

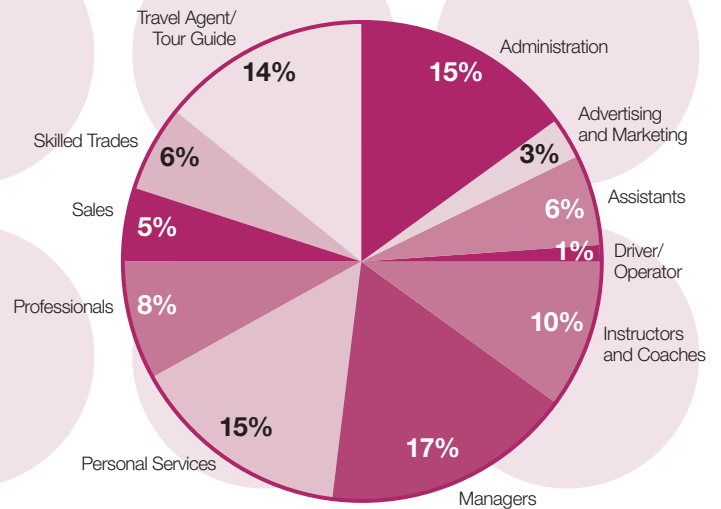


Sport and Leisure

What's happening?

- The South East has 4,900 sport and recreation businesses. 75% of these employ fewer than 10 people. London has 2,750 with 70% employing fewer than 10 people.
- The redevelopment of Wembley Stadium has created employment opportunities and new facilities to attract major sporting, music and cultural events.
- Spending can be influenced by world events. For example, the foot and mouth outbreak in 2001 had a significant impact for tourism based in rural areas.
- Employment in the industry is growing. Other types of work, such as farming and other land-based industries, are diversifying into the leisure and tourist industries.
- 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.
- 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.

Who does what?



Source: Labour Force Survey 2006, © Crown Copyright. Figures are for England

Numbers employed locally

Hertfordshire	6,400
London & South East	83,900
Great Britain	295,900

Source: Annual Business Inquiry, 2005, © Crown Copyright. Figures do not include the self-employed, people under 16 or trainees without a contract of employment. Figures are rounded to nearest hundred.

How much will I get paid?

Remember – many jobs will demand minimum entry qualifications. Those earning high salaries are usually well qualified and experienced and will continue to learn throughout their working life.

	Average annual salary
Leisure/Sport Manager	£33,157
Leisure/Sport Assistant	£16,272

Source: Annual Survey of Hours & Earnings 2005, © Crown Copyright. Salary rates have been calculated using the average, gross pay (before deductions) for full-time workers in the UK.



What we think will happen

- The 2012 Olympics in London will have a major impact on the infrastructure of the sector in the region. A range of world-class facilities and training venues will be built for the event. An estimated 9,000 jobs will be created, 3,000 of which will be in the East of London. In addition, 70,000 volunteers will be required.
- 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 in the UK. They employ around 50,000 people. A further 1,000 clubs are expected to open in the next few years.
- It is estimated that 12,000 jobs in many types of employment are likely to be created as a result of London being awarded the 2012 Olympic games. Local opportunities and interest will be generated as Hertfordshire will host the canoe and kayak slalom at Broxbourne.
- The industry needs good calibre management entrants. Employers intend to develop a professional management scheme in order to do this. This means that in future, there will be more opportunities for career progression.

Is this you?

- Good communication skills
- Enjoy working with people
- Have stamina and enthusiasm
- Good at problem solving

What local students did in 2006

In 2006 a total of 1,383 Year 11 local school leavers entered full-time employment or work-based training. Of these 34 went into sport and leisure related work.

Source: Connexions Hertfordshire 2006.

Some job suggestions

- Fitness Instructor
- Outdoor Activities Supervisor
- Health Spa Therapist/Manager
- Sports Coach/Instructor

Next steps...

If you're serious about this type of work - FIND OUT MORE!

Use your Connexions area or visit your local Connexions Centre or One Stop Shop for information about jobs; qualifications; local training; further and higher education; skills and personal characteristics; rates of pay and working conditions; local, national and international employers.

Really useful websites and resources!

The 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

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

E-Clips (information about careers and lifestyle issues)

– www.connexions-hertfordshire.co.uk

Fast Tomato (interactive careers guidance)

– www.hertsft.com

Jobs4u (careers database)

– www.connexions-direct.com/jobs4u

Working in Booklets – case studies of people in a variety of jobs. Try your Connexions area, or download them from www.connexions-direct.com. Go to careers>career resources>download publications>Working In.

Please contact your Connexions Personal Adviser for further information and advice.

Freephone: 0800 389 3258 • enquiries@connexions.hertscc.gov.uk • www.connexions-hertfordshire.co.uk

The information in this leaflet can be made available in other languages and formats. Contact the Information Team on 01462 704 914.

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