

SKILLS NEEDS AND TENDENCIES FOR THE SPORT AND PHYSICAL ACTIVITY SECTOR

This section presents the main results and key information from the first ever European Employer Skills Survey for the sport and physical activity sector conducted by EOSE and its network in 2018/2019. The goal of this initiative was to consult the variety of sport employers all over Europe to collate data on realities and difficulties to recruit, retain and develop staff and volunteers and to identify the skill needs and future priorities for the sector.

The online survey was a great success with a total of 3,812 valid responses collated from sport employers across the whole European Union.

Important: the analysis provides an elaboration of all responses collated through the survey and so should be taken into consideration carefully as it is not necessary the exact reality and the exact picture of the whole sector.

THE PROFILE OF RESPONDENTS TO THE SURVEY

Top 5 type of respondents - n=3797



43.9%

61.8%



19.7%

Status of respondents - n=3728





Municipality/Local Authority 5.8%



4.6%

Fitness Club/ Centre Outdoor Activity provider

Size of organisations - n=3634









1 to 4

employees

29.1%

5 to 49 employees 35.2%

50+ employees 13.8%

3.9%

*Do not know= 1.3%

EMPLOYMENT AND PRIORITY SKILLS FOR DEVELOPMENT

17.8%

*Other= 7.4%

A positive forecast for the sector workforce

• Compared to 12 months ago, the number of employees in respondents' organisation has: n=3524

Increased 24.7%

62.6%

*Do not know= 3.9%

Remained the same Decreased

8.8%

 Over the next 2 years, respondents think that the workforce of their organisation will: n=3551

Increase

No

staff

20.6%

Remain the same 51.3%

7.6%

Decrease

29.4%

*Do not know= 11.7%

			9.9
1		Sport coaches	79.6%
	<u></u>	Clerical and Office staff	70.5%
		Senior Management staff	57.7%
		Middle Management staff	52.1%
		Sport officials	48.9%

Occupations engaged in respondents' organisation - n=3565							
	79.6%	6		Operational staff	46.1%		
ce staff	70.5%	7	1 f	Athletes and Players	34.1%		
nent staff	57.7%	8	*	Outdoor activity leaders and animators	31.1%		
nent staff	52.1%	9	\mapsto	Fitness Instructors / Personal Trainers	29.3%		
	48.9%						

Skills and attributes identified by the respondents

Sport coaches

Outdoor activity

5 most important skills and attributes

- 1. Sport specific knowledge and skills 2. Clearly communicate instructions
- 3. Ensure health and safety of participants
- 4. Plan coaching sessions and programmes
- 5. Ability to work in compliance codes of practice/ethics
- 1. Ensure health and safety of participants
- 2. Clearly communicate instructions
- 3. Sport/activity specific technical knowledge and skills
- 4. Ability to work in compliance with codes of practice/ethics
- 5. Team working skills
- 1. Ensure health and safety of participants
- 2. Exercise science knowledge (anatomy / physiology)
- 3. Communicating effectively with participants
- 4. Designing sessions and programmes
- 5. Understand participant needs
- 1. Apply the rules and laws of the sport
- 2. Uphold integrity and fair play
- 3. Decision-making skills
- 4. Ability to work in compliance with codes of practice/ethics
- 5. Problem-solving skills
- 1. Team working
- 2. Problem-solving skills
- 3. Organisational and planning skills
- 4. Verbal communication skills
- 5. Ability to work in compliance with codes of practice/ethics
- 1. Technical skills and knowledge required for their role
- 2. Team working skills
- 3. Ability to work in compliance with codes of practice/ethics
- 4. Ability to maintain health, safety and security standards
- 5. Problem-solving skills
- 1. Administration skills
- 2. Understanding written documents and writing clearly
- 3. Communication skills
- 4. Technical skills and knowledge required for their role
- 5. Customer service skills

5 weakest skills and attributes

- 1. Ability to work with people with disabilities
- 2. Information/Communication Technology (ICT) skills
- 3. Marketing and selling skills
- 4. Organise activities and events
- 5. Ability to work with different participants
- 1. Ability to work with people with disabilities 2. Marketing and selling skills
- 3. Information/Communication Technology (ICT) skills
- 4. Organise activities and events
- **leaders & animators** 5. Sport/activity specific technical knowledge and skills



Fitness instructors/ personal trainers

- 1. Marketing and selling skills
- 2. Ability to work with people with disabilities
- 3. Communicating effectively with participants

2. Communicate information as an official

3. Information/Communication Technology (ICT) skills

- 4. Understand participant needs
- 5. Exercise science knowledge



Sport Officials (e.g. referees, judges)

Senior and middle

4. Problem-solving skills 5. Apply the rules and laws of the sport

Managing conflict

- 1. Strategic thinking 2. Leading change
- 3. Business development skills
- 4. Marketing and sales skills
- 5. Facilitating innovation



Operational staff

- 1. Communication skills 2. Problem-solving skills
- 3. Organisational and work planning skills
- 4. Technical skills and knowledge required for their role
- 5. Team working skills



Clerical and office

- 1. Information/Communication Technology (ICT) skills 2. Communication skills
- 3. Organisational and planning skills
- 4. Problem-solving skills
- **staff / receptionists** 5. Use of technology, equipment and tools

RECRUITMENT REALITIES AND CHALLENGES

Recruitment of a paid employee in the past 12 months - n=3042 *Do not know= 5.7%

49.6% YES















Difficulties to fill vacancies - n=3037

Top 3 hardest roles to fill - n=786

42.3%

Top 3 difficulties when recruiting - n=2127

45.6% Low numbers applicants with th

44.1%

38.7%







Operational staff





RETENTION REALITIES AND CHALLENGES

Difficulties retaining staff - n=3019







• Hardest roles to retain (top 3) - n=634





Clerical and office staff



• Top 5 difficulties expressed for retaining staff - n=642







Lack of career progression/pathways



iob roles



stability for the organisation



Lack of commitment to the iob

WORKFORCE DEVELOPMENT AND TRAINING

Organisational review of skills and training needs of staff - n=2901

41.8% 35.4% Yes, partly

17.9% *Do not know= 4.9% • Top 3 barriers expressed for arranging training - n=2758

48.5%





Training is too expensive

39.8% 0

Courses of interest are not available locally

ENGAGEMENT OF VOLUNTEERS

Engagement of volunteers in a typical year - n=3612

82.5%



14.7%

Organisations engaging volunteers Organisations not engaging volunteers

Expectations of volunteers and paid staff

Do organisations have same expectations of volunteers and paid staff in the following roles?

Sport officials

37.8%

31% No 69% Yes

Outdoor activity leaders and animators

Sports Coaches 56% Yes

44% No

• Clerical and office staff / receptionists

48% No 52% Yes

Operational staff

16.4%

59.6% Yes 40.4% No

. Senior and middle management staff

52% Yes 48% No 51% Yes 49% No

Any particular problems engaging volunteers

45.8%

61.1% Management:

board members

52.9% Sport Coaches



Problems in engaging volunteers and for which occupations

• Top 3 occupations where there are problems engaging volunteers

49.7%

Sport Officials

AND PHYSICAL ACTIVITY SECTOR - n= 2930

 Expectations and priorities from national governments on sport organisations are increasing







21.5%

• Sport organisations have become more professional in recent years



77.6%

paid staff

 The sector is changing and evolving, as a result the skills needed by those working in the sector will change too





9.4%

• In the future there will be a demand for a better qualified workforce operating in sport organisations



66.8%



16.7%



12.8%

50.8% 31.1%

• New training courses are

• It is difficult to find and recruit

people with the right skills to work as



• It is difficult to find and recruit



79%

60.8%





• It is important that staff have access to ongoing training to keep their skills up to date



91.5%

• It is difficult to progress from a

to a management position

51.1%

technical role (e.g. as a coach or instructor)



32%

3.2%



required to meet the training

71.9%



16.7%

• Universities/ training providers should work more closely with sport organisations







6.9%

• The workforce of paid staff and volunteers in the sport and physical activity sector needs to be inclusive (reflecting gender, disability and minorities in society)



71.5%

15.4%

• Staff would benefit from learning experiences in other countries



57%



The missing percentages stand for the answer "I do not know" present in the initial survey. Respondents indicate their agreement/disagreement with the above statements.



THE OVERALL INITIATIVE

The overall goal of EOSE and its networks of members and partners all over Europe is to collate, analyse and publish new knowledge and data about the European sport labour market on an annual basis.

To make an impact on the sector and allow it to unlock its recognised and growing potential to improve peoples' lives and have an impact on health, employment and the economy in Europe, it is necessary to have a precise idea of the size and characteristics of the current labour market, as well as information about its evolutions and tendencies.

This information has been missing for too many years and was successfully reinitiated through the ambitious ESSA-Sport project (www.essa-sport.eu) and follow-up Skills Project both funded under the Erasmus+ programme and coordinated by EOSE with the support of a strong network of European and national partners.

The ambition of this summary paper is to keep the momentum from ESSA-Sport project and share information and data about the growing and changing labour market, the existing skill needs, gaps and shortages, the realities and challenges of sport organisation in engaging new member of staff but also retaining their workforce, and to encourage national and EU level consultation activities to discuss and identify priority actions and recommendations for modernising the sector.

This is a summary paper so it doesn't gather all available data collected through the European Employer Skills Survey. A more detailed and extensive report has been produced and can be found at https://projects.eose.org/skills/

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