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Team Beds and Luton Data report



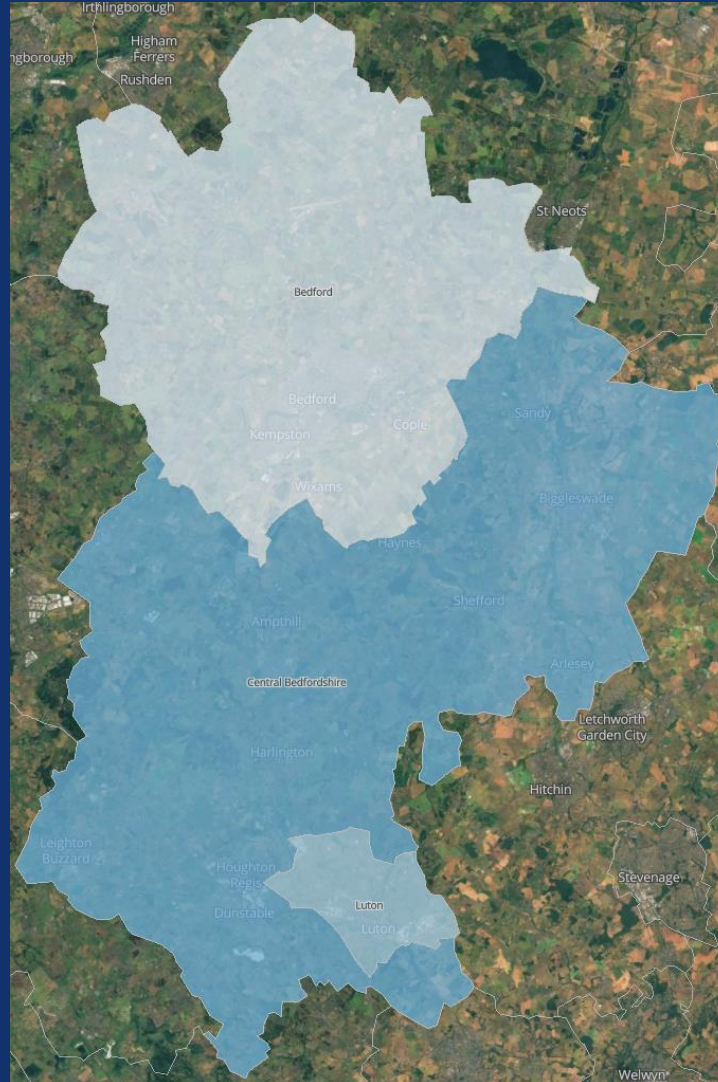
**SPORT
ENGLAND**

FUNDED PARTNER

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The Sport and Physical Activity Sector and the Team Beds and Luton region

Team Beds and Luton Local Authorities



- Luton
- Bedford
- Central Bedfordshire

Industry growth


When analysing the Sport and Physical Activity industries, SIC 931 – Sport Activities is used, including the four-digit SIC industries; 8551 Sports & Recreation Education, 9311 – Operation of Sports Facilities, 9312 – Activities of Sports Clubs, and 9313 – Fitness Facilities. Any job, whether Sport and Physical Activity orientated or not, that takes place within one of these industries is accounted for in this data i.e., Bar Staff working in a Sports Facility as these roles directly affect the health of the Sport and Physical Activity industries in the area.

In the Team Beds and Luton region, there is an overall increase of 23% in the number of jobs within its Sport and Physical Activity industries. The data shows a significant increase in 2016 and further increase in 2018 which has allowed for overall growth, despite a subsequent decrease over the past two years of 4%.

- Earnings (2018) £47.7m
- Capital Income (2018) £111.5k
- Taxes on Production less Subsidies (2018) £149.2k
- Total GVA (2018) £48.0m



Demographic Analysis



Age and Gender



Across the Team Beds and Luton region in 2020, the population is made up of the following age groups; 0-15 years 22%, 16-24 9%, 25-64 53%, 65+ 16%.

The area has a gender split of 40% male and 50% female.



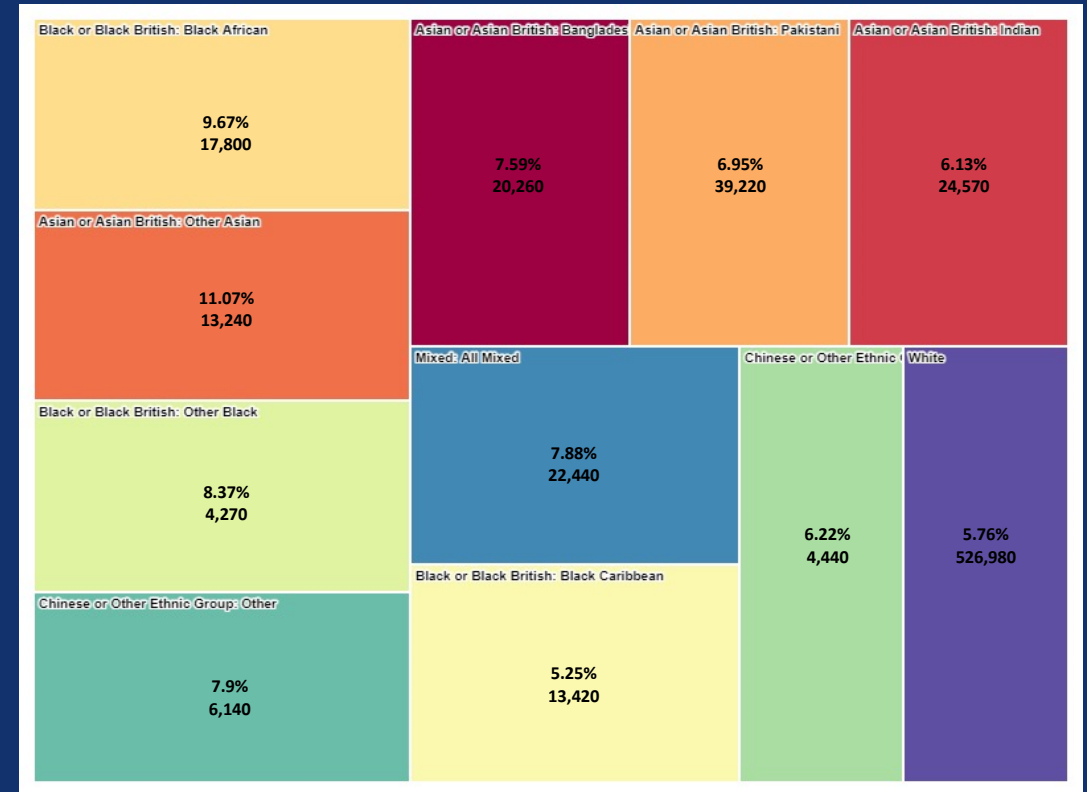
Ethnicity

The percentage in each ethnicity box shows the percentage increase of that ethnicity within the Active Partnership region for both males and females from 2015 to 2020. The second figure in each ethnicity box shows the 2020 population in the Active Partnership region for that ethnicity.

‘Other Asian’ communities, excluding Bangladeshi, Pakistani and Indian have shown the greatest increase in population with an 11.07% increase since 2015, whilst the Black Caribbean community has seen the lowest population increase at 5.25%.

However, ‘Other Black’ communities excluding Black African and Black Caribbean make up the smallest ethnic group within the Team Beds and Luton Active Partnership region, with a population size of 4,270.

In the Team Beds and Luton region, the population has an ethnic makeup of 76% White, 14% Asian, 5% Black, 1% Chinese, and 4% Mixed.



Sport and Physical Activity sector growth

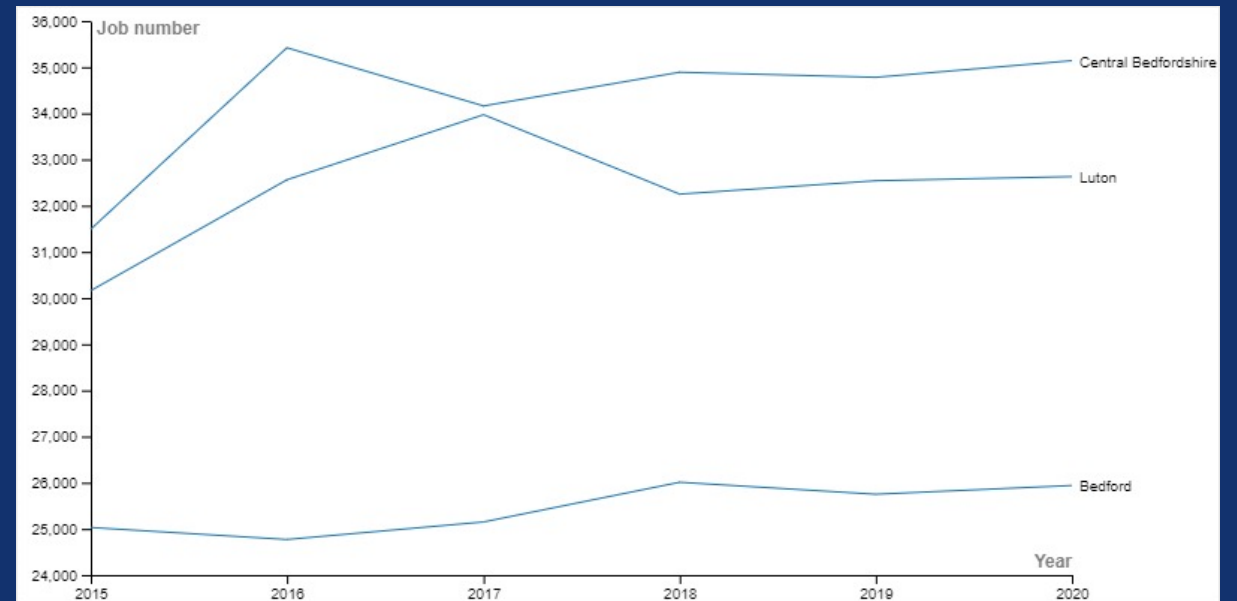


Occupational growth by Local Authority

When looking at occupational growth within the Team Beds and Luton region, analysis was done at a 4-digit SOC code level including; 1225 – Leisure and Sport Managers, 3441 – Sports Players, 3442 – Sports Coaches Instructors and Officials, 3443 Fitness Instructors, and 6211 – Sports and Leisure Assistants.

All three Local Authorities within the Team Beds and Luton Active Partnership region have seen an increase in the number of Sport and Physical Activity occupations since 2015, with Central Bedfordshire seeing the most significant growth of 12% over the five-year period.

The three Local Authorities each saw a decline in their Sport and Physical Activity occupations over three consecutive years; Central Bedfordshire 2017, Luton 2018, and Bedford 2019 however, all three areas saw growth into 2020 despite the pandemic.

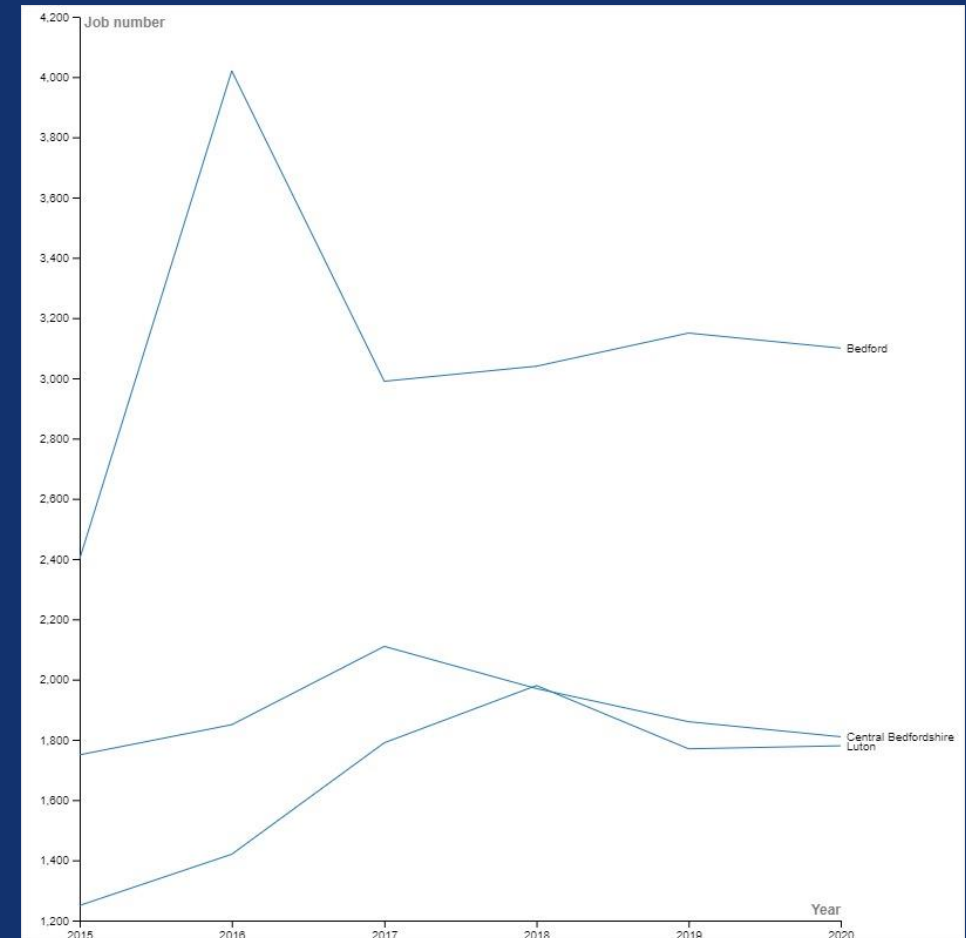


Industry growth by Local Authority

In this analysis, industrial growth is analysed more granularly, at Local Authority level. Each Local Authority within the Team Beds and Luton Local Authority area has also seen growth in it's Sport and Physical Activity industries. These figures are different to the occupational growth data as non-Sport and Physical Activity occupations still contribute to Sport and Physical Activity industries i.e. when bar staff operate in sports stadiums.

All of the Local Authorities in this region has seen growth in their Sport and Physical Activity industries and Luton has seen the greatest growth with a 42% increase since 2015.

Bedford has consistently had the largest Sport and Physical Activity industries, despite a decline in 2017.



Workforce, Recruitment & Pay

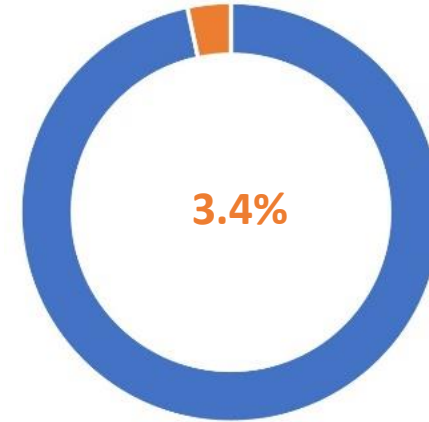


Unemployment

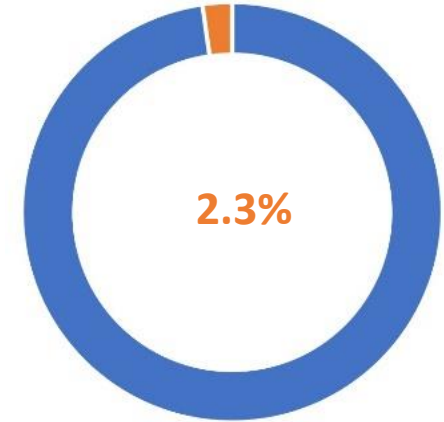
Luton has the highest unemployment rate out of the three Local Authority regions with 4.3% unemployment, whilst Central Bedfordshire has the lowest with an unemployment rate of 2.3%, despite having the largest population.

Each Local Authority has an unemployed population of; Bedford 3,200, Central Bedfordshire 3,500, and Luton 4,500.

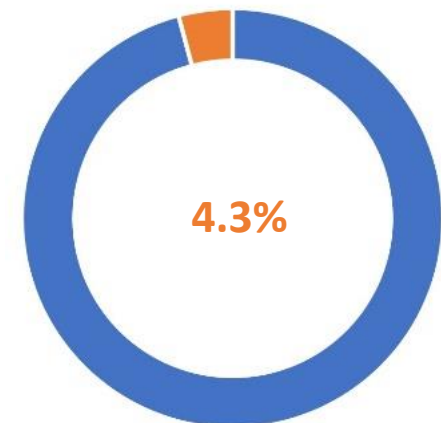
Bedford



Central Bedfordshire



Luton



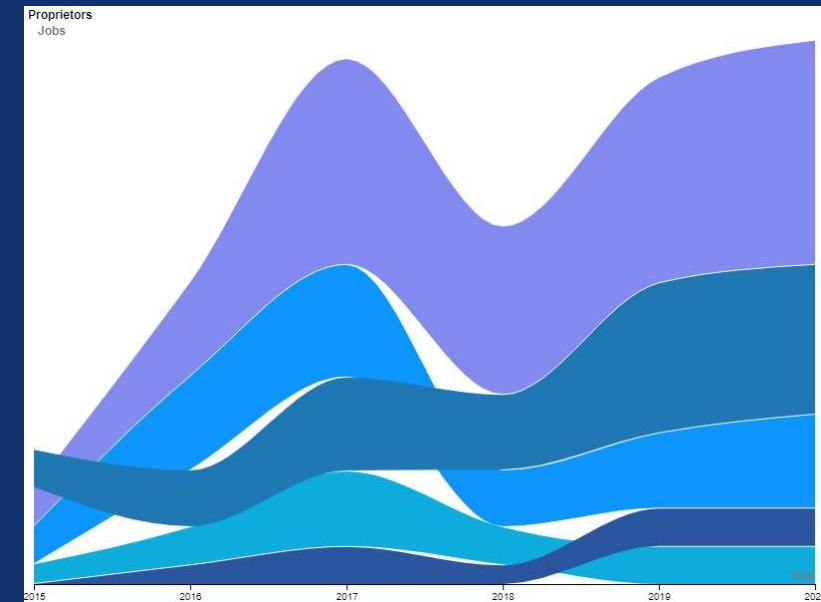
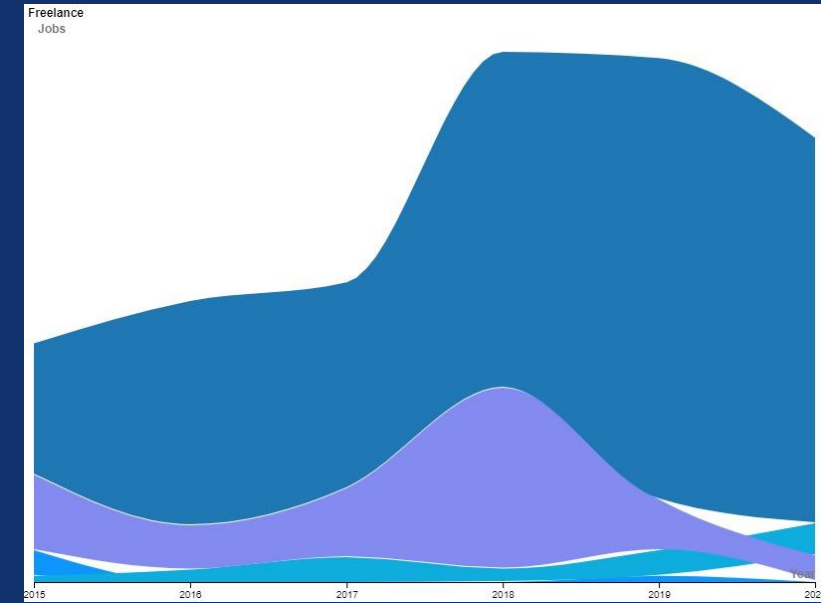
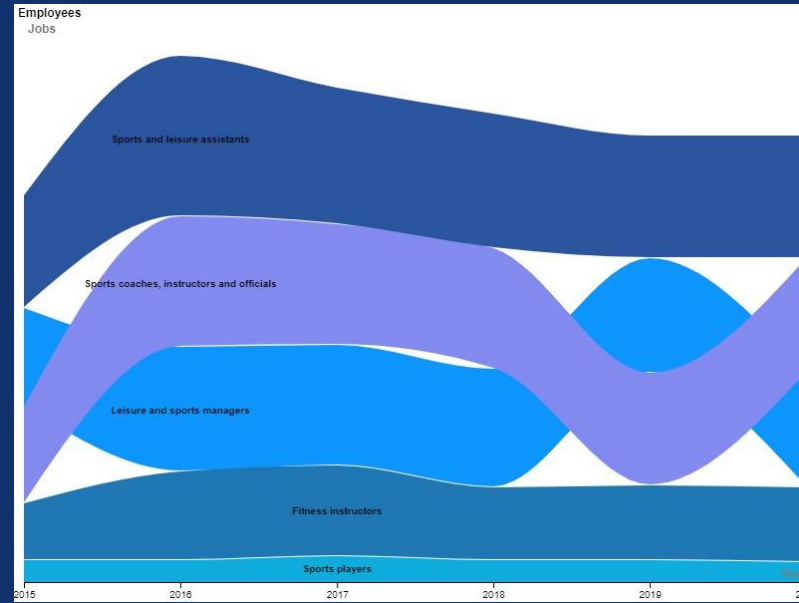
Employment type

The Employment Type bump diagrams show the flow of employment types within the Team Beds and Luton region, per each SOC occupation from 2015 to 2020. The higher up the chart, the greater the size of the workforce for that occupation within that class of employment.

Sports Coaches, Instructors and Officials are predominantly made up of employees with 78% of this occupational group employed. 16% work as proprietors and the rest on a freelance basis. Fitness Instructors have the greatest makeup up of freelance workers at 58% whilst 35% work on a freelance basis. Almost all Sport and Leisure Assistants and Leisure and Sport Managers are employees, with 3% of Sport and Leisure Assistants and 8% of Leisure and Sport Managers working as proprietors. 59% of Sports Players are employees with a split of 29% freelance and 12% proprietors.

Sport and Leisure Assistant make up the greatest proportion of the employed workforce in this region and consistently have done since 2015. Sports Coaches, Instructors and Officials have often accounted for very similar proportions of the employed workforce and in 2020, there were 570 employees for each of the two occupational groups. The freelance workforce is heavily dominated by Fitness Instructors, making up 87% of this employment type. Sports Coaches, Instructors and Officials, and Sports Players have a relatively even split with the former occupation accounting for 6% and Sports Players for 7%.

The Sports Coaches, Instructors and Officials occupational group holds the greatest proportion of proprietors with 120 of the 290 proprietors working within the sector in the Active Partnership region whilst, both Sports and Leisure Assistants and Sports players each account for just 20 proprietors, accounting for 7% each. 28% of proprietors are Fitness instructors and 17% are Leisure and Sport Managers.



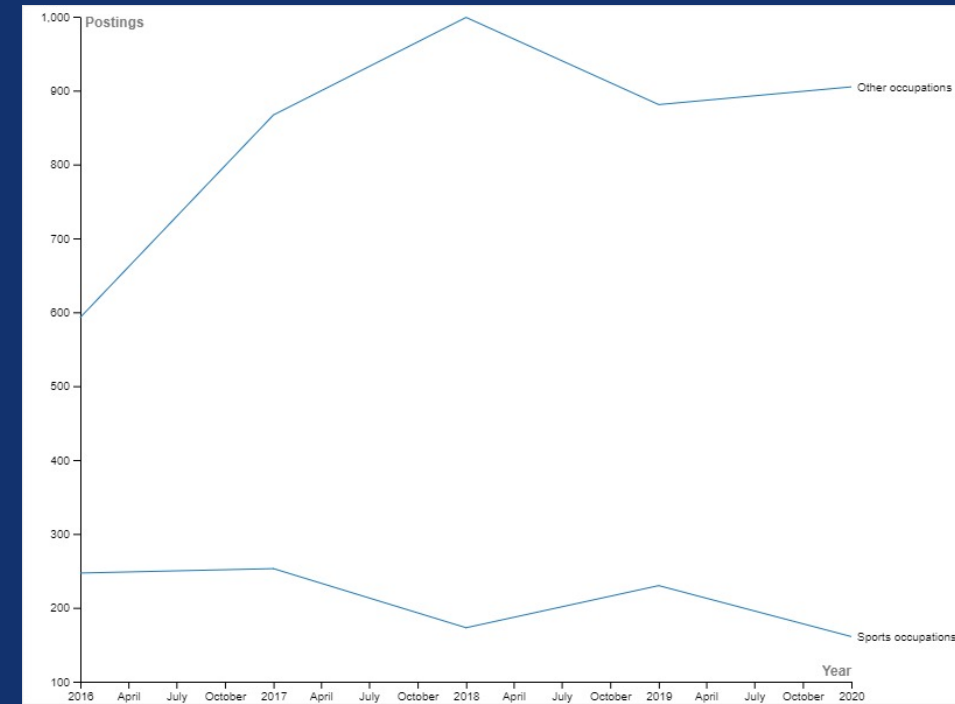
Recruitment

Within the recruitment analysis, trend analysis of the recruitment of Sport and Physical Activity occupations is plotted against the recruitment of other occupational group roles within the area.

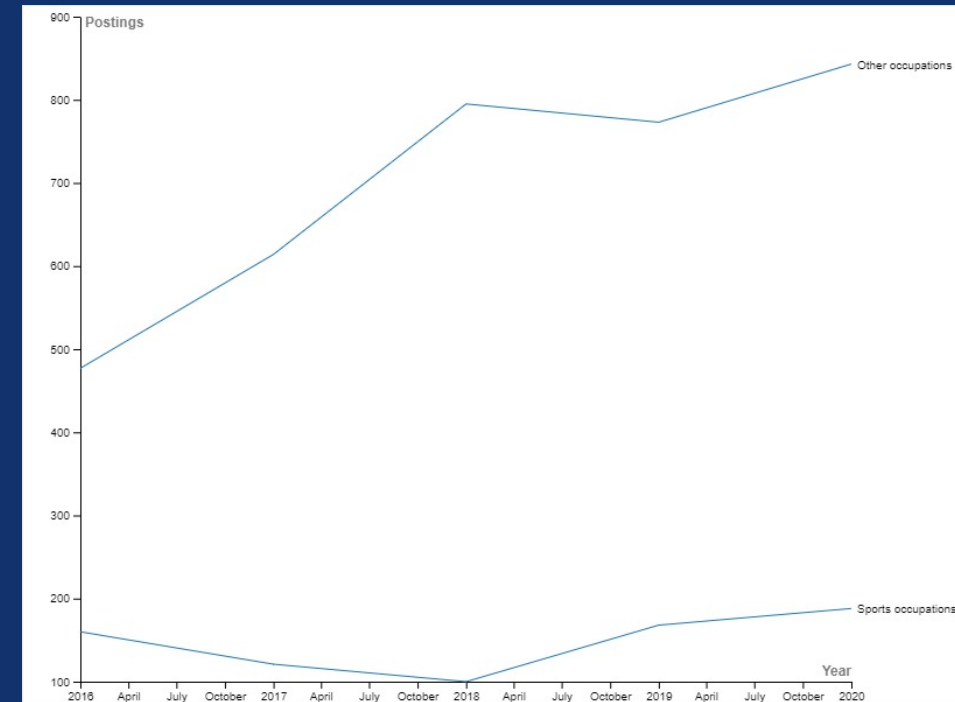
Bedford sees a 35% decrease in recruitment from 2016 to 2020 with 161 posts recorded last year. The area sees a decline in job postings both in 2018 and 2020 despite recruitment across other occupations in the area only seeing a decline in 2019. Recruitment across these other occupations increases by 53% over the four-year period.

Central Bedfordshire sees an overall increase in the number of job postings by 18% in 2020 compared to the number recorded in 2016 showing growth in the Sport and Physical Activity sector within the area. This comes despite an initial drop in job posting in 2018. Both recruitment across Sport and Physical Activity occupations and across other occupations is seen through 2019 and 2020 showing the growth of sectors in the area despite the pandemic.

Bedford

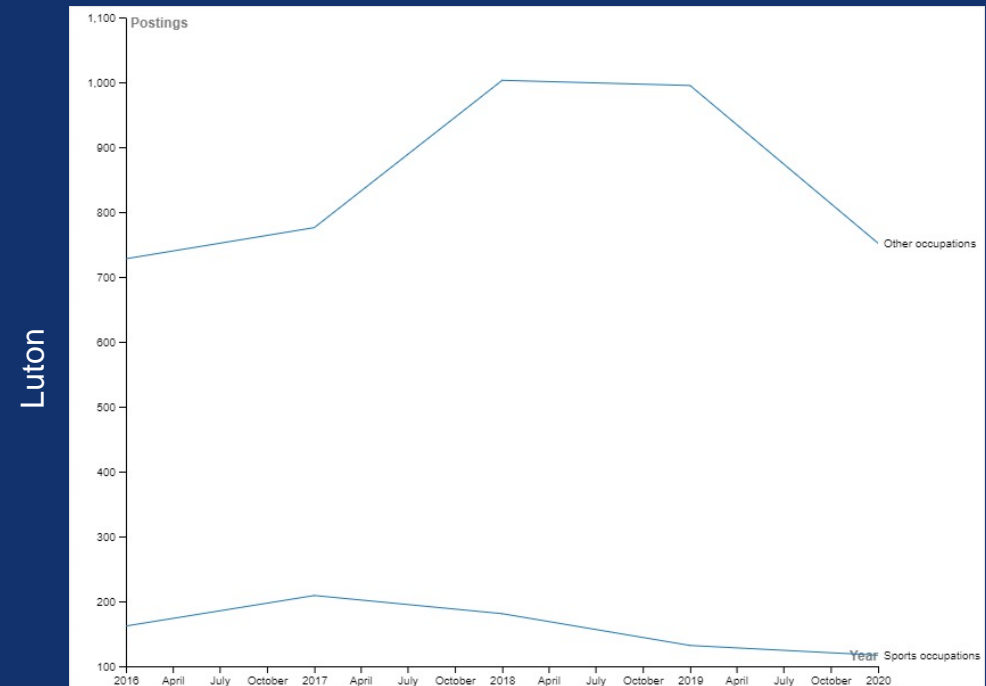


Central Bedfordshire



Recruitment

Recruitment across Sport and Physical Activity occupations falls in Luton over the four-year period by 28%, seeing 117 job postings in the sector in 2020, despite recruitment across other occupations resulting in a relatively similar total of 752 postings, up 3%.

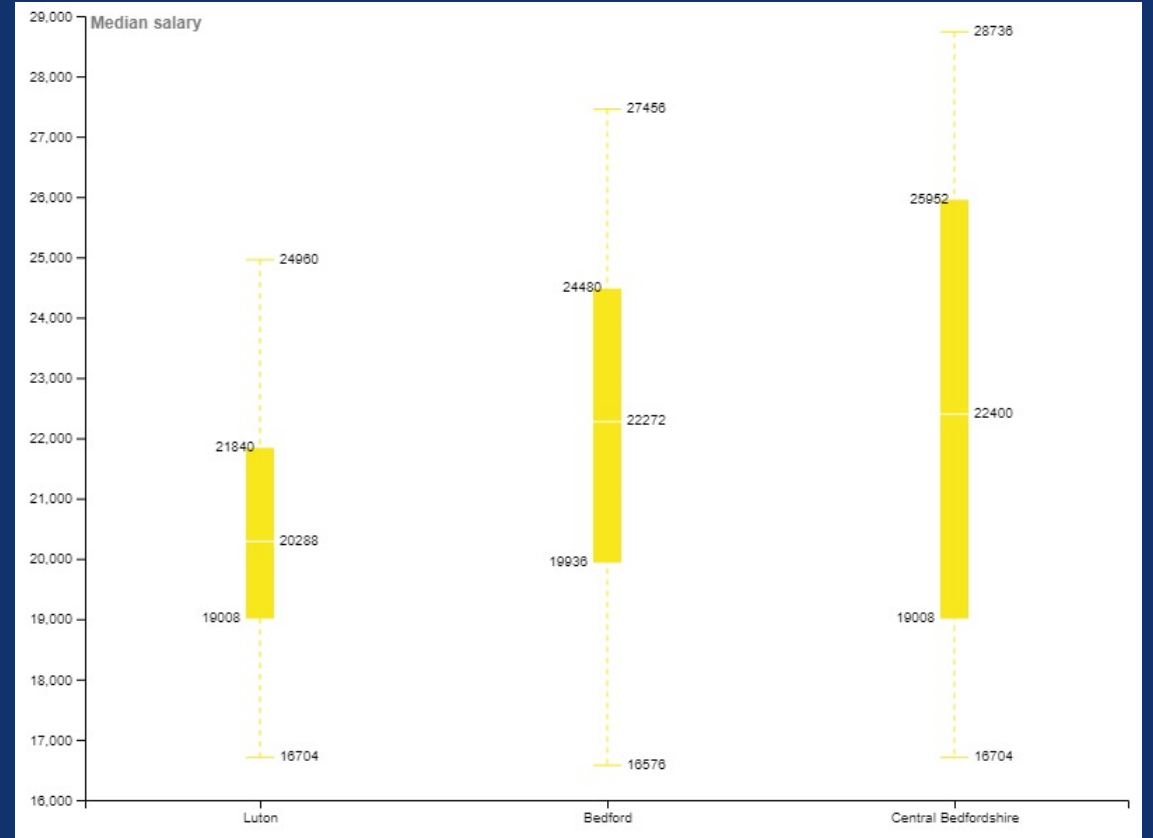


Pay

In this chart, the colour represents the highest paid occupation in that Local Authority; Yellow is Leisure and Sport Managers. In the Team Beds and Luton Active Partnership region, Leisure and Sport Managers is the highest paid occupation in each of the three Local Authority areas, with Sport and Leisure Assistants the lowest paid in each.

Central Bedfordshire sees the highest median salary across all Sport and Physical Activity occupations however, also sees the greatest pay disparity with the top earners seeing median salaries £12,032 greater than the lowest earners.

The lowest paid Sports and Leisure Assistants workforce exists in Bedford however, the occupational group is paid very similar salaries across each Local Authority.



Skills and Education

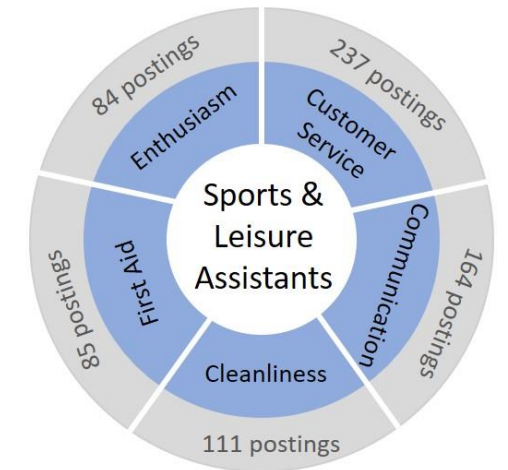
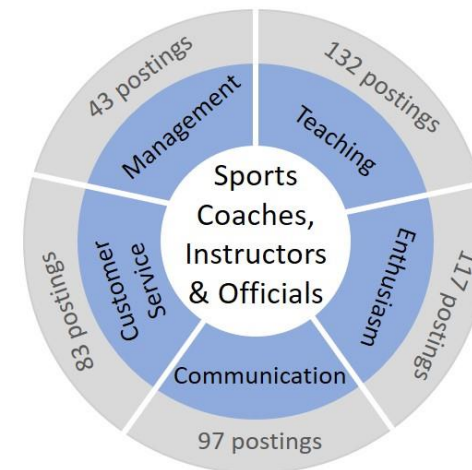
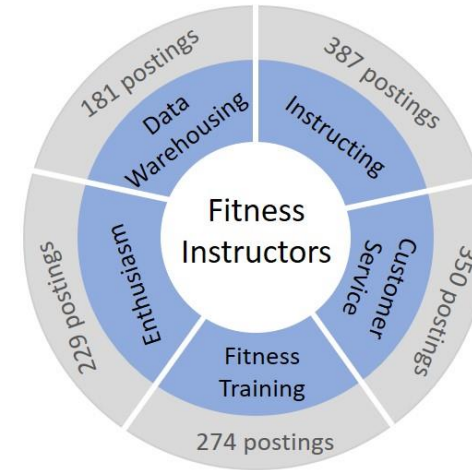
In-demand skills

Skills Frequency Wheels show the number of times each of the top 5 required skills were involved in job postings by employers since 2016.

Customer service appears in the top 5 in-demand skills across all four of these Sport and Physical Activity occupations showing it is the most desired skill by employers in the sector within the Team Beds and Luton Active Partnership region.

Enthusiasm and Communication each appear across three of these four occupational groups.

Fitness Training and Instructing are the only two hard skills shown as being in demand, showing that more often it is common skills that have been in-demand by employers.



Apprenticeships

The table below presents the Apprenticeships achieved and the number of times each was achieved, within this Active Partnership region

Name	Level	Achievements
Active Leisure and Learning	Advanced Apprenticeship	38
Active Leisure and Learning	Intermediate Apprenticeship	80
Sporting Excellence	Advanced Apprenticeship	19
Supporting Teaching and Learning in Physical Education and School Sport	Advanced Apprenticeship	24

Further Education

The table below presents the Further Education courses achieved and the number of times each was achieved, within this Active Partnership region

Name	Level	Age	Achievements
Sport	1	Adult, Under 19	50
Sport	2	Adult, Under 19	192
Sport	3	Adult	469
Leisure Management	2	Adult	1
Leisure Management	3	Adult	0
Fitness Instruction	1	Adult	31
Fitness Instruction	2	Adult, Under 19	63
Fitness Instruction	3	Adult, Under 19	16
Exercise and Fitness Management	3	Under 19	35
Leisure and Recreation	2	Adult, Under 19	12
Leisure and Recreation	3	Adult, Under 19	38
Sport, Leisure and Recreation n.e.c.	2	Adult, Under 19	26
Sport, Leisure and Recreation n.e.c.	3	Adult	0
Sport, Leisure and Recreation n.e.c.	E	Adult, Under 19	30
Sport, Leisure and Recreation n.e.c.	Not Applicable/ Not Known	Adult	186

Higher Education

The table below presents the Higher Education courses achieved and the number of times each was achieved, within this Active Partnership region

Name	Level	Achievements
Recreation & leisure studies	Bachelors	0
Recreation & leisure studies	Certificate	0
Sport & exercise science	Bachelors	42
Sport & exercise science	Certificate	6
Sport & exercise science	Diploma	5
Sport & exercise science	Doctorate	0
Sport & exercise science	Masters	4
Sport & exercise science not elsewhere classified	Bachelors	0
Sport & exercise science not elsewhere classified	Certificate	0
Sport coaching	Bachelors	5
Sport coaching	Certificate	0
Sport coaching	Diploma	0
Sport conditioning, rehabilitation & therapy	Bachelors	0
Sport conditioning, rehabilitation & therapy	Certificate	0
Sport conditioning, rehabilitation & therapy	Diploma	0
Sport conditioning, rehabilitation & therapy	Masters	0
Sport studies	Bachelors	0

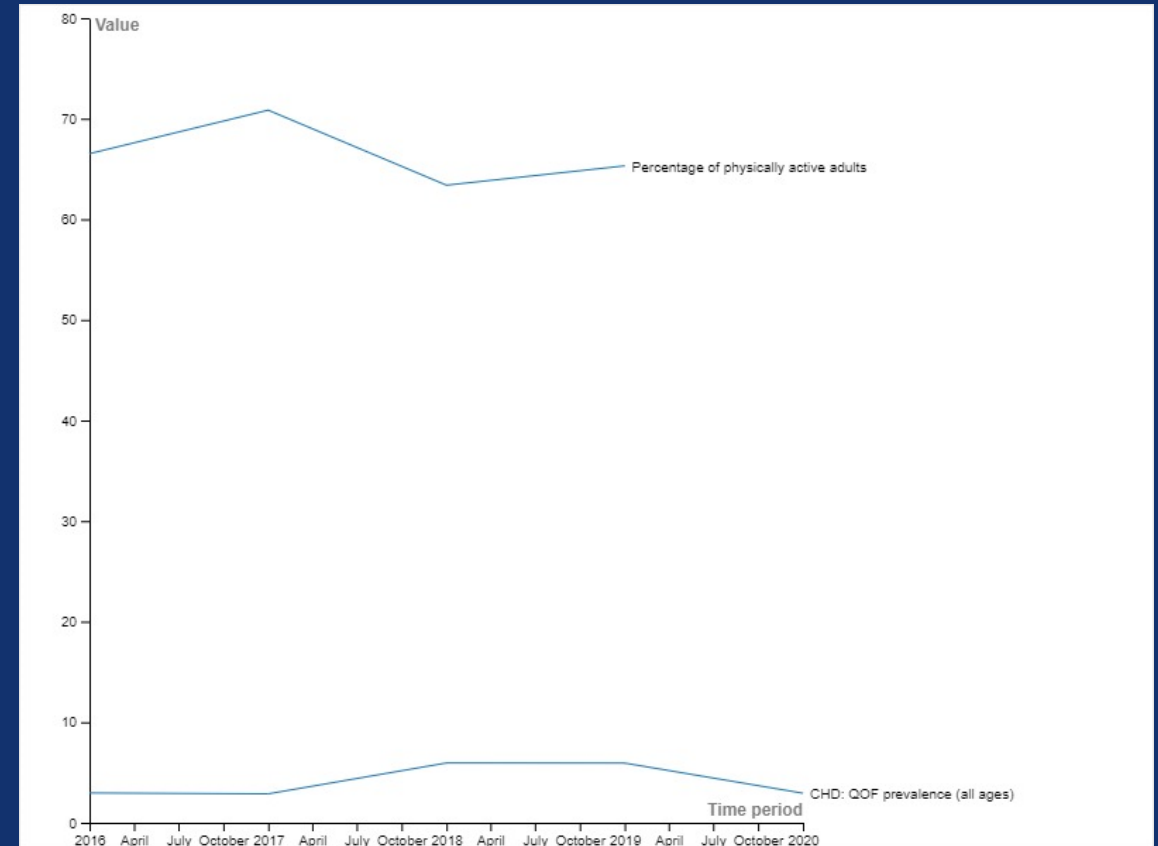
Societal Metrics



Health and Wellbeing

With increases in the percentage of physically active adult between 2016 and 2017 and again, between 2018 and 2019 we see decreases in the prevalence of CHD. Between 2017 and 2018, there is a decrease in the percentage of physically active adults which causes the only increase in the prevalence of CHD that is seen over the four-year period, showing the direct effect that a greater percentage of physically active adults has on reducing the prevalence of Coronary Heart Disease.

This therefore shows the benefits of maintain an increasing percentage of physically active adults and therefore highlights the need for a healthy Sport and Physical Activity economy within the Team Beds and Luton Active Partnership region to be able to facilitate greater participation in Sport and Physical Activity which will in turn reduce the need for expenditure on treating such medical conditions.



Crime

There is not enough evidence available from the Office for National Statistics Crime data to support the hypothesis that greater Sport and Physical Activity sectors within Active Partnership regions directly reduces crime within the area.

