



Sport and Active Leisure



Sport and leisure careers cover a wide area including sport and recreation, health and fitness, the outdoors, playwork and caravans. Careers can include coaching, officiating, sports development, and sports or leisure facility management.

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.
- 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.
- 85,000 new employees are needed each year to replace (transient and seasonal) leavers.
- The industry benefits from government funding due to its provision of public health programmes.
- Surveys of employers show that skills such as customer service, communication, problem solving and the ability to demonstrate initiative are essential in the sector. Tour operators also require good ICT skills, as internet use is becoming more common in the industry.

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

*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.

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.
- 40,000 new coaches are needed by 2016. 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.
- 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.

Do you want to work in Sport and Active Leisure? 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

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

Routes into Sport and Active Leisure

Level 1 (Foundation)	Level 2 (Intermediate)	Level 3 (Advanced)	Level 4 (Higher)
GCSE Grades D – G BTEC Introductory Diploma NVQ 1 Foundation Diploma	GCSE Grades A* – C BTEC First Diploma NVQ 2 Apprenticeship Higher Diploma	A Level BTEC National Diploma NVQ 3 Advanced Apprenticeship Advanced Diploma	HND Foundation Degree First Degree NVQ 4

The **Diploma in Sport and Active Leisure** will look at 3 main areas: the individual (exploring how important an active and healthy lifestyle is), the industry (learning about the sport and active leisure industry), and the community (finding out why the sport and active leisure industry is described as 'people-centred'). It will help develop the all-important customer service and relationship building skills you'll need to succeed in it.

See: <http://saldiploma.skillsactive.com>

Note: there are a number of ways of training for this area of work; the new Diploma is just one of these. See Routes into Sport and Active Leisure for the options.

Want to know more?

Apprenticeships: www.apprenticeships.org.uk or call the helpline on 08000 150600

Diploma in sport and Leisure:

<http://saldiploma.skillsactive.com>

Sector Skills Council for Active Leisure and Learning:

www.skillsactive.org.uk

People 1st. the Sector Skills Council for the hospitality, leisure, travel and tourism industries:

www.people1st.co.uk

The Diploma: www.direct.gov.uk/diplomas

"We will need more well qualified people with strong practical experience to fulfil the Government's objectives to reduce obesity and widen participation in sport."

Richard Millard, Operations Director for SCDC Leisure Management.

Want to speak to somebody?

Go to www.connexionswest.org.uk for addresses of Connexions West of England local centres or contact Connexions Direct.

Connexions Direct can offer you all the information and advice you need to make the decisions and choices in your life.

Connexions Direct: 080 800 13 2 19 Text: 07766 4 13 2 19

Webchat/Email: www.connexions-direct.com

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