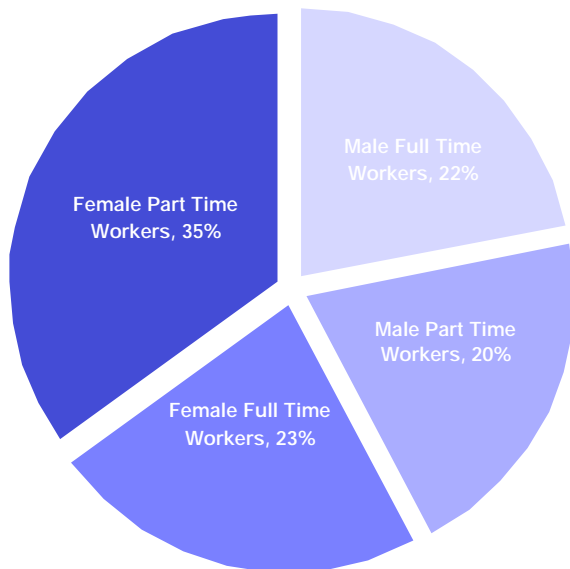


## Active Leisure and Learning in the East Midlands

### How many jobs in the Sector?

East Midlands distribution of employment in the sector



- Around 31,000 people are employed in the sports and active leisure sector in the East Midlands in 2002, with a further 2,500 people self-employed
- 1.8% of the regional workforce is employed in the sector, a proportion slightly higher than the national figure for the sector
- 7.3% of all sports and active leisure jobs in the UK are in the East Midlands
- 57.8% of the workforce are women
- 55.3% of the workforce are part-time
- Besides the paid workforce, there is an estimated 494,300 who work on an informal voluntary basis including 170,900 people performing core formal voluntary roles.

Source: ABI 2002 (excludes self-employed)

### Job opportunities in the sector

- The Annual Business Inquiry shows that between 1998-2002 employment in the sector increased by over 7,900 jobs
- In 1998 Skills Foresight data for England suggested a 2.5% annual growth in employment in the sector over the next ten years, however the East Midlands has exceeded this forecast in the four year period up to 2002 with an average growth rate of 7.6% per year
- Besides this considerable expansion, there is also expected to be a relatively high staff turnover rate. Up to 2008, 30% of current jobs will need to be filled because of replacement demand, a figure equivalent to 10,100 jobs



National Foresight data for the sector suggests that:

- Female employment will experience a slightly greater increase than male employment
- There is expected to be a higher growth in part-time employment
- The rate of growth in the level of self-employment will be modest compared to the growth in the number of employees

### Businesses in the Sector

- There are over 2,600 sports and active leisure business units in the East Midlands

- A lower proportion of businesses in the sector (77%) are micro-businesses (employing up to 10 people), compared to 82% across all sectors in the region
- There is a higher proportion of small businesses employing 11-24 people (12%) than in the East Midlands economy as a whole (10%)
- There are relatively few large businesses with over 200 employees
- A high proportion of people in the sector work in businesses employing 11-24 people (17% compared to an average of 13% in the region) and businesses employing between 25 and 49 employees (20% compared to a regional 13%). As a consequence of this employment in small sized businesses there is relatively less employment in micro and especially large sized businesses

*Source: Annual Business Inquiry*

### **Key companies in the Sector**

There are many well-known large companies operating in the Sector. In professional sport, Leicester City are in The Football League Championship (formally known as Division One), whilst there are a host of Coca Cola clubs such as Nottingham Forest and Derby County. Nottinghamshire, Derbyshire, Leicestershire and Northamptonshire all host County Cricket Clubs. Sports such as horse racing and motor sports (Silverstone, Donnington and Rockingham Speedway are all located in the region) are responsible for attracting visitors and spending in the region. The British Grand Prix at Silverstone generates £28 million for the local economy.

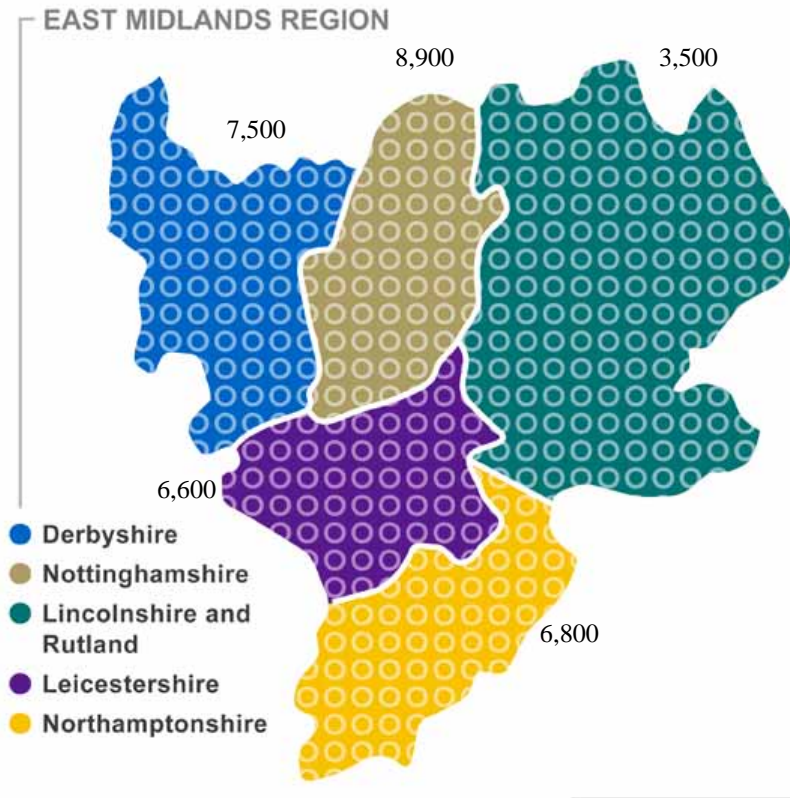
The English Institute of Sport is based at Loughborough University and works with 18 sports including swimming, hockey, women's rugby and athletics. They lead on triathlon and on the Potential and Start programmes for rowing. The region also boasts a number of stadia and facilities; the Walkers Stadium in Leicester and Pride Park in Derby have both hosted international football, Welford Road is the home to Leicester Tigers RFC and Trent Bridge is a test cricket venue. The National Ice Centre is located in Nottingham as is the National Water Sports Centre at Holme Pierrepont, Nottingham. The Peak District presents the opportunity for a wide range of outdoor recreation whilst Rutland Water is a major water-sports venue. Much employment in sport and fitness is local authority based, but private clubs are an increasing source of employment opportunities. There are a number of major theme and leisure parks in the region including Gullivers Kingdom and American Adventure.

### **Major developments in the Sector**

The following major developments will affect employment in the Active Leisure and Learning Sector:

- The proposal for the creation of an East Midlands Sports Board supported by the regional development agency and the regional assembly of the East Midlands.

## **Employment in the Active Leisure and Learning Sector in the sub-regions**



- As the map shows, regionally Nottinghamshire and Derbyshire employ the most people in sports and active leisure. Employment in this sector as a percentage of total employment is highest in Northamptonshire (2.2%)

- Northamptonshire and Nottinghamshire have the highest number of sports and active leisure businesses

- Businesses in this sector make up 1.8% of businesses in the region with the highest proportion in Northamptonshire (4.0%) reflecting the concentration of motor racing businesses in the county

### Skills and recruitment issues in the Sector

The 2003 National Employer Skills Survey was commissioned by the Learning and Skills Council, in partnership with the Sector Skills Development Agency (SSDA) and the Department for Education and Skills, in order to provide detailed information about the extent, causes and implications of England's recruitment problems and skill gaps. It also measures employers' training activities.

In Skills Active's sector, 22% of businesses expect employment to increase in the next 12 months compared to 30% nationally. 7% of businesses are expecting employment to decrease in the period in the region.

Employers were asked their views on the levels of skills required to do each job. Across all occupations nationally in the sector, the skills most required at advanced and high levels are customer handling skills (27% of employers say this is required at an advanced level, 46% at a high level), communication skills (24% advanced, 48% high) and team working (20% advanced, 49% high). Notable is the low level of IT skills required.

16% of establishments had vacancies at the time of the survey. In employment terms vacancies form 2.2% of employment in the region. 21% of establishments in the region with vacancies are finding at least one position hard to fill, equivalent to 3% of all establishments.

Nationally, the skills that establishments found difficult to obtain from applicants are communication skills (40% of establishments with a hard to fill vacancy), team working skills (38%), customer handling skills (33%), technical and practical skills (28%) and problem solving skills (27%).

Comparing employers within the SkillsActive SSC area with employers across England, the main difference is that they are more likely to state that the hard-to-fill vacancy is caused by aspects of the job; poor terms and conditions (39 per cent compared to 21 per cent) and shift work (30 per cent compared to 15 per cent). They are less likely to give reasons associated with the number of applicants or their skills or experience. Because of this the proportion of hard-to-fill vacancies in the SkillsActive SSC area that are skill shortage vacancies is lower (at 35 per cent) than for England as a whole (50 per cent).

The implications of hard to fill vacancies are an increased workload for other staff (93% of establishments report this), difficulties meeting customer service objectives (48%), difficulties meeting required quality standards (47%) and difficulties introducing new working practices (39%).

It is estimated that 24 per cent of establishments in the SkillsActive SSC area suffer from internal skills gaps, higher than the 22 per cent reported for England as a whole. This data suggests that some 13 per cent of employees in the sector are not fully proficient at their current jobs. In the East Midlands a higher proportion of establishments are reporting skills gaps (27%) and this equates to 33% of their staff in the region.

It is evident from this that the volume of skills gaps far exceeds that of recruitment problems, as in other sectors and across England. This would suggest that there is a need for sufficient emphasis on workforce development to address these gaps as well as looking at skill supply and the quality of entrants into the sector. In the East Midlands the skills that need to be improved were reported as customer handling skills (51% of establishments with a skill gap), communication skills (46%) and technical and practical skills (38%).

### **Pay and conditions in the Sector**

- The average annual salary for full-time leisure and sports managers was £26,300 in 2003
- Sports coaches, instructors and officials earn an average of £24,800 per annum
- Fitness instructors and sports and leisure assistants both earn around £15,000 nationally

*Source: New Earnings Survey 2003*

### **Education and training provision in the East Midlands**

- SkillsActive, in partnership with employers and key organisations across the Sector, has developed a framework for Apprenticeships. The mandatory outcomes for completion lead to a Level 2 or Level 3 S/NVQ, some Key Skills awards, a Technical Certificate and other industry-relevant skills. The occupational strands cover Coaching, Teaching and Instructing (a sport or activity), Instructing Health and Fitness, Activity Leadership and the Outdoors, Spectator Control, Operational Services and Operations and Development, and Playwork.
- There are a wide range of Further Education college-based courses in areas such as sport science and fitness instruction as well as general courses in the Sector.
- There are currently five Centres of Vocational Excellence in sport-related subjects established or in development in England. One of these (for Sport Science, Exercise and Fitness at Loughborough College) is based in the East Midlands. There is a related CoVE in motor-sport and engineering at Tresham Institute in Northamptonshire.
- Higher-level qualifications are available at graduate and postgraduate level. They include degrees in areas such as physical education, sports development, sport science and physiology and sport and recreation management. Providers include:
  - ⇒ University of Derby's School of Tourism and Hospitality Management which offers HNDs and BAs in Outdoor Activity Management, Sport and Recreation Management and Sports Studies. The School of Environmental and Applied Sciences offers a BSc in Sports Science.
  - ⇒ Lincoln University's Department of Tourism and Recreation offers a HND in Golf and Leisure Management, a foundation degree in Sport and Exercise Development and BScs in Sport Exercise and Science, Sports Development and Coaching. The Department of Biological Sciences offer a BSc in Sport Science.
  - ⇒ Loughborough University's School of Sport and Exercise Sciences offers a wide variety of courses. This includes BSc and joint honours degrees in Sport and Exercise Science, Sport Science with Management and Sport and Leisure Management. MScs are offered in Physical Activity and Health, Physical Education, Sport and Exercise Psychology, Sport and Leisure Management and Sport Science. Teaching courses and PhD opportunities are also available at the University.
  - ⇒ University College Northampton's School of Behavioural Studies offers BScs in Sport and Exercise Science and Sport Studies.
  - ⇒ Nottingham Trent University offers BSc degrees in Sport, Sport and Exercise Science and combined degrees.

### **Other factsheets in the series**

SPR01 – West Midlands

SPR05 – East Midlands

SPR09 – North West

SPR02 – South East

SPR06 – London

SPR10 – Wales

SPR03 – Yorkshire & the Humber

SPR07 – North East

SPR11 – Northern Ireland

SPR04 – South West

SPR08 – Eastern England

SPR12 – Scotland

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