



**LONDON
SPORT**

Sport and Physical Activity Workforce Network

Inaugural Session – 19th November, 2020

MAYOR OF LONDON



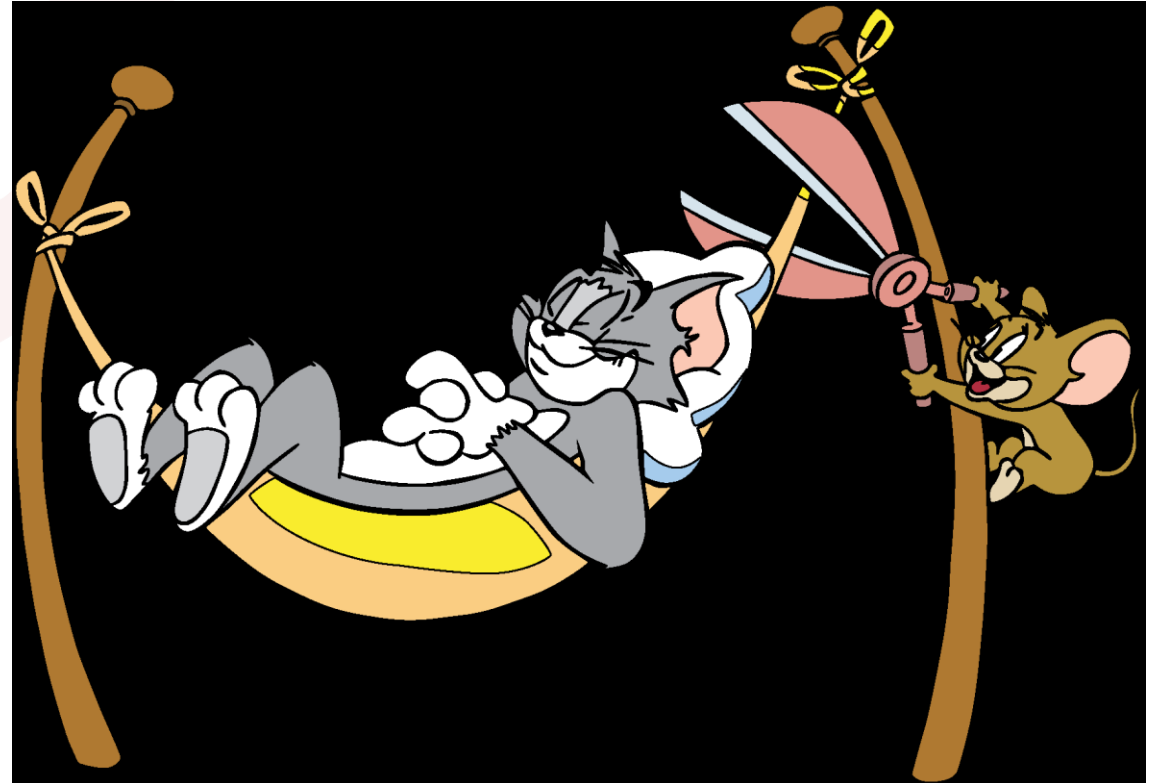
Welcome – David Reader, *London Sport*

Today's Session Outline

- 11.00-11.10 Sport and Physical Activity Workforce Network, *David Reader, London Sport*
- 11.10-11.50 Trends and Issues for the SPA Workforce, *Spencer Moore, CIMPSA*
- 11.50-12.15 Discussion groups
- 12.15-12.30 Feedback and concluding thoughts

Sport & Physical Activity Workforce Network

- Best laid plans.....



Background

We want to support the sport and physical activity workforce sector as best we can and one way in which we are going to do that is to establish a new Network for all those that are responsible for a sport and physical activity workforce.

What's in it?

- Every six months we shall hold a new Workforce Network Event which will look to offer the following:
 - ✓ Insight and support through workforce related talks, presentations and workshops
 - ✓ A platform to share and discuss ideas, explore workforce sector issues, etc.
 - ✓ Discussion on future opportunities for the workforce
 - ✓ A chance to use the House of Sport for workforce events free or at a reduced rate
 - ✓ An opportunity to shape future activity of the Network

Who can get involved?

- Those who are responsible for a sport and physical activity workforce – volunteers or paid staff.
- Those who have a special interest in sport and physical activity workforce issues
- Those who are seeking to develop a career in this area



Workforce Continuum



When will the Network meet?

- Initially two Network events each year will be held, but there may be other smaller events throughout the year. Attendance will be free of charge but places must be booked in advance.
- Outside of Network events, we are also looking at creating a virtual hub to better support the London sport and physical activity workforce.
- Events will be online in the current situation, but when we are back to normal events will be held at the House of Sport.



Spencer Moore
Strategy Director, CIMPSA

Issues and Trends in the SPA Workforce



London S&PA workforce

Spencer Moore: Director of Strategy

Sector Wide Vision



Funding & Investment

Community Sport

Performance Sport

Leisure Operations

Fitness

Health & Wellbeing

Outdoors

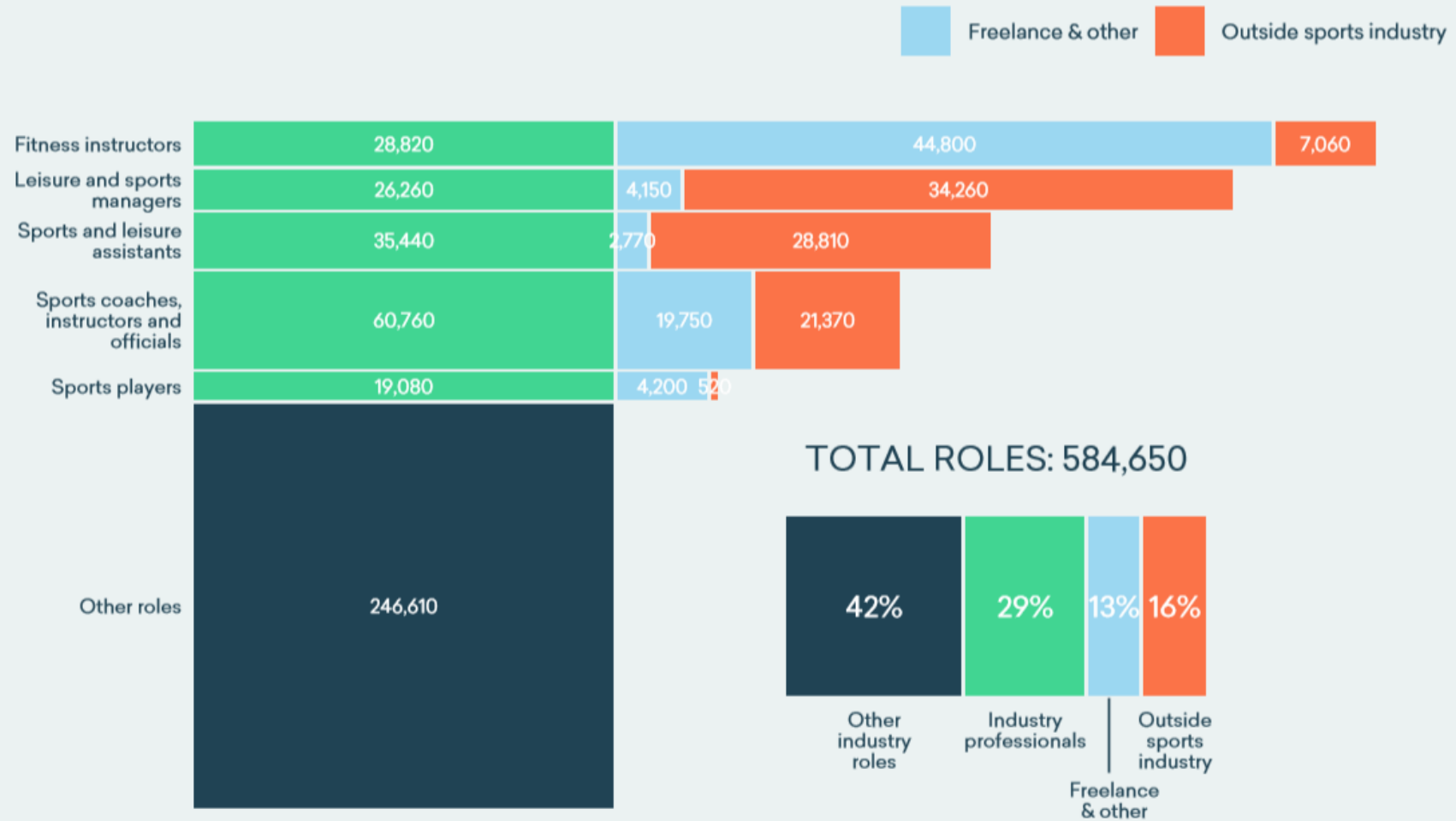
Jobs	Earnings	Enterprises	Workplaces
163,300	14,971	9,040	9,625
41,550	33,927	3,445	4,600
41,500	20,958	4,755	7,610
25,070	12,710	10,815	11,045
144,660	29,675	3,725	3,825
416,080	22,437	31,780	36,705

Data: Emsi 2020.1 and UK Business Counts via Nomis

All UK Professional Workforce and Employers

Mapping the sports labour market

A full accounting of professionals in and out of the industry, and other roles



Data: Emsi 2020.1 and analysis of ONS Annual Population Survey via Nomis

State of the National workforce

- Average annual turnover of staff in the sector is between 30% (Managerial)- and 40% (technical)
- Assumption that 50% of these staff stay in the sector - 86,000 new individuals are needed in the sector each year.
- 20% of all vacancies in our sector are classed as “hard to fill” due to significant skills shortages (approximately 17,200 vacancies).
- Most common area of skill deficiency amongst applicants:
 - Technical, practical or job-specific skills (47% of skill shortage vacancies)
 - Team working skills (39%)
 - Customer handling skills (39%)
 - Problem solving skills (37%)
 - Oral communication skills (36%).
- Specific roles that have been identified as hard to fill are coaches, fitness instructors, sport/leisure assistants and operations/duty managers



London

Sport and Physical Activity sector

58,872

Jobs (2019)

27% **below** National average

+3.4%

% Change (2015-2020)

Nation: +8.1%

£28,153

Avg. Wages Per Job (2019)

Nation: £21,918

London

- Since 2015 London has seen a 3.4% increase in the workforce across Sport and Physical Activity industries
- Although there are less S&PA roles in London than on average compared to other regions nationally (around 74,767), the workforce in London are paid around £6k more

Regional comparisons

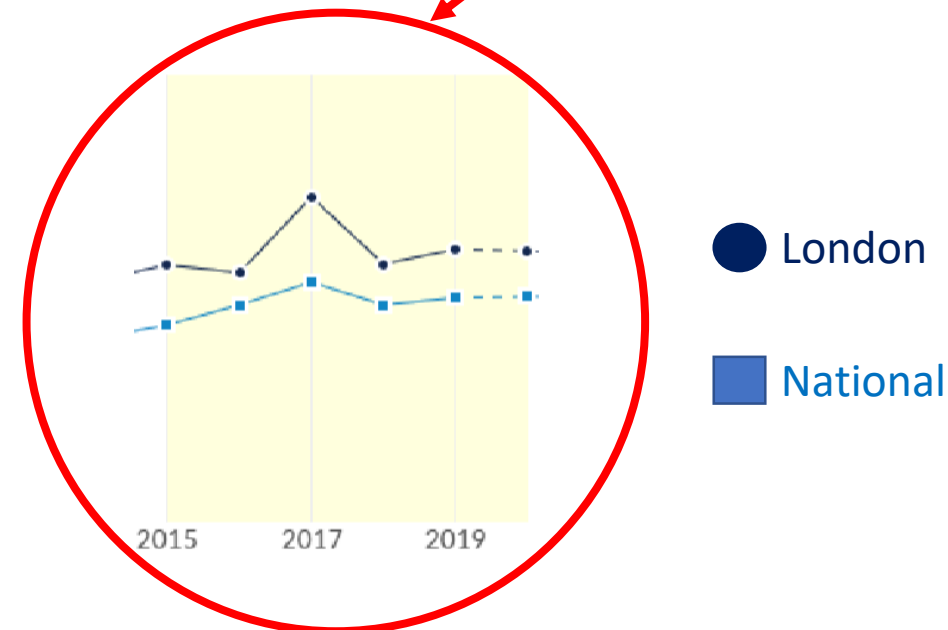
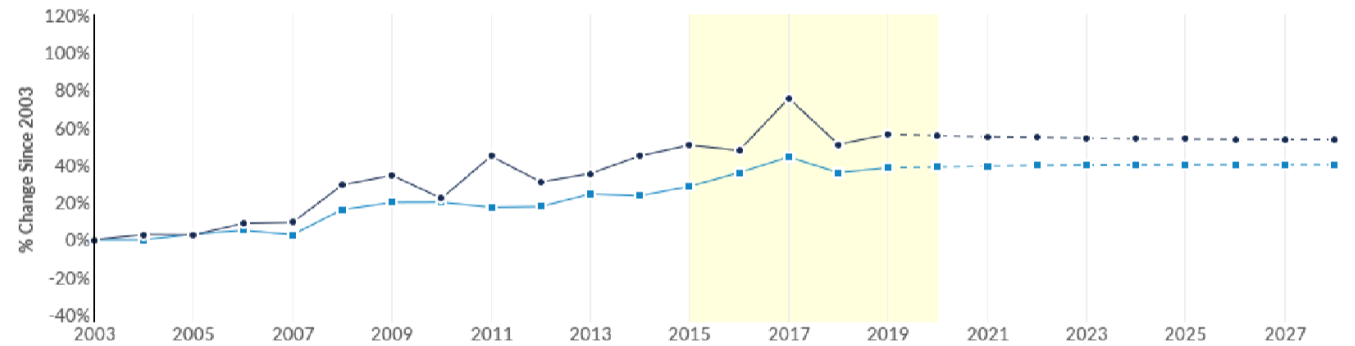
Gov't Office Region Name	2015 Jobs	2020 Jobs	2015 - 2020 Change	2015 - 2020 % Change	2019 Establishments
London	56,684	58,620	1,936	3%	4,661
North West	48,369	62,649	14,280	30%	3,671
West Midlands	36,458	26,234	-10,224	-28%	2,663

When compared with other regions, the S&PA sector in London has remained relatively constant with no real overall growth or decline in workforce

With a growth in workforce of just 3% over 5 years, the sector in London now has 1,936 more roles than it did 2015.

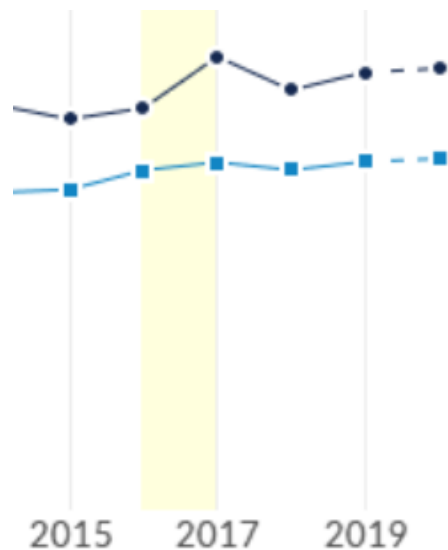
Changing picture

- London has shown a very similar pattern in % change of it's Sport and Physical Activity industries, as what has been seen nationally
- However, in London a greater % increase was seen 2016-17 followed by a % decrease 2017-18 in line with the nation
- There was also a spike in 2011 prior to the Olympic games



Why?

Exponential growth in Fitness Instructors

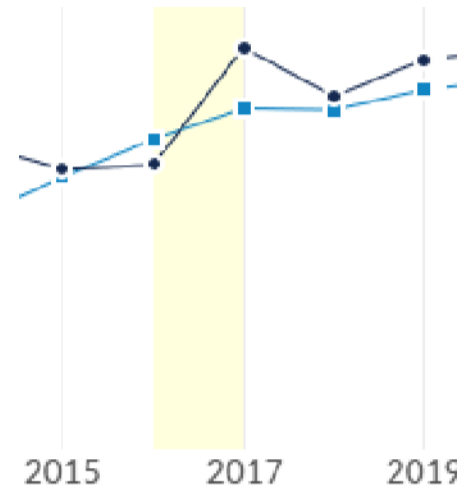


+10.1%

% Change (2016-2017)

Nation: +1.8%

Exponential growth in Sports Coaches, Instructors and Officials



+11.2%

% Change (2016-2017)

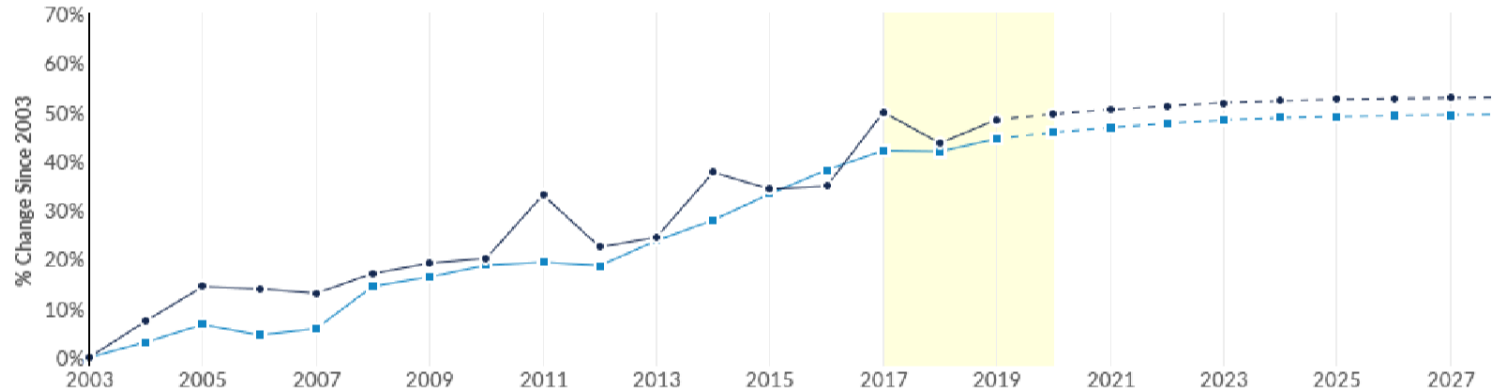
Nation: +2.9%

With a spike in London's S&PA frontline staff around 2017, through increased numbers of instructors, coaches and officials there was an overall boost in the sector.

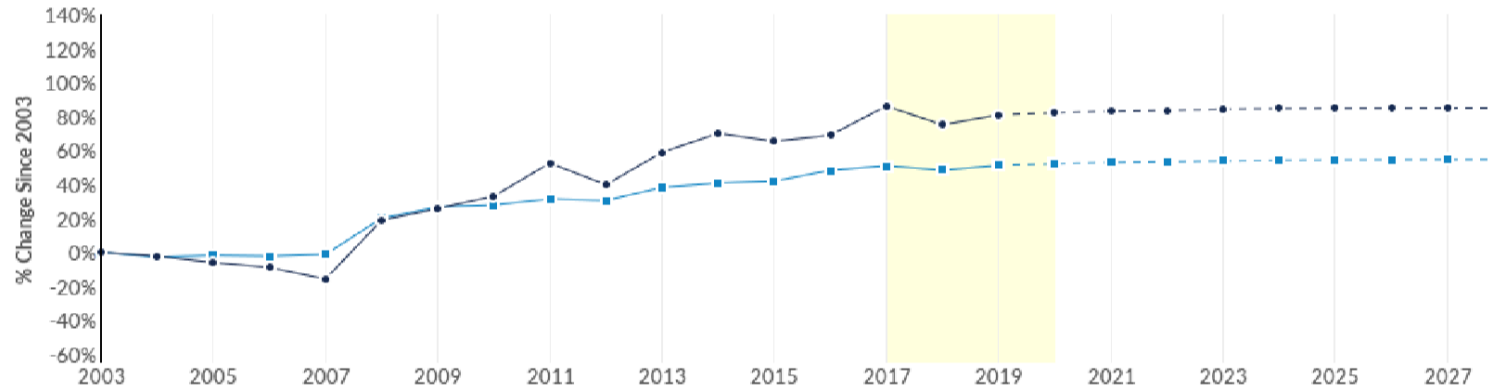
An increase in frontline staff required an increase in management, also forcing a 7.2% growth in Leisure and Sport Managers in this same period

2017 - now

Sports Coaches,
Instructors and
Officials



Fitness Instructors



-2.1%

% Change (2017-2020)

Nation: +0.8%

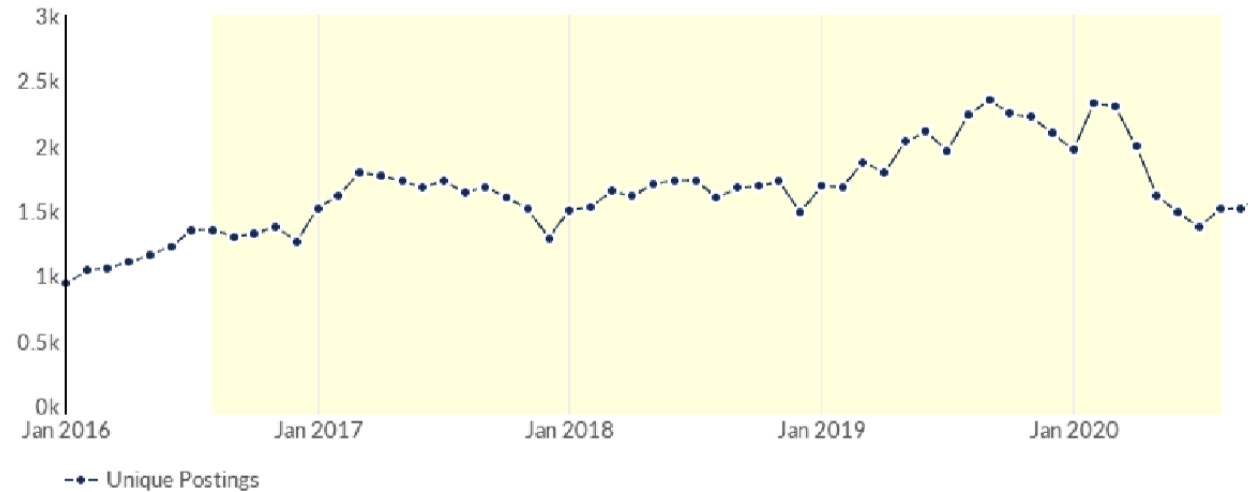
-0.3%

% Change (2017-2020)

Nation: +2.6%

With a 2.1% decline in Fitness Instructors and a 0.3% decline in Sports Coaches, Instructors and Officials from the 2017 peak. However if you flatten the curve out pre- COVID we were expecting a continued steady growth

Job postings



With an increase to 2,324 unique postings in Feb 2020 the data suggests that London was set to see an increase in front line roles within the sector and a potential spike in the economy of the Sport and Physical Activity sector as seen in 2017

The slowed growth of the sector in London, influenced by the decline in frontline line staff post 2017 is represented by the number of unique job postings

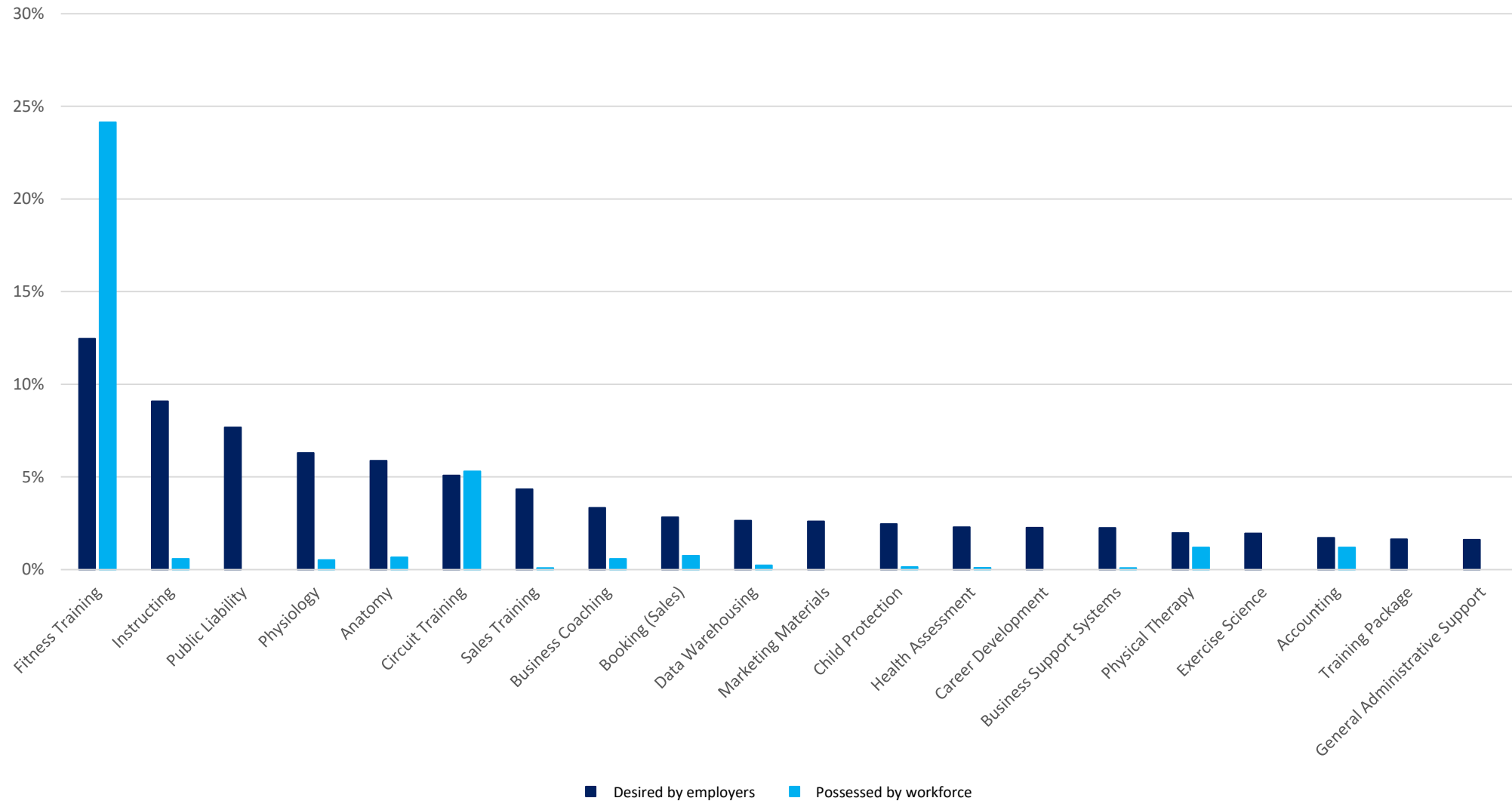
In Feb 2016 there were 1,041 unique postings
In Feb 2017 there were 1,616 unique postings
In Feb 2018 there were 1,524 unique postings
In Feb 2019 there were 1,682 unique postings
In Feb 2020 there were 2,324 unique postings

However what can be seen is a huge decline in job postings since the COVID pandemic

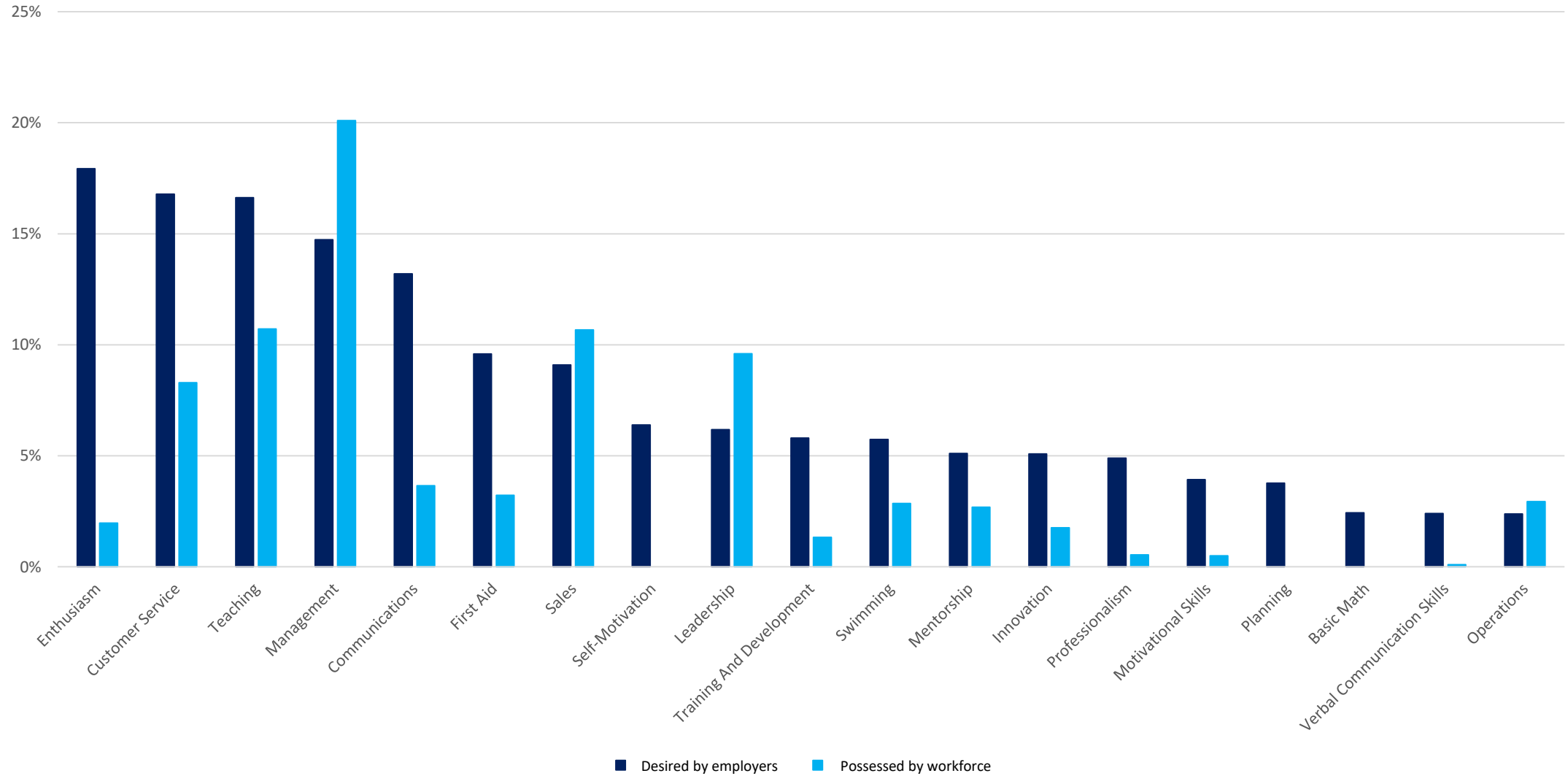
Job Posting in London – last 12 months



Sector skills gaps: Hard skills



Sector skills gaps: Common skills

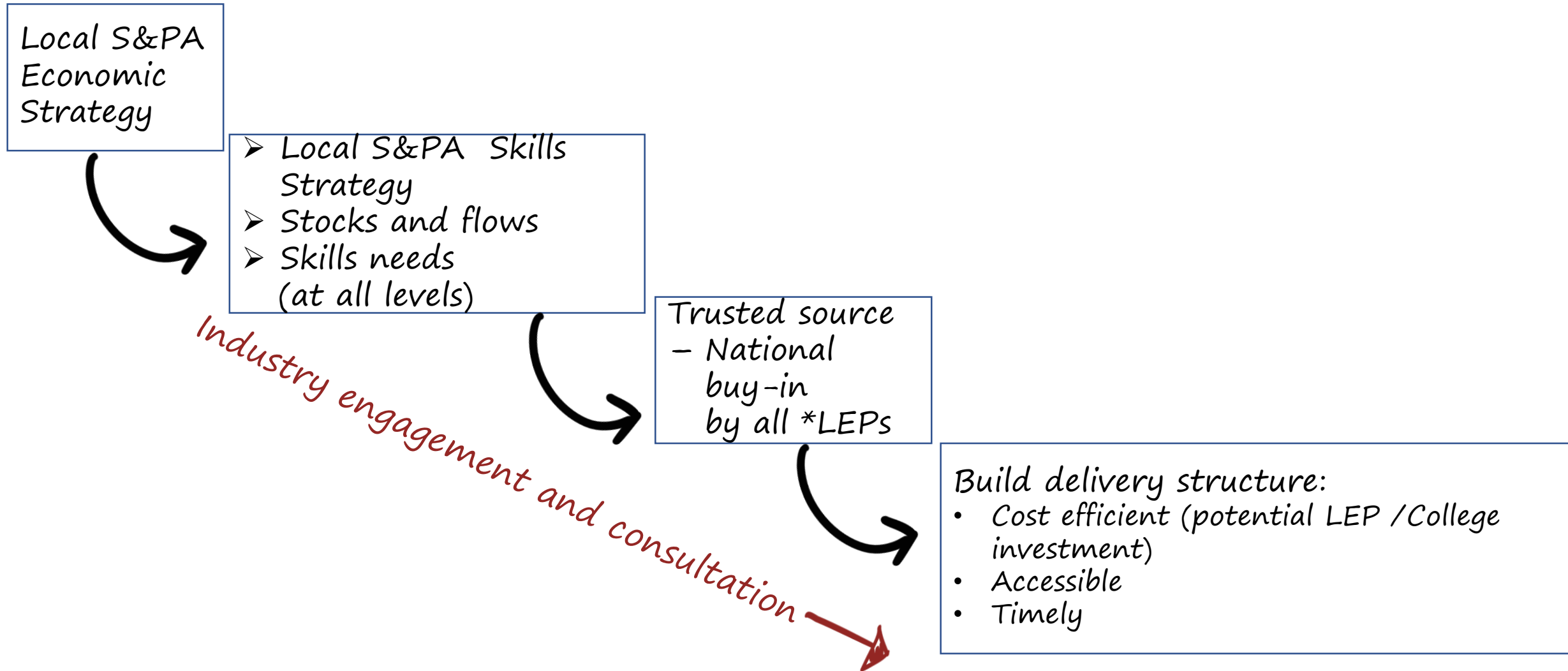


£4Bn additional investment into skills – a new FE & Adult skills strategy

“The White Paper plans to build a world-class, “German-style” Further Education system in England and level up both skills and opportunities. It will focus on two key themes.

- The first will be high-quality qualifications based on employer-led standards which will be at the heart of a new technical system.
- The second principle of the White Paper will be to ensure that we are developing skills in their geographical areas by responding to local economic needs, and acting as centres for businesses and their development. Locally-trained people working in local businesses.”

Formalising a Local Sector Skills Plan





CIMSPA

Standards
Professionalism
Advocacy

What's coming down the line?

Future Areas of development

Sector Wide Vision



Funding & Investment





Any Questions?

Discussion



After hearing from Spencer, what stands out to you?



What support is needed for you to develop?



What support is needed for your team to develop?



What role could this Network play?

Thanks for attending



Make sure you are registered



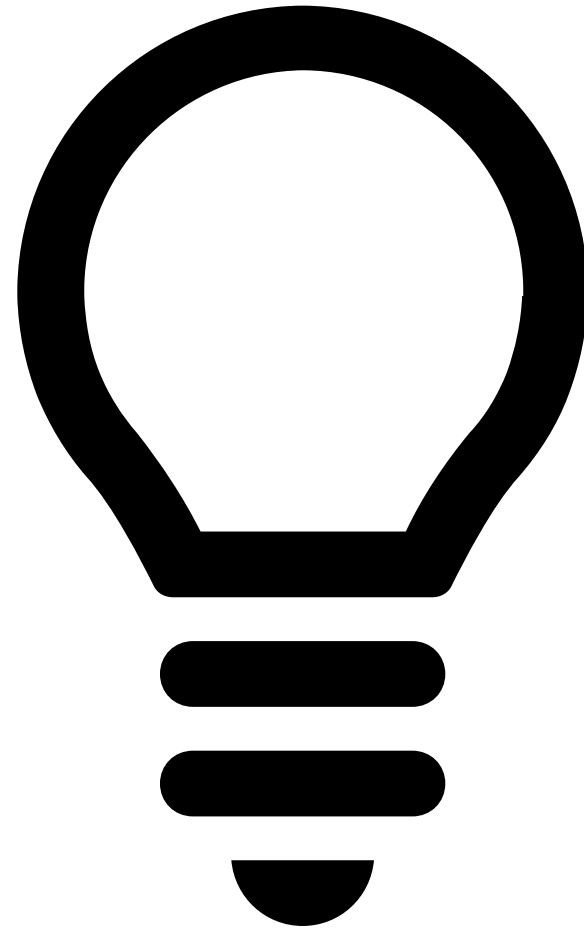
Tell your colleagues



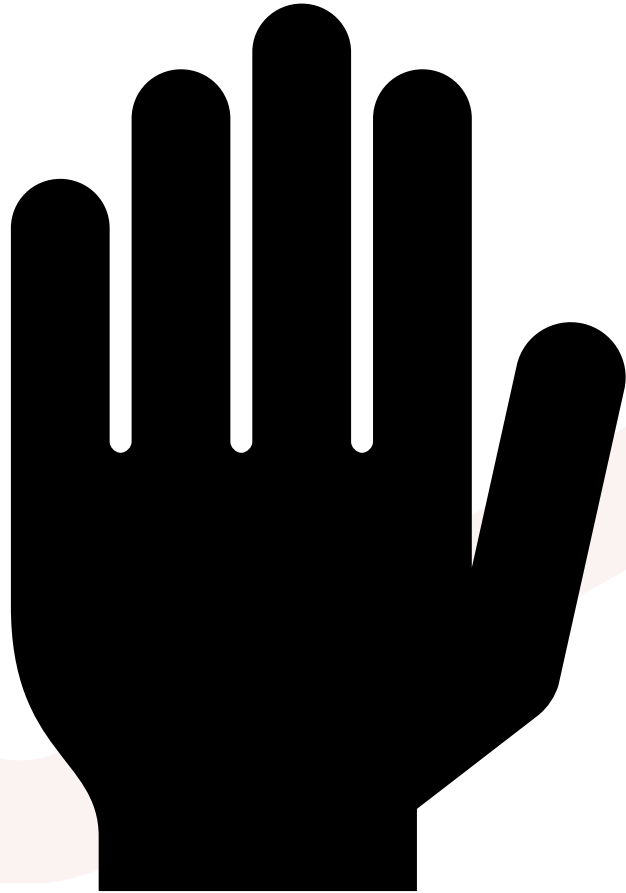
Share your thoughts

Share your thoughts...

- https://forms.office.com/Pages/ResponsePage.aspx?id=nHkhZz1jYki1ZLm4_F7Kg0JkSgTN2n9Em1E9IN56kU9UNIA3WktPTIQ2SDk0Tzg5Q1QwVVJXTktJSi4u



Make sure you register your interest...



- https://forms.office.com/Pages/ResponsePage.aspx?id=nHkhZz1jYki1ZLm4_F7Kg0JkSgTN2n9Em1E9IN56kU9UOEZaODY4REo1TDIaRzBCNU5XODNJNfc4NC4u

The logo for London Sport is a white shield-shaped emblem with rounded corners and a pointed bottom. Inside the shield, the words "LONDON" and "SPORT" are stacked vertically in a bold, red, sans-serif font. The background of the entire image is a solid red color.

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