

Building a Skilled Workforce

Workforce Development Manager: Olivia Howes



What will Kent look like in 10 years?

Significant
population
growth

60% of residents
are of working
age

Ethnic minority
has grown and is
expected to
continue

63% meet
recommended
activity levels

26% of adults are
inactive

Obesity remains
a major concern

220,400 working-
age people are
economically
inactive

68,700 working-age
people are
economically inactive
due to long-term
sickness

KCC 2021 census
Nomis labour market profile

What does this mean?

Demand for prevention, physical activity, health improvement and wellbeing support will increase.

What workforce does Kent need?

**Active
ageing
specialists**

**Health and
physical
activity
professionals**

**Behaviour
change
practitioners**

**Inclusive
practitioners**

**Community
activators**

What do employers want

Top 5 Specialised Skills

Specialised skills are skills that are specific to a role and often require specific training and/or qualifications

Sports
Coaching
(15%)

Lifeguarding
(8%)

Working with
Children
(8%)

Swimming
Instruction
(5%)

Child
Protection (4%)

Top 5 Common Skills

Common skills are transferable skills that are not role-specific.

Communication
(29%)

Coaching
(24%)

Teaching
(22%)

Customer
Service
(5%)

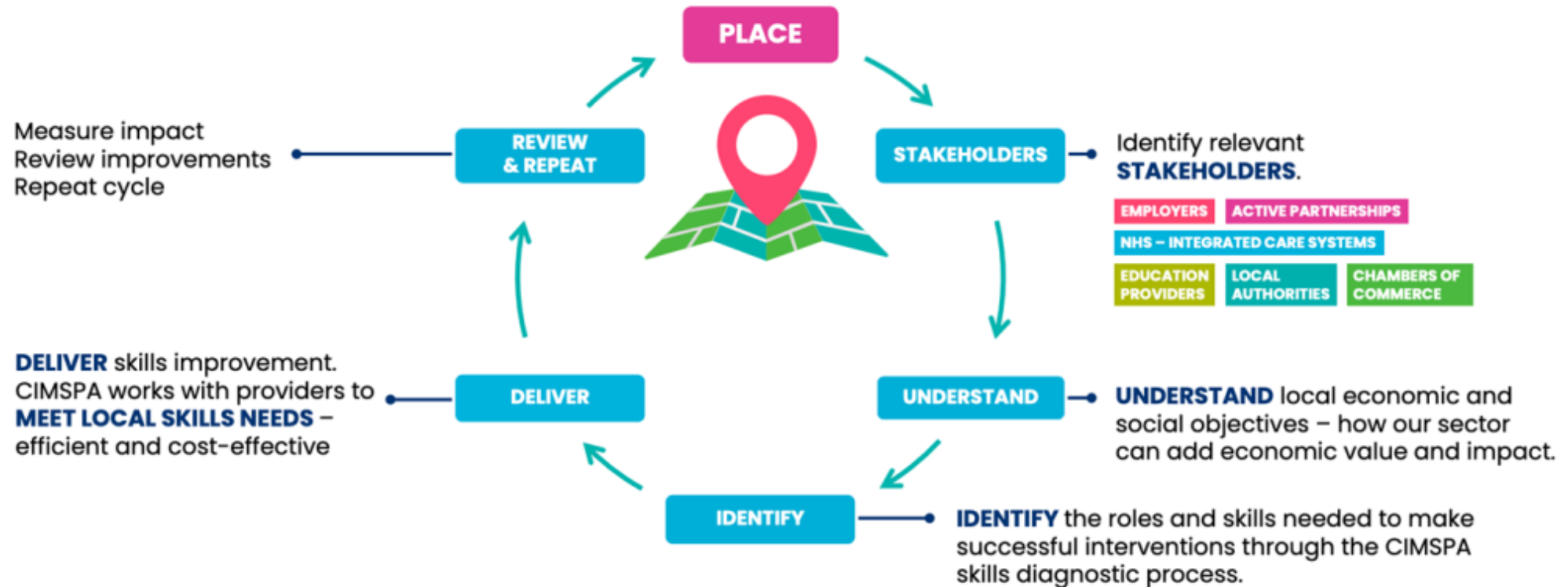
Management
(16%)

Where are the workforce challenges?



Kent needs to grow, develop and retain its workforce.

Local Skills



How can you help?



Olivia Howes

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- East Sussex
- West Sussex
- Kent
- Surrey
- Hampshire

Survey 1 – Organisation Background and Workforce Size

Survey 2 – Recruitment Challenges and Practices

Survey 3 – Train and Support

Survey 4 – Workforce Development, EDI and Retain

Survey 5 – Volunteers and Communities



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"I enjoy Body Balance classes at my local gym to support my mental wellbeing and strength training to keep me strong."