

July
2024

Gloucestershire

2024 Regional Datapack

Purpose

It is CIMSPA's vision to shape a recognised, valued and inclusive sport and physical activity sector that everyone can be a part of.

To achieve this effectively, a local approach connecting employers, education and workforces is vital so that the provision of new training is based upon local need. Furthermore this helps us build up a much richer picture of the regional differences and opportunities that exist across sport and physical activity in the UK.

CIMSPA regional datapacks collate and analyse insight specific to each UK region providing an in depth, baseline knowledge across the sector, informing stakeholders of the businesses that are operating, the economic health of the sector, and recruitment.

[Methodology and data sources](#)

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BUSINESSES IN THE REGION

Business count by Local Authority, including the size of S&PA
businesses within the region over time and their economic health

Businesses in the region: Companies



Gloucestershire

COMPANIES	EMPLOYEES	TURNOVER(£)
352	4,728	£1.9B

Industry breakdown

Adventure Sport	31	62
Community Sport	15	49
Exercise and Fitness	170	3,284
Health and Wellbeing	74	501
Leisure Operations	31	399
Performance Sport	75	848

Whilst the 6 core S&PA industries are identified as being independent of each other, it is quite common for single venues or organisations to operate across multiple industries. Within Gloucestershire, the data shows that 44 organisations operate across more than 1 S&PA industry. These organisations are only accounted for once in the overall number of S&PA organisations operating within Gloucestershire.



Businesses in the region: Size



Microenterprises

1 – 9 employees



Small enterprises

10 – 49 employees



Medium enterprises

50 – 249 employees



Large enterprises

250+ employees

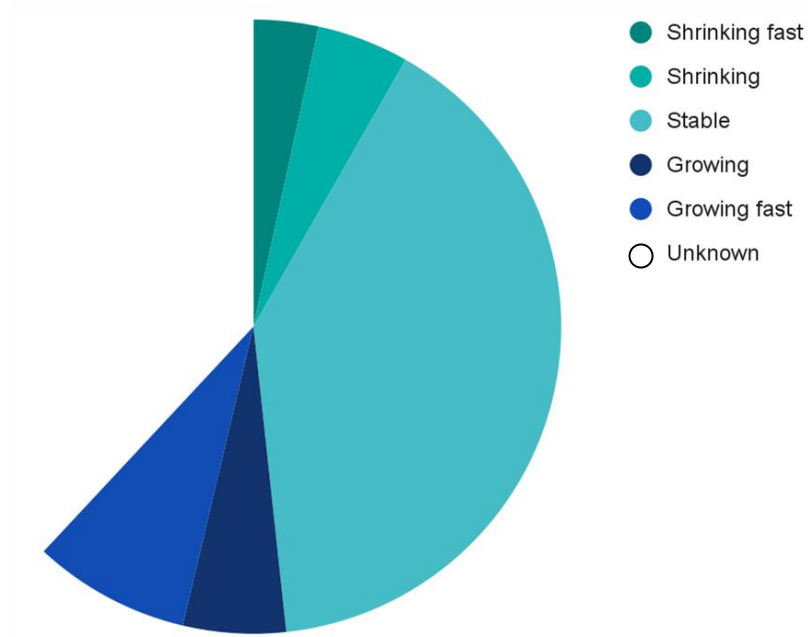


55% Micro enterprises
11% Small enterprises
4% Medium enterprises
2% Large enterprises

The remaining 28% of S&PA businesses within Gloucestershire not accounted for here are due to either no company financials being available or 0/an unknown number of employees within the business, meaning they cannot be categorised by business size.



Businesses in the region: Growth



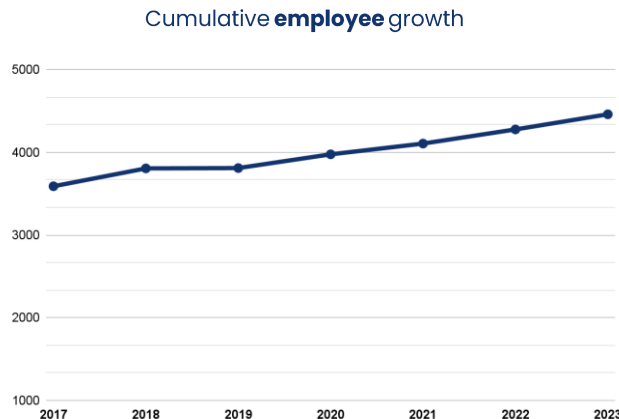
Of the 352 S&PA organisations operating within Gloucestershire, 218 submit data to Companies House allowing us to analyse their growth rate. There are 134 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 352 S&PA organisations in the region, 8% are shrinking (3% shrinking fast), 40% are stable, and 14% are growing (8% growing fast). 38% of S&PA organisations are unable to be analysed by growth rate due to not submitting data.

- Organisations with -10% to -20% annual growth are classed as shrinking
- Organisations with -10% to 10% annual growth are classed as stable
- Organisations with 10% to 20%+ are classed as growing



Businesses in the region: Growth



+4.6%

Estimated growth

The best estimate of the annual growth rate of the number of employees of all companies operating within the sport and physical activity sector, in Gloucestershire.

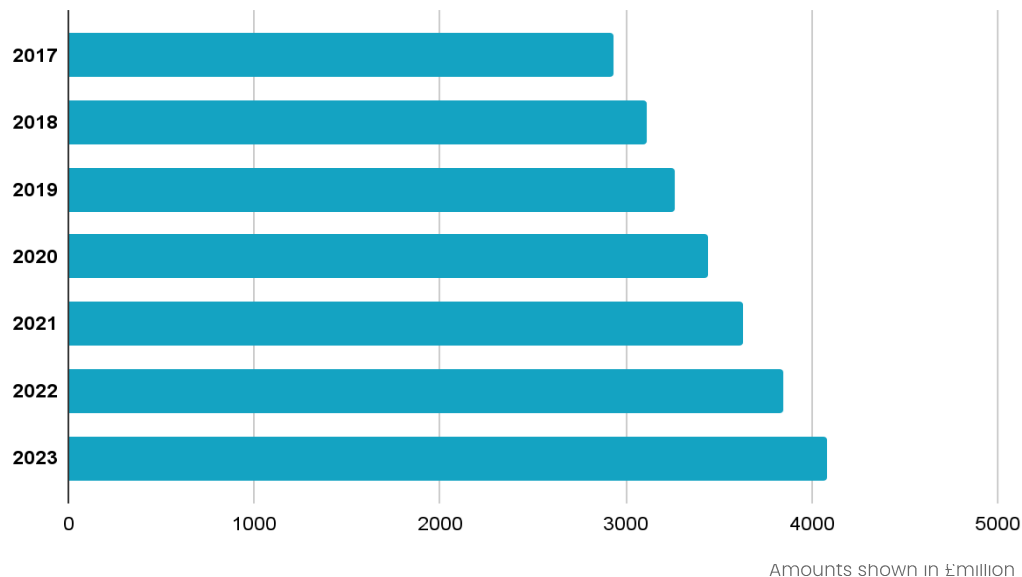
There has been a **growth** in the size of the workforce employed by Gloucestershire's S&PA sector of **870 since 2017**, representing a total **increase of 24% in employees over the six year period**. This shows growth across the sector within the region and suggests that either new S&PA businesses have formed, or that existing S&PA businesses have expanded.



SECTOR HEALTH AND ECONOMY

Economic data on the S&PA economy across the region

Sector health and economy: Turnover

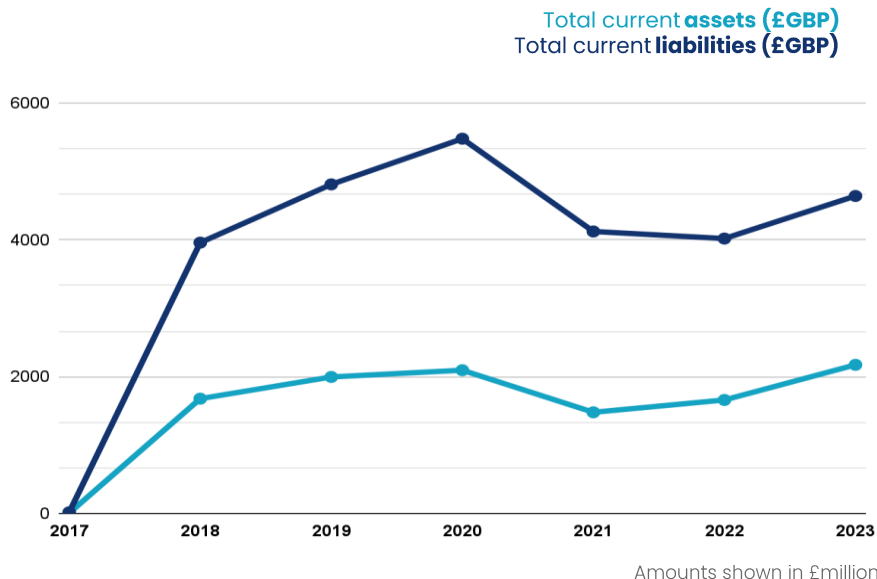


Analysis of turnover here, considers organisations that have at least one location within Gloucestershire, and reflects the economic health of organisations who operate within the region's S&PA sector. It does not directly analyse the economic health generally of the region.

The turnover of a sector is the total income that the businesses operating within it generate by year-end. Across the S&PA organisations with at least one location in Gloucestershire, turnover has seen overall growth, increasing by around £1.1bn (39%) since 2017. This is positive for the region, as it shows its S&PA sector is made up of healthy, growing businesses.



Sector health and economy: Assets & liabilities



Analysis of Total Current Assets and Total Current Liabilities incorporates organisations that have at least one location within Gloucestershire and reflects the economic health of organisations who operate within the region's S&PA sector. It does not directly analyse the economic health of the region's S&PA economy.

Similar to that seen in most UK region's S&PA sector economies, there is a disparity between the value of the assets and liabilities amongst the organisations operating with at least one location within Gloucestershire. The deficit in assets compared to liabilities reached a high of £3.4bn in 2020. However, the deficit has since significantly reduced and is now lower than many UK regions, sitting at around £2.5bn as of 2023.

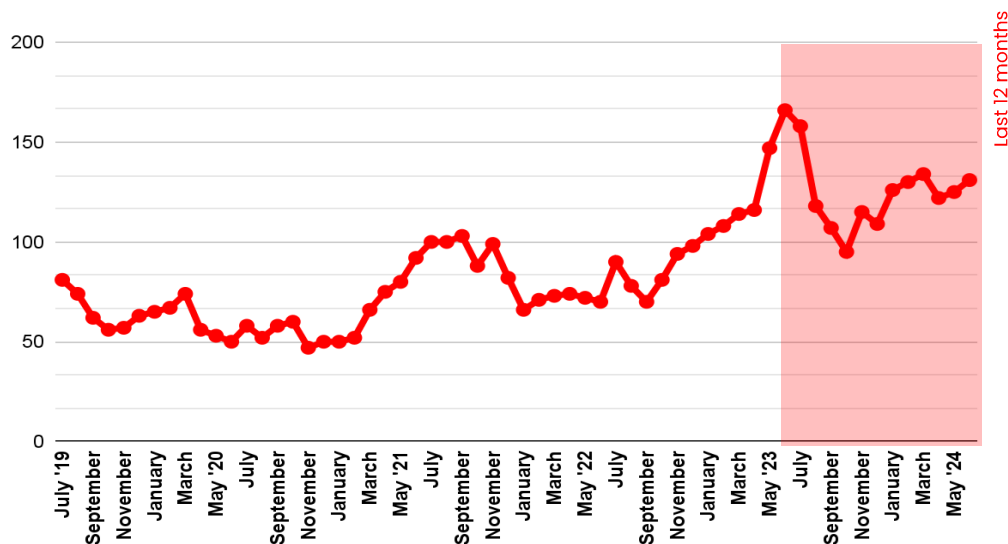


RECRUITMENT

Overview of recruitment activity within the region including recruitment trends, salaries, and employer requirements

Recruitment: Job postings

REGIONAL JOB POSTINGS (5 years)



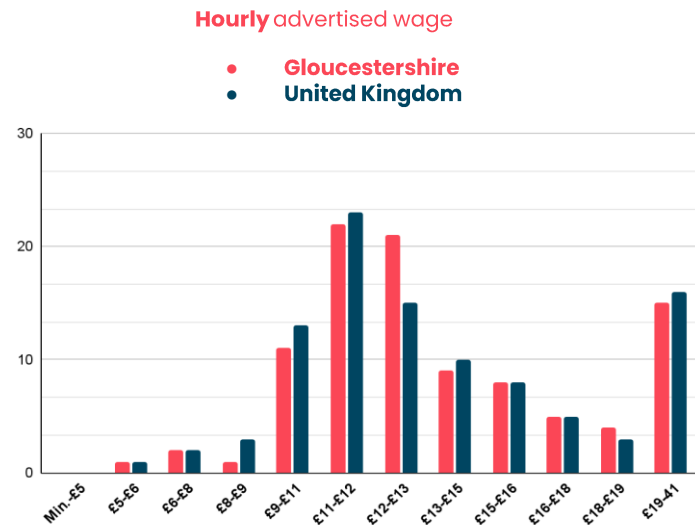
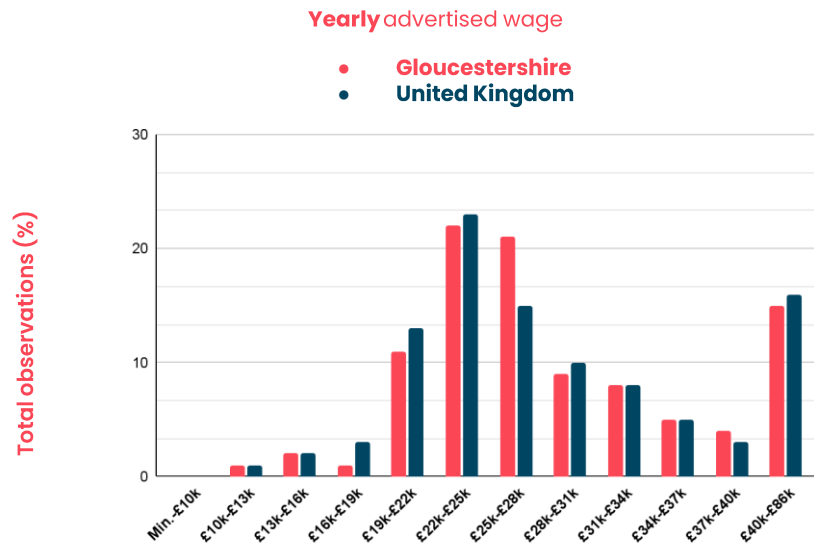
2019	317
2020	284
2021	356
2022	402
2023	640

188 Employers Competing

The number of employers recruiting within the S&PA sector in Gloucestershire, and therefore competing for the same talent over the past 12 months



Recruitment: Salaries



The average advertised salary over the last 12 months across all S&PA occupations in Gloucestershire is £26.0k per annum/£12.52 per hour. There is an advertised salary range of £10k-£78k/£5-£38 per hour, with 1% of job postings advertising within the lowest bracket of advertised pay, and 15% advertising in the highest. 43% of the S&PA job postings in Gloucestershire are within the median advertised salary band of £22k-£28k per annum/£11-£13 per hour.

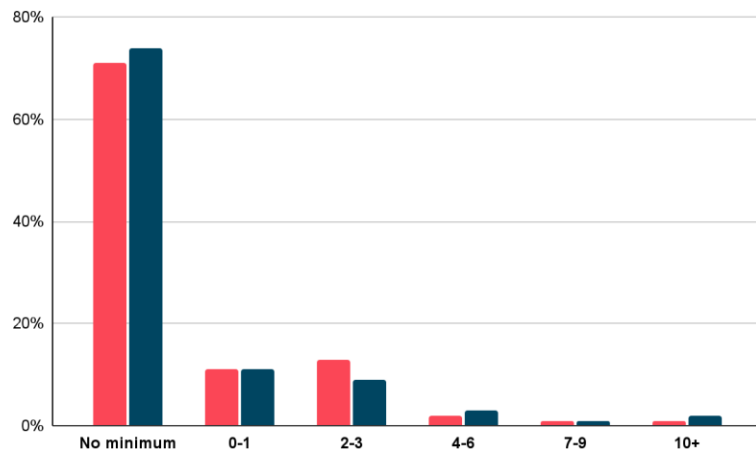


Recruitment: Education and experience

% of job postings in the region that require this level of education or experience

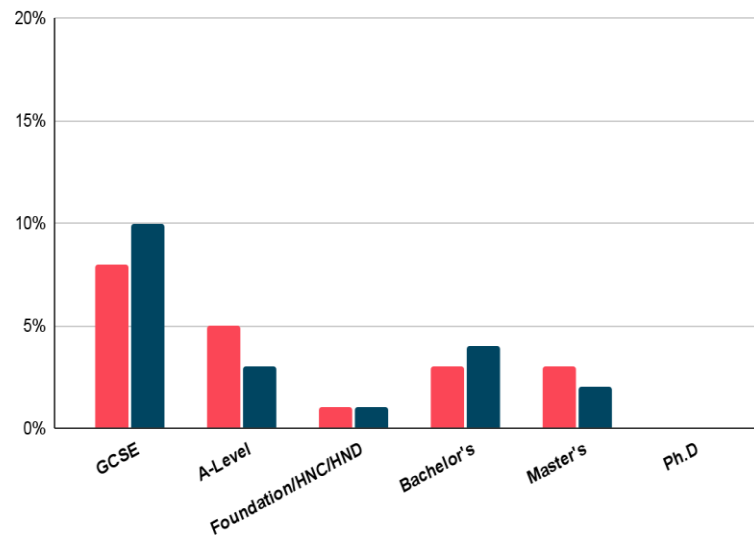
Years' experience

- Gloucestershire
- United Kingdom



Qualification

- Gloucestershire
- United Kingdom



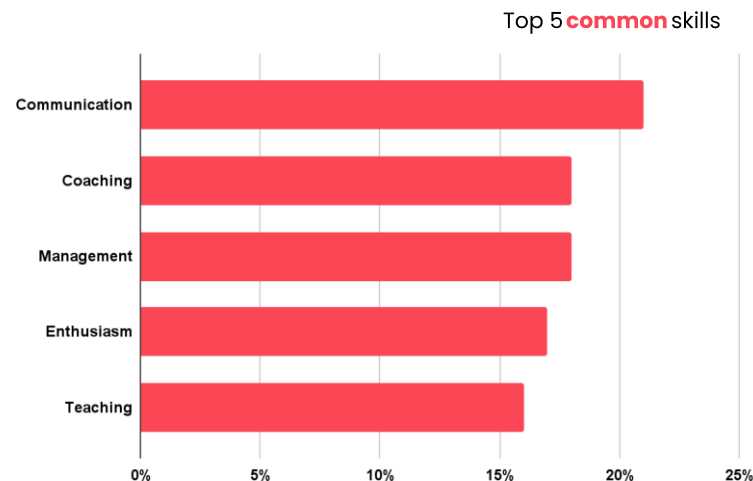
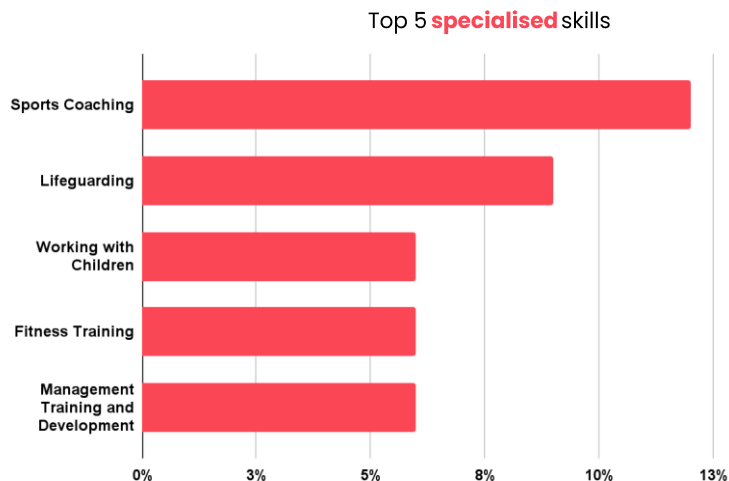
Vocational definitions:

- GCSE:
- A-Level:
- Foundation/HNC/HND:
- Bachelor's:
- Master's:
- Ph.D:



Gloucestershire

Recruitment: Skills



Specialised skills are specific, and typically unique to S&PA sector roles. Conversely, common skills are highly transferable skills, essential to many job roles across multiple sectors. Over the last 12 months, 'Sports Coaching' has been the highest specialised skill desired by S&PA employers, appearing in 12% of sector job postings across Gloucestershire. The top common skill over this period has been 'Communication', appearing in 21% of job postings in the same period.



If you have further questions about the UK's sport and physical activity workforce or specific insight needs, please get in touch with CIMSPA's Insight Team by submitting a [Request for Information](#)



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