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**\*\*\*PRESS RELEASE\*\*\***

**BRAND NEW CAREERS HOTLINE FOR ACTIVE LEISURE & LEARNING**

**SkillsActive, the Sector Skills Council for Active Leisure and Learning joins forces with learndirect to today launch a brand new careers advice hotline.**

Covering Sport and Recreation, Health and Fitness, Playwork, The Outdoors and Caravans, the launch of the new hotline strengthens SkillsActive's position as the one-stop-shop for all careers advice, and will be able to signpost enquirers to the relevant course, training provider, lead body/key partner, website or information source as appropriate.

**learndirect**, a network of online learning and information services was developed by Ufi (University for Industry) to work in partnership with Government to deliver workforce development and lifelong learning. **learndirect** has achieved the Matrix Quality Standard for providing careers information advice and guidance. In light of this, **learndirect** was the automatic choice for SkillsActive to form a partnership with.

SkillsActive Chief Executive, Stephen Studd said; "We are delighted to be working with learndirect. We want to be the first point of contact for all individuals, employers, or organisations enquiring about careers in our sector, and by launching a helpline, we are one step further toward fulfilling this goal.

"When people think about jobs and careers in our sector, they sometimes fail to see the bigger picture; it's not just about being the professional athlete or coach, there are over 200 different roles across public and private employers to choose from.

"We have the opportunity to offer the highest quality information and advice in collaboration with our industry employers, training providers and key partners, encouraging individuals to enter and progress through a career in one of the most rewarding sectors in the UK. By working with **learndirect**, distributing that information just became that little bit easier."

Gareth Dent, Head of Information and Advice Services at Ufi, said: "We are now working with a number of SSCs to offer them information and guidance services specific to their sector.

"The SSCs recognise that giving people access to the right advice and information at the right time is vital if they are going to make an impact on the skill levels in their industries. We are pleased to be collaborating with SkillsActive to develop an information and advice line for everyone seeking information about training in the Active Leisure and Learning Sector. "

**For free career advice on working in Sport and Recreation, Health and Fitness, Playwork, The Outdoors and Caravans, call 08000 933 300**

**For more information please contact:**

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## **NOTES TO EDITORS**

1. SkillsActive is the Sector Skills Council (SSC) for Sport and Recreation, Health and Fitness, Playwork, The Outdoors and the Caravan industries.
2. SkillsActive is responsible for developing National Occupational Standards for the Fitness Industry. The National Occupational Standards are vital for the development of the industry and the recognition of the achievements of those who work in it. The Standards define the knowledge and skills needed to work in the industry and define best practice.
3. SkillsActive's mission statement is: "To ensure best quality, best business and best value within the Sector to achieve its economic and social potential."
4. SSCs are employer-led organisations that aim to tackle the skills and productivity needs of their sector throughout the UK. SSCs provide employers with the opportunity to provide leadership to meet their sector's skills and business needs. In return they receive substantial public investment and greater dialogue with government departments across the UK.
5. For more information about SkillsActive, please visit our website @ [www.skillsactive.com](http://www.skillsactive.com)