

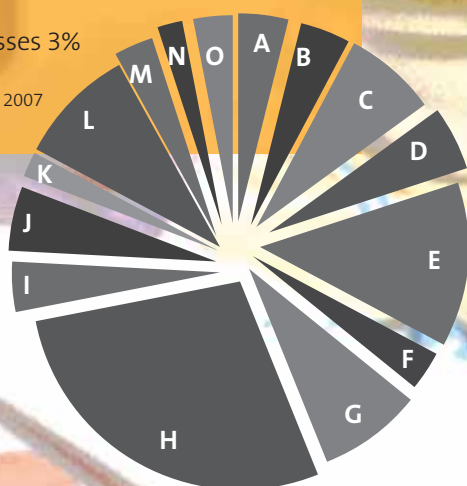
# Sport and Active Leisure

The sport and recreation sector employs 621,000 people working in 231,000 businesses and organisations throughout the UK. This industry is spread across the public, private and voluntary sectors.

## WHO DOES WHAT?

- A Bar Staff 4%
- B Cleaners, Domestic 4%
- C Fitness Instructors 7%
- D Gardeners and Groundspersons 5%
- E Instructors and Coaches 13%
- F Kitchen and Catering Assistants 3%
- G Managers 8%
- H Other Occupations 28%
- I Office Assistants/Clerks 4%
- J Receptionists 5%
- K Sports and Fitness Occupations 2%
- L Sports and Leisure Assistants 9%
- M Sports Players 3%
- N Therapists 2%
- O Waiters, Waitresses 3%

Source: Labour Force Survey 2007  
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Figures are for England.



## WHAT'S HAPPENING?

- > One area of growth in this sector is the health and fitness industry. Currently there are over 3,500 private fitness clubs and 1,500 leisure centres that employ around 50,000 people in the UK.
- > The industry benefits from government funding due to its provision of public health programmes.
- > The industry needs good calibre management entrants. Employers have signified their intention to develop a professional management scheme in order to do this. This means that in future, there will be more opportunities for career progression.
- > It is a sector with traditionally high labour turnover rates and a young workforce (34% under 25). The turnover creates good opportunities for those wanting to start working in this sector.
- > Apprenticeships are increasingly being used as a route into working in this sector. These enable people to earn while they learn the skills they will need within their chosen career.

## WHAT WE THINK WILL HAPPEN

- > The sports and active leisure sector is proving to be resistant to the current economic recession. Fitness and exercise are no longer perceived to be luxuries.
- > It is estimated that 12,000 jobs in many types of employment are also likely to be created as a result of London being awarded the 2012 Olympic Games.
- > While most jobs for the Olympics will be concentrated in London, areas such as the South West of England are likely to benefit from visitors to the games extending their holidays and from athletes making use of training facilities, such as the University of Bath's Sports Village.
- > Surveys of employers show that skills such as customer service, communication, problem solving and the ability to demonstrate initiative are essential in the sector.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Sport and Active Leisure. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	608
> Bristol	968
> North Somerset	1,338
> South Gloucestershire	784

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Assistant Activity Leader
- > Assistant Sports Coach
- > Coaching Assistant
- > Fitness Instructor
- > Football Steward
- > Grounds-Keeper
- > Leisure Centre Assistant
- > Play Worker
- > Playwork Centre Assistant
- > Pool Lifeguard
- > Recreation Assistant
- > Youth Support Worker

## IS THIS YOU?

- > *Enthusiastic about sport*
- > *Know how to motivate and encourage people*
- > *Good communication skills*
- > *Enjoy working closely with people*
- > *Patient and able to give useful feedback on performance*

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Fitness Instructor	£10,286
> Leisure and Sport Manager	£27,241
> Leisure Theme Park Attendant	£6,270
> Physiotherapist	£23,837
> Sport and Leisure Assistant	£11,425
> Sport Coach, Instructor and Official	£11,619

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. There are limited opportunities to enter the sports and active leisure industry at 16. It can be easier to find work in this sector after further training.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in sports or active leisure – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the sports and leisure section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Diploma in Sport and Leisure: <http://saldiploma.skillsactive.com>
- > Sector Skills Council for Active Leisure and Learning: [www.skillsactive.org.uk](http://www.skillsactive.org.uk)
- > People 1st: The Sector Skills Council for the Hospitality, Leisure, Travel and Tourism Industries: [www.people1st.co.uk](http://www.people1st.co.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)

\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.



# Notes

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Connexions centres in the West of England:

**Bath and North East Somerset:** 28 Southgate, Bath BA1 1TP. T: 01225 461 501

**Bristol:** 4 Colston Avenue, Bristol BS1 4ST. T: 0117 987 3700. Minicom: 0117 907 4514

**North Somerset:** 45 Boulevard, Weston-super-Mare BS23 1PG. T: 01934 644 443

**South Gloucestershire:** 21-23 High Street, Kingswood, South Gloucestershire BS15 4AA. T: 0117 961 2760  
or 28 Gloucester Road North, Filton, South Gloucestershire BS7 0SJ. T: 0117 969 8101

**Head Office:** 4 Colston Avenue, Bristol BS1 4ST. T: 0117 987 2031 F: 0117 987 2661

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