

SSA EXECUTIVE SUMMARY: EAST MIDLANDS

SkillsActive is the Sector Skills Council for Active Leisure and Learning, which encompasses the following sub-sectors:

- Sport and Recreation
- Playwork
- Health and Fitness
- The Outdoors
- The Caravan industry

Key Statistics ¹	SkillsActive East Midlands
Sector Profile	
Total size of paid workforce	41,700
% of sector employment in England	9%
% of total employment in EM	2%
Total number of establishments	3,400
% of micro businesses (1-10 people)	7%
Largest sub-sector is Sport and Rec	61%
Playwork is 2nd largest	24%
Workforce Profile	
Self employed	11%
Part-time workers	50%
Male Employees	40%
Female Employees	60%
Workforce aged 16-24	21%
Workforce aged 45+	30%
Workforce of minority ethnic origin	5%
Qualifications, Recruitment & Skill Needs ²	
Workforce not qualified to L2	29%
Workforce qualified to L4+	26%
% of employers with a vacancy	45%
% employers reporting the vacancy was hard-to-fill	61%
% of hard to fill vacancies attributed to skills shortages (lack of skills, qualifications or experience)	46%
Skills shortage vacancies as % of all	13%
% of employers reporting a skills gap	35%
Forecast Growth (2004-2009) ³	
Average annual growth in Output	2.8%
Paid employment growth by 2014	19%
Forecast employment in 2014	49,400
Average annual growth in employment (last 5 yrs)	5%
Average annual growth in employment (next 5 years)	1%
Additional jobs created by 2014	70,700

Regional Economic Strategy & Sport

The RES identifies the need for the region to build on its sporting, cultural and tourism agenda to be a 'flourishing region'. It recognises the sector's role in

building 'cohesive communities' through enjoying leisure activities, and as a contributor to quality of life.

'Change 4 Sport' is the regional plan for sport and physical activity in the East Midlands with 8 key objectives by 2008. Sport is a key area for the development of the social economy.

Sport Tourism generates £342 million for the East Midlands economy. East Midlands Tourism's (EMT) strategy "Destination East Midlands" identifies the strong sports infrastructure.

The East Midlands hosts world class sports facilities including the National Ice Centre, The National Water Sports Centre, National Cricket Academy and the Nottinghamshire Tennis Centre. The region enjoys natural resources like the Peak Park and the National Forest, 3 key football clubs, premier league rugby, 1st class cricket and golf courses, horse racing and motor racing and Rutland Water. Loughborough University is an internationally renowned sports science and education institution, and Nottingham University is recognised as a leading institution in sports medicine.

Sector Skills Agreements

Sector Skills Agreements (SSA) bring together employers, providers and funders of education and training with the key purpose of developing a more demand-led system of public investment in skills for the sector, combined with an increase in employer commitment to workforce development:

1. Provide a means for employers and government to collaborate in meeting the priority skills needs of sectors
2. Present a unique opportunity for employers to shape training provision and coherent progression routes
3. Challenge employers to work collaboratively
4. Give individuals access to training with is relevant to industry needs and to help secure well paid employment and progression

We have undertaken extensive research including desk-top reviews of existing information, conducting research and consultation with key sector employers through focus groups, questionnaires and face to face meetings.

Our Skills Needs Assessment, Assessment of Current Provision and Analysis of Gaps and Weaknesses reports provide the fullest picture and are available on www.skillsactive.com.

The Sector Skills Agreement: Regional Action Plan for the East Midlands incorporates the findings from Stages One to Three of the SSA process and sets out a plan for development for the Active Leisure and Learning sector in the region.

Value of our sector

- The SkillsActive sector contributed £606m in output to the East Midlands economy in 2004 – twice the average annual growth rate of the whole East Midlands economy over the last 5 years
- GVA for the sector is forecast to grow by 36% to £825m over the next decade, at an average annual rate of 2.8%.
- The average rate of employment growth has been almost 4.5% higher than the whole East Midlands economy in the past 5 years (1999-2004)
- Growth in employment is expected to continue above the regional average over the next 10 years

Profile of our workforce

See Key statistics

- Volunteers are important to the sector and are concentrated in key occupations such as coaches, instructors or activity leaders, sports officials and non-managerial staff.
- Around 11% of the workforce is self employed. Particularly high levels of self-employment are found in the Outdoors and Caravan Industry – both 18%
- 60% of the workforce is female. Proportions of female employment are particularly high within the Playwork sub-sector (84%) and lower than average in the Caravan sub-sector (38%).
- Half of the paid workforce work part-time (50%) compared to one quarter (24%) in the whole economy for East Midlands.
- Around 21% of the regional workforce are under 25.
- Around three in ten (29%) of the workforce is not qualified to level 2, lower than the whole regional economy.

Sports, Fitness and the Outdoors

- Sport generates £2.5bn in annual turnover and £815m in annual value-added
- Approximately 480,000 people participate in organised sports clubs
- Residents spend £870m annually on sports-related goods and services
- **171 private health clubs in the region** (10% of England) with a further 58 planned ⁴
- **286 public sports centres** (10% of England) with a further 53 sports centres planned.

Recruitment Difficulties & Skills Gaps

- The East Midlands has a higher percentage of vacancies and hard-to-fill vacancies than England
- 61% of 'establishments' report a vacancy compared with 51% in England.

- 45% of sector organisations with a vacancy found them hard-to-fill (compared with 39% nationally)
- The most common skills lacking or needing improving were initiative, problem solving, communication/customer care and sports specific technical skills.

The Caravan Industry Stats	East Midlands
Number of caravan parks	272
% of total number of parks in England	9%
Holiday pitches (50% owner occupied)	9,000
Number of Households in Park homes	2,000
% of residential caravans in England	7%

- **The Caravan industry** has enjoyed great success in recent years, with manufacturing sales up 50%
- 40% of Caravan Parks reported a vacancy in the last 12 months, of which 57% found them hard to fill.
- A major challenge is recruiting enough cleaners and housekeepers, followed by bar managers/staff, receptionists, wardens, cooks and chefs.
- The three most important skills were Customer service, maintaining safety and communication.

Training Provision

- The median spend on training is £500-£999. Trained staff attended an average of 13 days training compared with a national average of 11 days.
- Coaching, teaching and instruction staff are most likely to receive training.
- 16,315 people participated in LSC funded learning on sport-related learning programmes.
- Total funding for sport related study in East Midlands was £10.3m - 9% of all-England sector spend on sport-related learning (estimated to be £121.7 million)⁵
- There is currently no specific work-based learning for the Caravan sector in the Region.
- The Playwork sector remains largely dependent on FE provision with the main qualifications undertaken are certificates, NVQs and Diplomas in Playwork.

Playwork

The widely accepted definition is: *Play is freely chosen, personally directed, intrinsically motivated behaviour that actively engages the child or young person.*

- Playwork has a higher proportion of female, and part-time workers.
- Holiday play schemes attract younger and more male playworkers within the seasonal workforce.

Skills needs

Specific issues for the Playwork sector in the East Midlands include:

- A lack of qualified assessors and trainers
- Accessibility problems due to rural nature of parts of the region
- A lack of higher education qualifications
- More apprenticeships in playwork required.

Key Challenges in the Employers' View

Recruitment

- Job readiness of graduates
- Both paid and voluntary posts are hard to fill
- All levels of coaches are difficult to find.
- Pay is seen as a significant barrier
- Concerns about attracting and retaining the number of new people required.
- Fewer volunteers because of insurance and liability issues.
- Problems with recruiting and training casual staff (particularly at local authority level).

Retention

- Employers encouraged to 'grow their own' and invest in their workforce.
- Lack of loyalty from staff resulting low pay, lack of careers pathways and low levels of training.
- There is a need for help with retention techniques
- Concern about the supply of people up to level 3
- Lack of induction for casual staff – perception that some occupations do not have equal access to training.
- Career progression is not always obvious in all parts of the active leisure and learning sector

SkillsActive Careers 'for all'

- Perceptions about working in the sector are sometimes negative and that pay levels are a particular challenge.
- There may be advantages in attracting older people who want a career change.
- Develop simplified material demonstrating career options
- Need for better working with young people in education early enough to inform (and inspire) career choices

Promote Variety of 'Routeways' into Employment

- Mixed awareness and experience of apprenticeships - some employers consider this ideal for lower level employees, while others are unaware of the value to their business
- There are low levels of knowledge about other types of vocational training such as Foundation Degrees and NVQs.

Engagement and business development

- New initiatives should be presented in an easy-to-access or understand fashion
- Some employers identified a need for sport to be more "business like" and address issues such as training and skills.
- Employers are still developing an understanding of the role of SkillsActive as a 'voice for the industry' in respect of skills, learning and qualifications
- There is limited awareness, incorrect perception about and even less practical application of the National Occupational Standards.

Key Priorities

As part of the SSA process SkillsActive have developed a number of key solutions to tackle the issues and challenges facing the Active Leisure and Learning industry, grouped into 6 key themes (below).

As this agreement is on behalf of the employers in our sector, their actions, which complement those of our stakeholders, have been included in this Sector Skills Agreement.

Six Priorities for Action

1. Improve the quality and range of services
2. Improve recruitment and retention
3. Professionalise and up-skill the existing workforce
4. Match training supply to employer demand
5. Source funding for training
6. Increase sector investment in our people

Sources:

- ¹ SkillsActive – SSA Stage 1 - Skills Needs Assessment
- ² NESS 2005
- ³ The Future of Active leisure and Learning, Experian Business Strategies, 2005
- ⁴ FIA Leisure Database Company
- ⁵ LSC

SkillsActive
Shaping Skills for the Future



EAST MIDLANDS SSA ACTION PLAN SUMMARY

- 1. To improve the quality and range of services**
 - 1.1 Increase the uptake of business support schemes in the East Midlands – promote brokerage services, Train2Gain etc
 - 1.2 Provide sector skills data (from CSPs and CSNs) to influence regional WFD group, embed in local area agreement, and improve sector recognition
 - 1.3 Conduct relevant research to inform workforce development across the region
- 2. To improve recruitment and retention**
 - 2.1 Raise individual aspirations and demand for learning through campaigns, ezines ec
 - 2.2 Establish employment routeways into the sector, work with Sport Social Enterprise East Midlands to support development of social enterprises
 - 2.3 Promote the wide range of career opportunities within the active leisure and learning sector, work with CSPs to support 5 ‘Step into Sport Conferences’, further development of careers information for schools, hold careers training sessions
- 3. To professionalise and up-skill the existing workforce**
 - 3.1 Plan training and support to the coaching workforce to meet community and performance requirements, communicate training needs to the LSC, expand Coachsteps programme, build on Change-up Programme – CSP £100,000 pilot project funded by GO-EM / ESF.
 - 3.2 Support the training of health and fitness professionals to provide a wide range of services to the community like GP referrals, promote the Register of Exercise Professionals,
 - 3.3 Promote the take-up of leadership and management training
 - 3.4 Increase the uptake of apprenticeship schemes across the region
- 4. To match supply to demand**
 - 4.1 Establish a region-wide portfolio of fit-for-purpose training supply for employers and the future workforce to access
 - 4.2 Encourage training providers to offer suitable work placements that meet job requirements
 - 4.3 Facilitate the input of employers’ needs into training provision with a Training provider network
 - 4.3 Examine potential for Regional Coaching Agency or Regional hub
- 5. To re-direct funding**
 - 5.1 Identify appropriate funding sources to support training needs and qualification attainment across the sector, encourage training providers to work collaboratively in ESF bids
 - 5.2 Increase public sector funding into vocational training within the sector and influence ‘building capacity’ awards
 - 5.3 Agree investment into coaching and exercise and fitness training initiatives, and work with the LSC to create flexible funding streams
- 6. To increase sector investment in our people**
 - 6.1 Establish a shared commitment to improve skills within the workforce, promote WFD group (EMSSAS)
 - 6.2 Increase employer demand for, and investment in, skills within the workforce with an effective employer forum plus localised East Midlands e-newsletter
 - 6.3 Encourage employers to conduct and use personal development plans to meet business objectives, promote and use WFD planning guide and tools with CSPs, NGBs and other employers and organisations
 - 6.4 Embed training into project funding contracts
 - 6.5 Monitor and review the impact of investment in skills by employers.

EAST MIDLANDS SSA ACTION PLAN SUMMARY - PLAYWORK

- 1. To improve the quality and range of services**
 - 1.1 Better recognition of the value of playwork through promoting playwork values, skills, knowledge and principles to other allied professional sectors, promoting public play and playwork events such as Playday and Play Awards, ensuring Children and Young People's Workforce Strategies include playwork, making playwork practice and principles accessible for people who want to incorporate their own practice; exporting playwork principles wherever possible and working to gain recognition of the benefits of playwork as an integral need of children and the additional benefits of delivery (e.g. impact on crime).
 - 1.2 Constant drive to meet Government agendas and customer expectations through promoting the importance of including playwork in inter-agency groupings and increasing the recognition of playwork within Government policies and agendas.
 - 1.3 Work towards sustainable funding for play provision and holiday play schemes.
- 2. To improve recruitment and retention**
 - 2.1 A programme of improved careers advice / guidance to increase the pool of playwork applicants through promoting playwork as a positive, viable and professional career and promoting the value of play, playwork, qualifications and training through networks and information dissemination.
 - 2.2 Explore improvements to pay and conditions for playworkers.
 - 2.3 Improve employer recognition of and investment in Skills for Life to aid progression.
- 3. To professionalise and up-skill the existing workforce**
 - 3.1 Establish a register of playwork professionals.
 - 3.2 Up-skill the existing workforce through gaining recognition that an increasing number of playworkers will need to achieve relevant higher level qualifications that equip them for a variety of new roles, improving the take up of training by BME, disabled and other disadvantaged groups and exploring the development of qualifications for new roles working with children (e.g. play rangers and participation workers).
- 4. To match supply to demand**
 - 4.1 A programme to raise the quality of FE training in our sector through supporting delivery of training for Playwork NVQ assessors and development of Playwork NVQ assessment centres in the region, supporting delivery of training for trainers courses, improving the development of playwork within the FE/HE environment and raising the quality of playwork education, training and qualifications.
 - 4.2 Improve standardisation and transferability of qualifications through the establishment of a Register of Playwork Professionals.
- 5. To re-direct funding (for training)**
 - 5.1 Reduce barriers to accessing training with more local, flexible, work-based training.
- 6. To increase sector investment in our people**
 - 6.1 Work at a regional level to promote the take-up and provision of quality work experience opportunities for students, tutors and assessors.
 - 6.2 Encourage employers use of workforce development planning tools.
 - 6.3 Increase training levels in the sector by promoting workforce development, improving recognition of the value of training and qualifications in the play sector and improving the recognition of quality assured training and qualifications with employers and improving the 'learning culture' with playwork employers.
 - 6.4 Understanding and utilisation of National Occupational Standards (NOS) through raising employers' awareness of NOS.
 - 6.5 Embed training in project funding contracts.
- 7. Operational or implementation**
 - 7.1 Strong regional infrastructure for playwork education and training centres.