



# A Sector Skills Alliance for Active Leisure Planning for 2019-2020

February 2019\_v2

## **Introduction**

Based on the evidence of our ongoing skills surveys and foresight work, the Sector Skills Alliance for Active Leisure (SSA) will now start to develop a more formalised sector skills strategy - also known as our BLUEPRINT for skills and employment cooperation. The strategy should lead to a systemic and structural impact on reducing skills shortages, gaps and mismatches, as well as ensuring appropriate quality and levels of skills to support growth, innovation and competitiveness in the Active Leisure Sector. It will give direction to how we need to support future skills needs, and the new roles and occupations that will undoubtedly be needed as the Active leisure Sector develops.

The sectoral skills strategy should include a clear set of activities, milestones and well-defined outputs with the goal to match demand and supply of skills to support the overall sector specific growth strategy. This paper sets out the next steps of planning to realise the strategy and actions.

The SSA will have some core, and overriding functions:

- gather relevant labour market intelligence and foresight to enable evidence-led decisions,
- understand employer needs to support growth,
- develop sustainable jobs and promote entrepreneurship,
- support the sector in addressing its most pressing challenges and achieving its medium and long-term goals,
- direct resources and coordinate the position of the Active Leisure Sector with its stakeholders, governments and institutions.

The SSA will then identify priorities and timings for action and develop concrete solutions, such as directing the sector standards bodies (e.g. Professional Standards Committee) in creating and updating curricula and standards based on new research evidence and new occupational profiles.

As an Alliance it will not make rules or insist on any specific courses of action – all its outcomes are advisory. It is for the 2 sub-sectors of fitness and the outdoors to determine their own priorities and procedures based on the advice given by the SSA.

## **Who makes up the Sector Skills Alliance?**

To be reasonably representative, members of the SSA should include:

- employers (individual and/or organisations such as an employer-based national association),
- employees (possibly trade unions),
- researchers and independent consultants,
- education and training institutions including from VET and higher education,
- suppliers,
- public authorities and other relevant Government and institutional agencies.

**BLUEPRINT**

EuropeActive will provide the Secretariat in the short term.

To be more precise, and because of the 2 sub-sectors of fitness and the outdoors, the structure will probably look something such as this:

Each sub-sector SSA composition:

- 6 employers
- 2 employees
- Research/independent consultants as required
- 2 VET providers
- 2 higher education providers
- 1 supplier
- Public and/or government representation as required

Chairperson to be appointed  
Secretariat – EuropeActive for fitness and EC-OE for the outdoors

Sector Skills Alliance for Active Leisure (i.e. combination of the 2 sub-sectors):

- 6 employers
- 2 employees
- Research/independent consultants as required
- 2 VET providers
- 2 higher education providers
- 2 suppliers
- Public and/or government representation as required

Chairperson – rotational between the 2 sub-sector SSA's  
Secretariat – EuropeActive

Frequency of meetings:

2019	2 meetings of each sub-sector (plus necessary working groups) 1 meeting of the full SSA
2020	1 meeting of each sub-sector (plus necessary working groups) 1 meeting of the full SSA

The first sub-group meetings should set about to:

**Develop a (sub-)sectoral skills strategy to support the objectives of the expected growth for the sector.**

- This strategy should be the first key “deliverable” that should identify desirable, concrete actions and indicate a clear set of activities, timing and outputs.
- Check and review the labour market intelligence and foresight work
- Discuss the findings with the employer representatives to agree on the principle points needed to support growth

- Agree on the main trends which are likely to affect jobs and skills needs
- Develop a plan to suggest how to match demand and supply of skills
- Describe the expected timeline of developing a strategy for the short and medium term

The first combined meeting of the SSA should set about to:

### **Develop the first draft of the combined Active Leisure Sector strategy**

Based on the 2 sub-group meetings this full meeting should:

- Develop a common methodology for assessing the current situation and anticipating future needs as well as how to establish ongoing changes in trends, capacity, etc. This will involve further surveys and foresight work.
- Agree on the strategy for informing individuals, the main sector stakeholders, regional organisations, national governments and their agencies, VET providers, higher education, and the European Institutions on the key issues required for the delivery and development of skills for Active Leisure.
- It should propose concrete examples of policies and initiatives aiming at addressing skills shortages and mismatches as well as fostering multi-stakeholder partnerships (e.g. between industry, social partners, education and training, public authorities) to encourage fostering support and funding for the delivery of the strategy.
- Identifying occupational profiles/roles that need to be revised or created and their corresponding skill needs as well as their required proficiency level. This may extend to sub-group working to create qualifications, etc.

The results, recommendations, and decisions of the full SSA meeting should then set the agenda for the second sub-sector meeting to ensure all positions have been properly considered, and can be properly actioned.

The second (sub-)sector meetings in 2019 should then consider how the strategic approach can be linked to the overall growth strategy of its (sub-)sector, with a view to providing direction in addressing the most pressing challenges and achieving its medium and long-term goals. These should be expressed in terms of growth, innovation, competitiveness and employment – and to present evidence which may help to provide additional EU support in their delivery.

In its work the SSA will have to take into account and reflect the main policy developments and expectations in how they apply to the main EU instruments and current policies such as for ESCO, Europass, ECVET, EURES etc.

The programme for 2020 will be set at the second meetings, but ongoing research into employer skills needs and empirical results of foresight will be necessary.

# Sector Skills Alliance for Active Leisure

Sub-sector  
Outdoor

Sub-sector  
Fitness

Supporting  
sectoral  
growth and  
employment  
*for the future*

Identifying  
sector-specific labour market needs,  
demand for new occupation profiles and skills  
needed to perform in the Outdoor and Fitness sector  
using scientific evidence.