

**June  
2024**

# Lancashire

2024 Regional Datapack

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# 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](#)

[Definitions](#)



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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



## Lancashire

COMPANIES	EMPLOYEES	TURNOVER(£)
582	7,153	£831.5M

### Industry breakdown

Adventure Sport	45	238
Community Sport	38	759
Exercise and Fitness	227	1,449
Health and Wellbeing	170	1,989
Leisure Operations	36	918
Performance Sport	125	2,891

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 Lancashire, the data shows that 59 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 Lancashire.



## Businesses in the region: Size



### Microenterprises

1 - 9 employees



### Small enterprises

10 - 49 employees



### Medium enterprises

50 - 249 employees



### Large enterprises

250+ employees

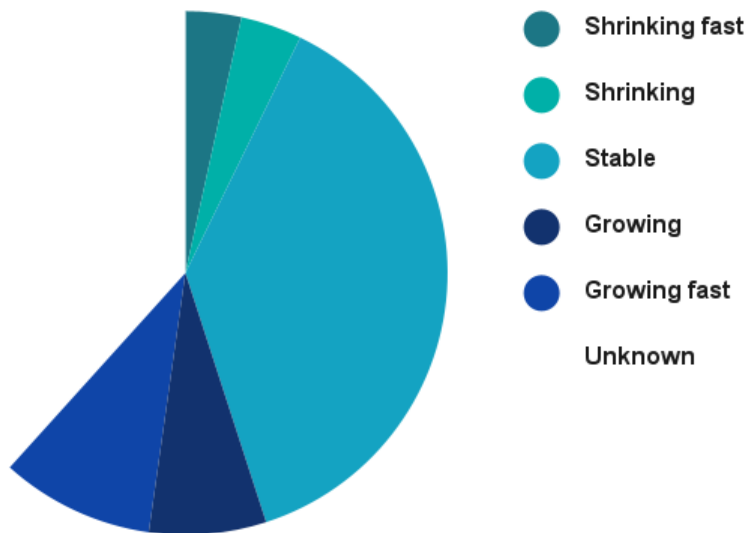


53% Micro enterprises  
15% Small enterprises  
6% Medium enterprises  
3% Large enterprises

The remaining 23% of S&PA businesses within Lancashire 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



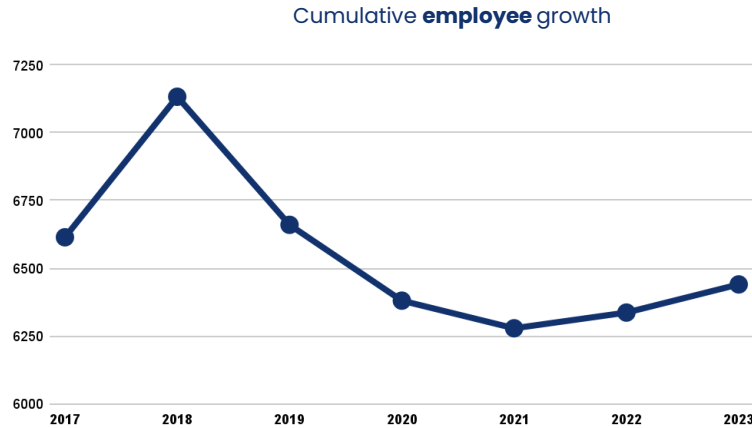
Of the 582 S&PA organisations operating within Lancashire, 359 submit data to Companies House allowing us to analyse their growth rate. There are 223 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 582 S&PA organisations in the region, 3.7% are shrinking (3.4% shrinking fast), 37.8% are stable, and 7.2% are growing (9.4% 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



**+2.7%**

### Estimated growth

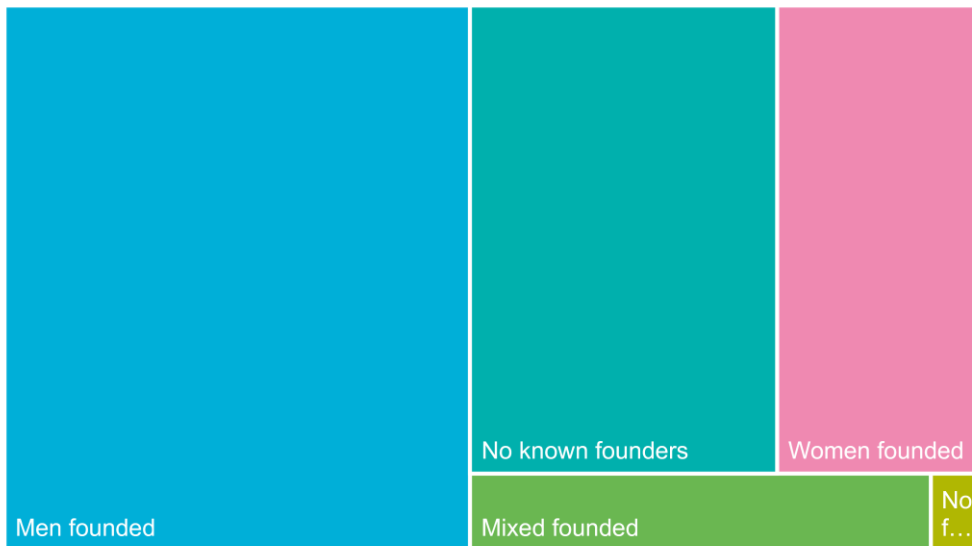
The best estimate of the annual growth rate of the number of employees of all companies operating within the sport and physical activity sector, in Lancashire

There has been a **decline** in the size of the workforce employed by Lancashire's S&PA sector of **174 since 2017**, seeing a total **decrease of 2.6% in employees over the 6 year period**. This shows decline across the sector, within the region and suggests that reduction of S&PA businesses operating, or that existing S&PA businesses have contracted.





## Businesses in the region: Workforce demographics



48% men founded  
18% women founded  
7% mix founded  
27% no known founders  
0.7% unknown gender

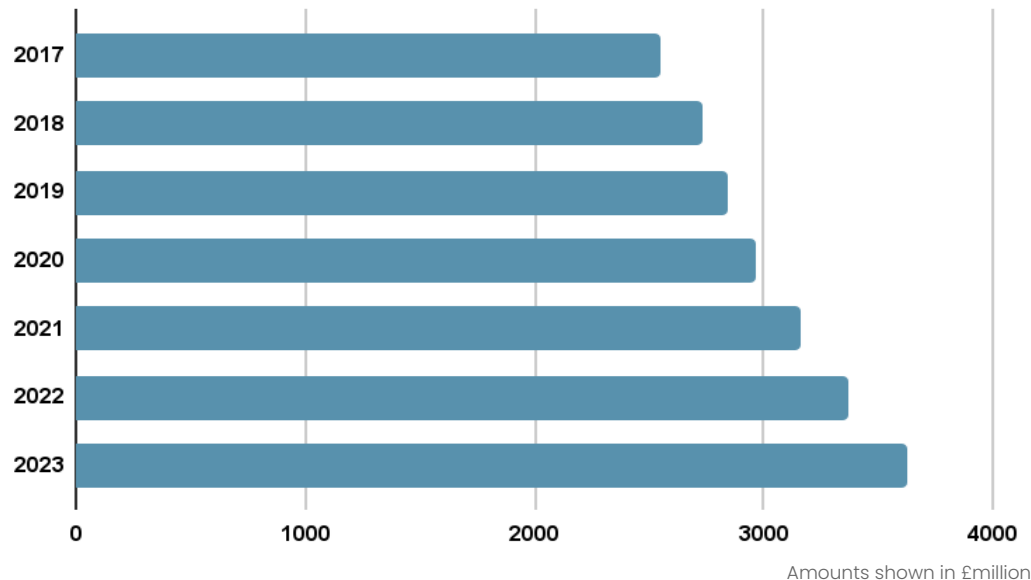
In the current landscape of S&PA businesses within Lancashire, the highest proportion are founded by men. Across the UK's S&PA sector, the current split is 21% female founded to 55% male founded, suggesting that Lancashire provides lower opportunities for women to found S&PA businesses compared to the wider sector.



# SECTOR HEALTH AND ECONOMY

Economic data on the S&PA economy across the region

## Sector health and economy: Turnover

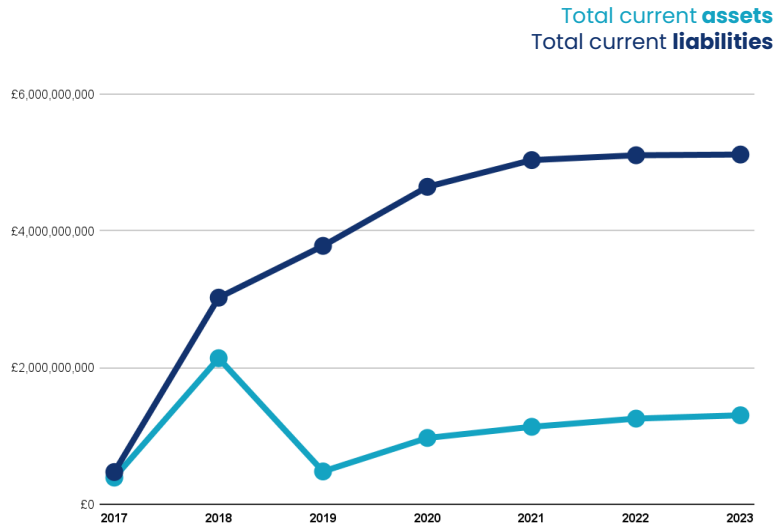


Analysis of Turnover here, considers organisations that have at least one location within Lancashire and reflects the economic health of organisations who operate within the region's S&PA sector, and does not directly analyse the economic health specifically of the region.

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 Lancashire, turnover has seen annual growth, increasing by £1bn (42%) since 2017. This is a 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 Lancashire and reflects the economic health of organisations who operate within the region's S&PA sector, and does not directly analyse the economic health of Lancashire's S&PA economy directly.

Similarly to what is seen in most UK regions S&PA sector economies, there is a disparity between the value of the assets and liabilities against the organisations operating with at least one location within Lancashire, with the deficit in assets compared to liabilities reaching over £3.8bn in some years.

However, £3.8 billion deficit is considerably higher than the figures seen in many other UK regions, indicating a critical need for strategic interventions and better economic management to improve the financial health of Lancashire's S&PA sector.

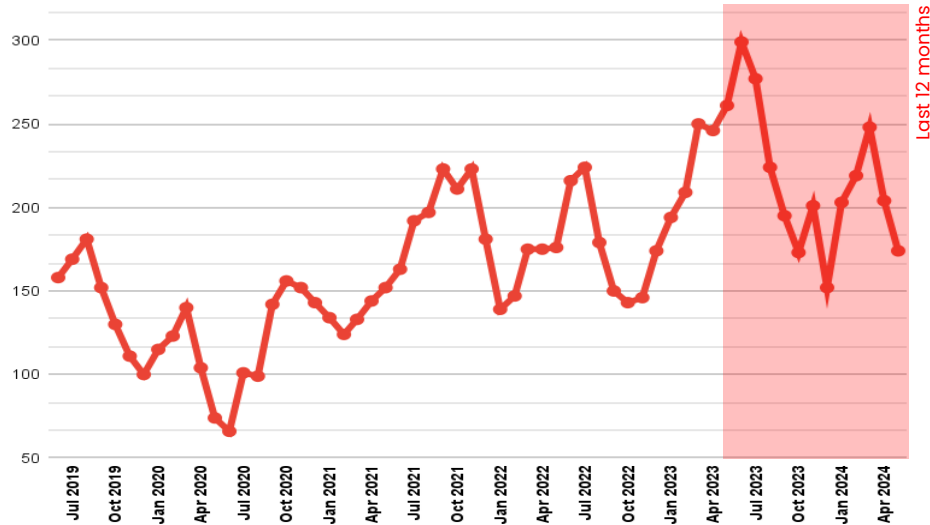


# RECRUITMENT

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

## Recruitment: Job postings

REGIONAL JOB POSTINGS  
(5 years)



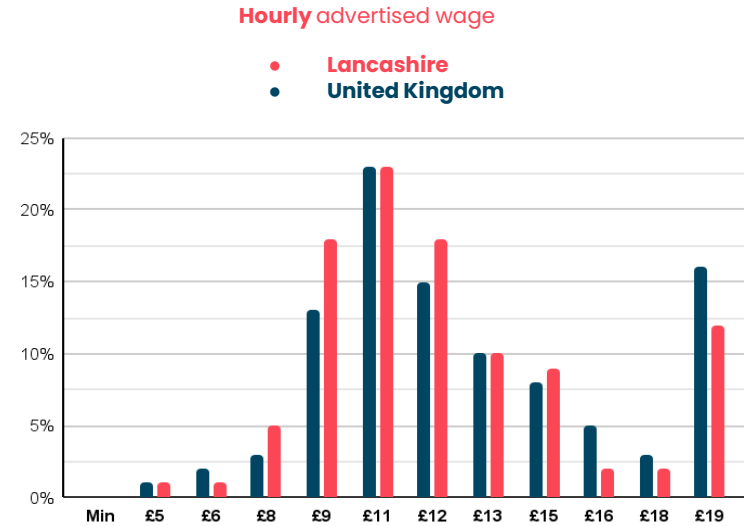
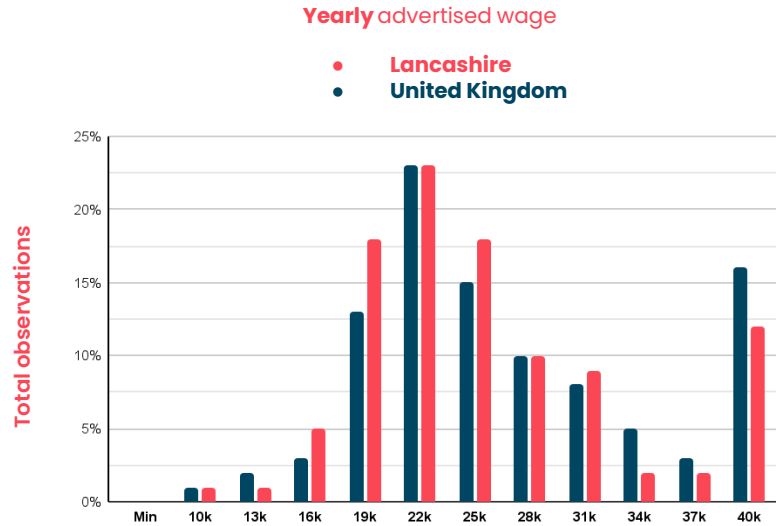
2019	725
2020	559
2021	778
2022	856
2023	1,177

## 252 Employers Competing

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



# Recruitment: Salaries

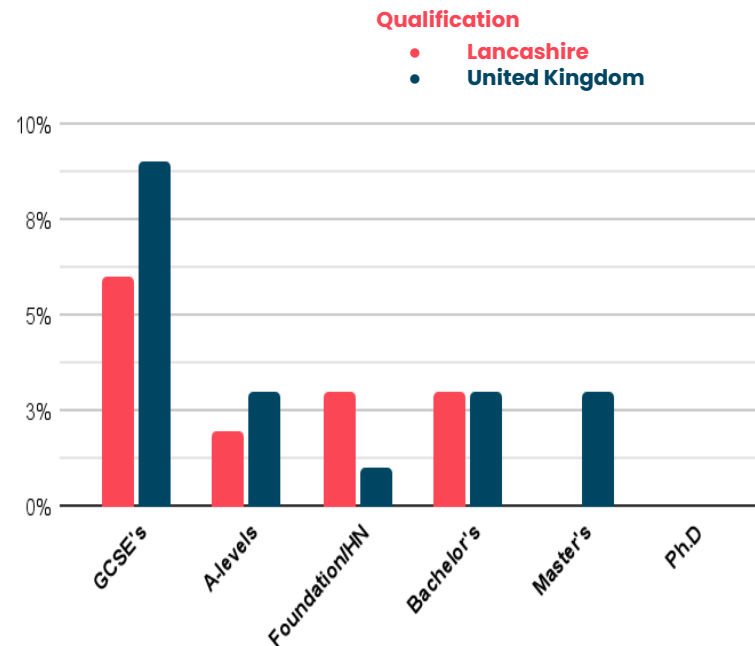
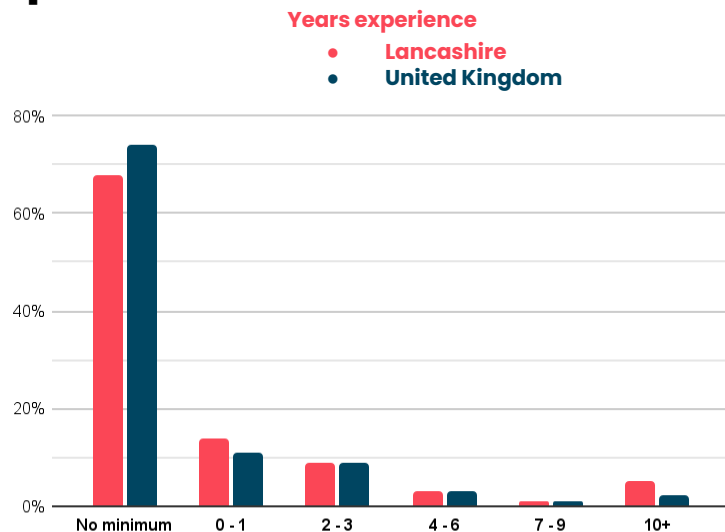


The average advertised salary over the last 12 months, across all S&PA occupations in Lancashire is £25.3k/£12.15 per hour. There is a salary range of £10k-£126k/£5-£61 per hour, with 1% of those working in the sector earning within the lowest bracket of advertised pay, and 23% earning in the highest. Around 39% of the S&PA workforce in Lancashire earn within the median salary band here, of £22k-£25k.



# Recruitment: Education and experience

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



Vocational definitions:

- GCSE:
- A-Level:
- Foundation/HNC/HND:

- Bachelor's:
- Master's:
- Ph.D:

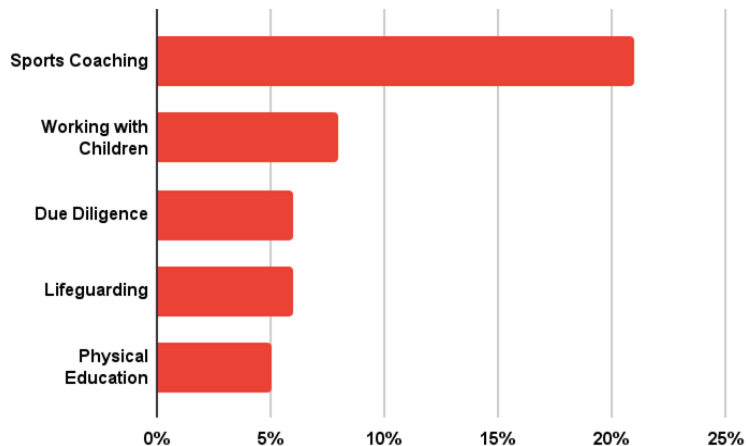


Lancashire

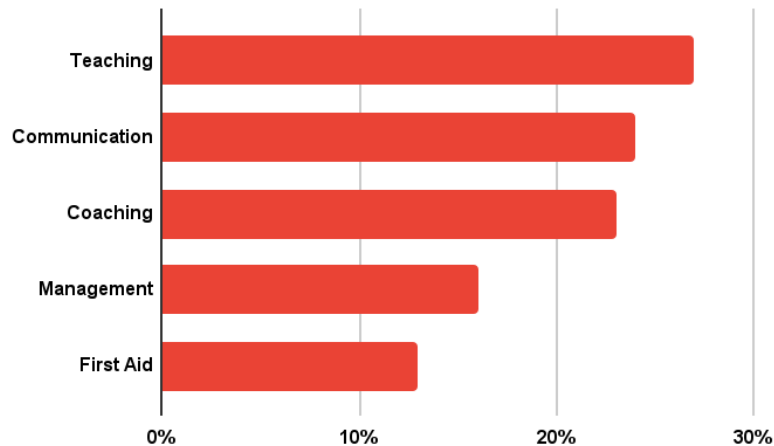


# Recruitment: Skills

Top 5 **specialised** skills



Top 5 **common** skills



Specialised skills are more tailored to the S&PA sector and typically include unique skills to S&PA job roles. Whereas, common skills are highly transferable skills, essential to many sector job roles. Over the last 12 months, 'Sports Coaching' has been the highest specialised skill seen desired by S&PA employers through job postings, appearing in 21% of job postings across Lancashire. Similarly, the top common skill over this period has been 'Teaching'.



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](#)

