skills and knowledge applicable to all members of the children's workforce. It will enhance the career development opportunities and enable people to move more freely from one occupational area to another related one, building on a common framework. The development of the IQF is ongoing and it should be fully implemented by 2010.