

# Developing the Workforce

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**SkillsActive**  
Shaping Skills for the Future



Sport and Recreation

Health and Fitness

Playwork

The Outdoors

Caravans

# Sector Pictures

**Sport and Recreation**



**Health and Fitness**



**Active  
Leisure and  
Learning**

**Outdoors**



**Caravan Industry**



**Playwork**



## The Drivers

- More People, more active, more often
- More people, better skilled, better qualified
- “We are a people business”
- “Our Staff are our greatest asset”/overhead
- 2012 and 2014 – The Legacy
- **WE MUST WORK AS A COHERENT INDUSTRY**



...the sector at the heart of society

economy

education

health / care

tourism

employment

personal & social  
development

prevention

play

active leisure,  
learning and  
well-being

re-hab

adventure

sport

experiential  
learning

physical activity

re-engagement

anti-crime  
social justice

Community cohesion / quality of life/ volunteering

communities



# The Starting Point...

## UK

- 634,000 paid jobs (2005)
- 660,000 paid jobs (2007)
- 2.7 million volunteers
- 3 out of 4 micros
- 36,500 Organisations
- 150,000 Voluntary Clubs
- 3.9% annual growth
- Need to train 85,000 per year until 2014

## Scottish Equivalent

- 52,800 paid jobs (2005)
- 54,800 paid jobs (2007)
- 145,000 volunteers
- 73% micros
- 3,150 Organisations
- 13,000 Voluntary Clubs
- 3.2% annual growth
- Need to train 8,000 per year until 2014



# Our Workforce

## UK

- 47% part time
- 10% self employed
- 18% 16-24
- 38% over 45
- 29% NO level 2
- 70% coaches are volunteers

## Scottish Equivalent

- 43% part time
- 10% self employed
- 18% 16-24
- 36% over 45
- 43% NO level 2
- 70% coaches are volunteers



# Our Workforce

## UK

- 28% shortfall in volunteers
- 24% of establishments have a vacancy
- 42% hard to fill
- 19% skills shortage
- 2,890 private clubs
- 4,062 public leisure facilities
- 214 new fitness facilities since 2005
- 7,166 publicly accessible sport and fitness facilities
- Over 7 million Members (11.8%)
- 21% Active participation in England

## Scottish Equivalent

- 37% shortfall in volunteers
- 16% of establishments have a vacancy
- 44% hard to fill
- 20% skills shortage
- 200 private clubs
- 463 public leisure facilities
- 6 new private clubs (no data for public)
- 669 publicly accessible sport and fitness facilities
- 250,000 Members (6% penetration rate of UK adult population)
- 60% Active participation in England



## UK

- 15,000 enter HE each year
- 1/3 enter industry
- 50% don't need a degree
- 6.1 days training for
  - 70% staff trained
- 27,000+ on Register of Exercise Professionals
  - 53% pay themselves

## Scottish Equivalent

- 1,164 enter HE each year
- 1/3 enter industry
- 51% don't need a degree
- 4 days training for
  - 60% of employers arranged or funded training
- 1,271 on Register of Exercise Professionals
  - 32% pay themselves (WIF)



SUCCESS = INCREASING PARTICIPATION

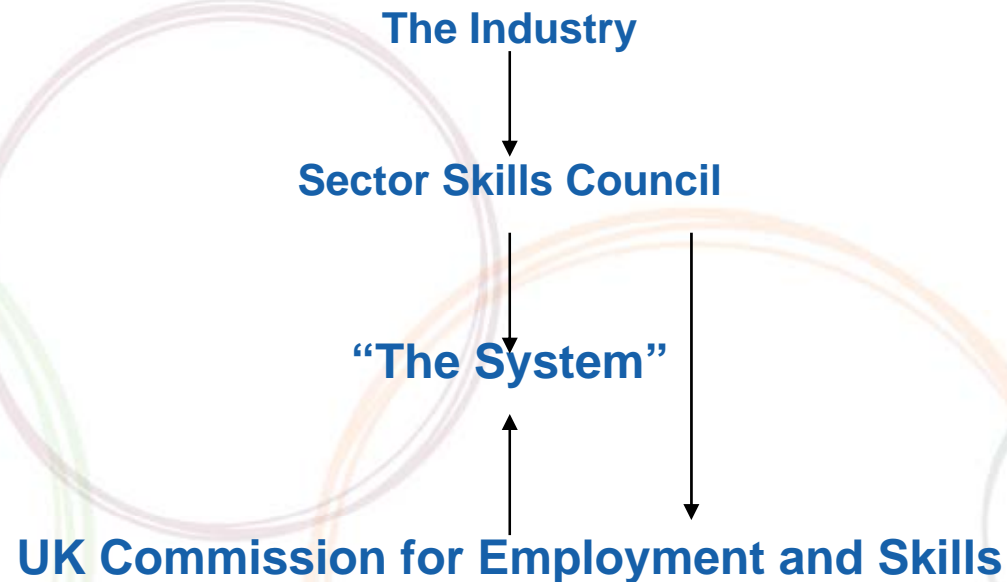
WE NEED = THE RIGHT PEOPLE WITH THE RIGHT SKILLS

Six KEY Priorities for action:

- Improve the Quality and Range of Services
- Improve Recruitment and Retention
- Professionalise and Upskill Existing Workforce
- Match Training Supply to Employer Demand
- Secure Funding
- Increase sector investment in our people



# Influencing the System



**One clear message**

**Backed by Co-ordinated Action**

**To Establish an industry framework**



# The System !!

## Government

- DIUS
- DCSF
- DWP
- DBRR
- DCMS
- WAG
- Scot Gov
- NI.Ass
- E.U

## Agencies

LSC - → Pre- 19

19 +

Nat App Service

QCA - Off Qual

Nat Curriculum Authority

SQA

Sports Councils

Integrated children's workforce



# The System – the Deliverers

- Awarding Bodies
- Universities
- Colleges
- Training Providers
- N.G.Bs
- Professional Bodies



## The Tools

- **Labour Market Analysis**
  - Employer and jobs and Trends
- **National (Occupational) Standards**
  - Define the Requirements of the job
    - + Skills and Knowledge that are essential to competence
- **Approve Qualifications to meet Standards**
  - Qualifications and credit framework(s)
- **Approve Training** (To support CPD)
  - Create Integrated Careers Map and Pathways
- **Influence Funding**
- Access to the Supply framework = the **National Skills Academy**



## Delivery Mechanism to link employers with the industry framework

- On-line academy and Virtual Platform – UK Resource centre
- Explore potential for employer hubs in Scotland
- Engage with training providers and link to employers – delivery partnerships
- Work closely with Job Centres Plus and Skills Development Scotland (careers)
- Support learning at work (STUC?)



# The concept

Skills & Policy

Res & Comms

Tech & Quals

## ACADEMY - Individuals

- Registers ✓
- Professional Bodies ✓
- Information & Advice ✓  
(Careers)
- Virtual Hub / Platform ✓
- PassPorts ✓
- Certification ✓

**Development & Delivery**

## ACADEMY - Organisations

- ✓ Faculties
- ✓ Regional Hubs
- ✓ Employer Networks
- ✓ Centres of Excellence
- ✓ Virtual/Platform
- ✓ Business Tools & Solutions
- ✓ Training needs Analysis

**Development & Delivery**

