# 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](#)

Greater Manchester

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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

## Greater Manchester

| COMPANIES | EMPLOYEES | TURNOVER(£) |
|---|---|---|
| **1,402** | **28,955** | **£4.43B** |

### Industry breakdown

| | | |
|---|---|---|
| **Adventure Sport** | 87 | 1,186 |
| **Community Sport** | 94 | 1,645 |
| **Exercise and Fitness** | 529 | 4,947 |
| **Health and Wellbeing** | 435 | 15,511 |
| **Leisure Operations** | 86 | 2,441 |
| **Performance Sport** | 301 | 6,671 |

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 Greater Manchester, the data shows that 130 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 Greater Manchester.

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# Businesses in the region:
# Size

**Microenterprises**
1 - 9 employees

**Small enterprises**
10 - 49 employees

**Medium enterprises**
50 - 249 employees

**Large enterprises**
250+ employees

**52%** Micro enterprises
**12%** Small enterprises
**5%** Medium enterprises
**4%** Large enterprises

The remaining 27% of S&PA businesses within Greater Manchester 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

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# Businesses in the region:
# Growth



Shrinking fast

Shrinking

Stable

Growing

Growing fast

Unknown
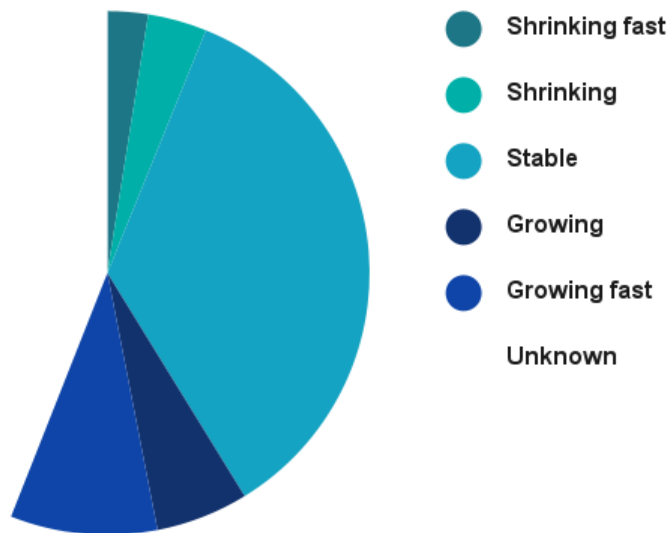
Of the 1,402 S&PA organisations operating within Greater Manchester, 785 submit data to Companies House allowing us to analyse their growth rate. There are 617 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 1,402 S&PA organisations in the region, 3.6% are shrinking (2.4% shrinking fast), 35% are stable, and 5.7% are growing (9% growing fast). 44% 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

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# Businesses in the region: Growth

**Cumulative employee growth**
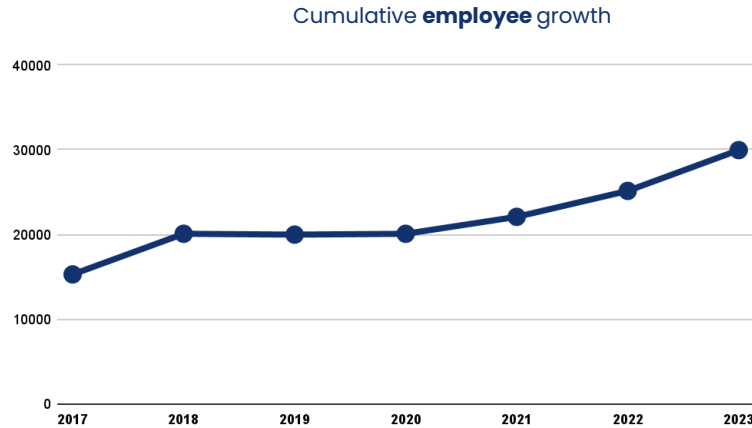


## +8.6%
## Estimated growth

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 Greater Manchester

There has been a growth in the size of the workforce employed by Greater Manchester's S&PA sector of 14,689 since 2017, seeing a total increase of 96% in employees over the 6 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.

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# Businesses in the region: Workforce demographics
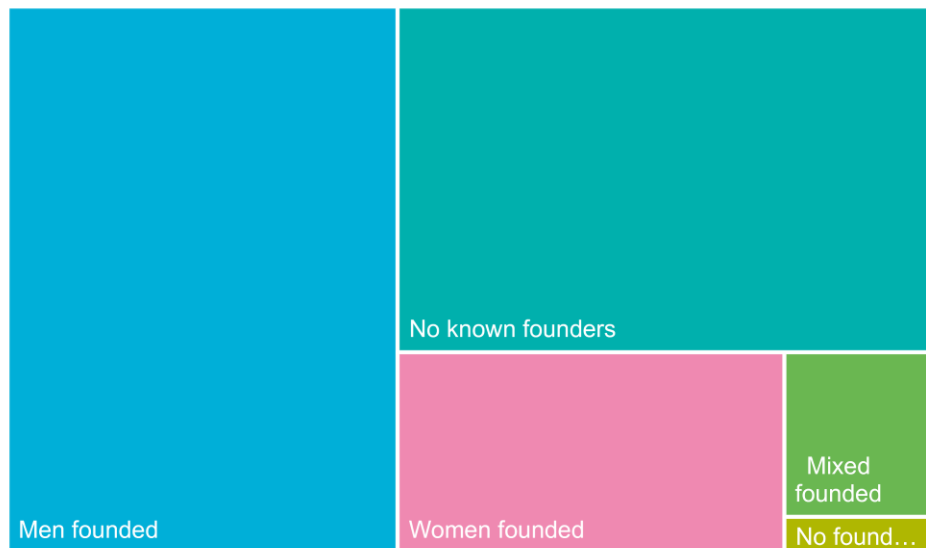


42% men founded
15% women founded
5% mix founded
37% no known founders
1% unknown gender

In the current landscape of S&PA businesses within Greater Manchester, the highest proportion are founded by men. Across the UK's S&PA sector, the current split is 17% female founded to 47% male founded, suggesting that Greater Manchester 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:
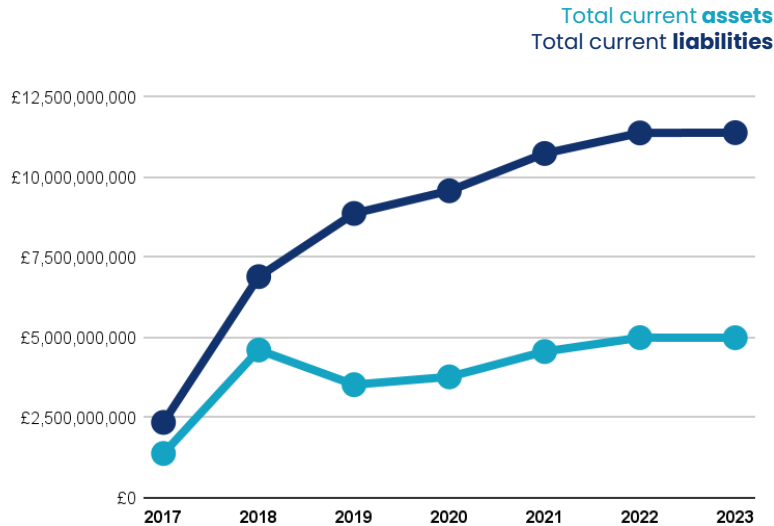# Turnover



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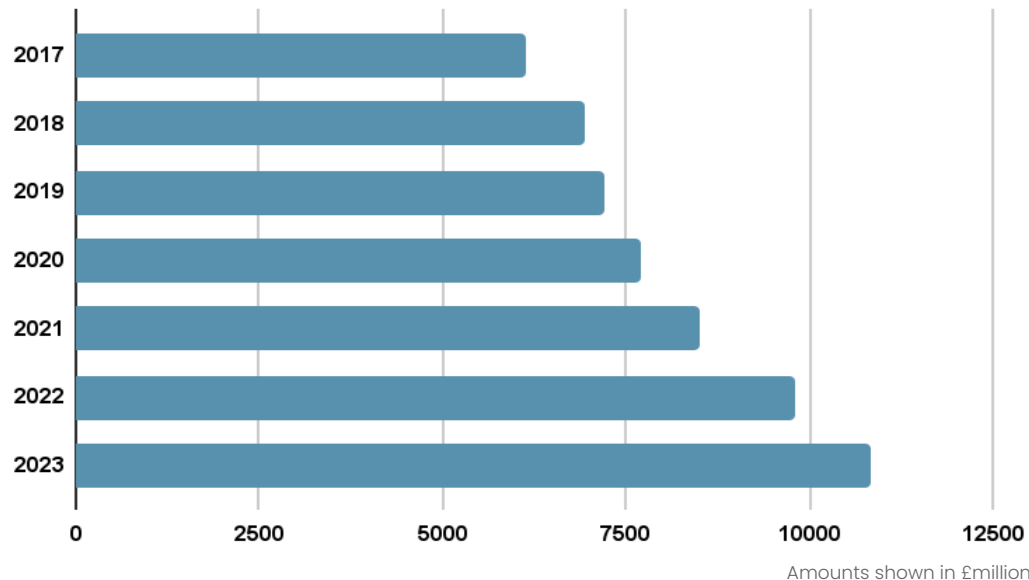
Analysis of Turnover here, considers organisations that have at least one location within Greater Manchester and reflects the economic health of organisations who operate within the region's S&PA sector, and does not directly analyse the economic health specifically of the region.

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 Greater Manchester, turnover has seen annual growth, increasing by £4.7bn (77%) since 2017. This is positive for the region, as it shows its S&PA sector is made up of healthy, growing businesses.

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# Sector health and economy:
## Assets & liabilities

Analysis of Total Current Assets and Total Current Liabilities incorporates organisations that have at least one location within Greater Manchester 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 Greater Manchester'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 Greater Manchester, with the deficit in assets compared to liabilities reaching over £6.4bn in some years.

However, £6.4bn deficit is considerably lower than the figure seen in many other UK regions suggesting a better economic picture for Greater Manchester's S&PA sector.
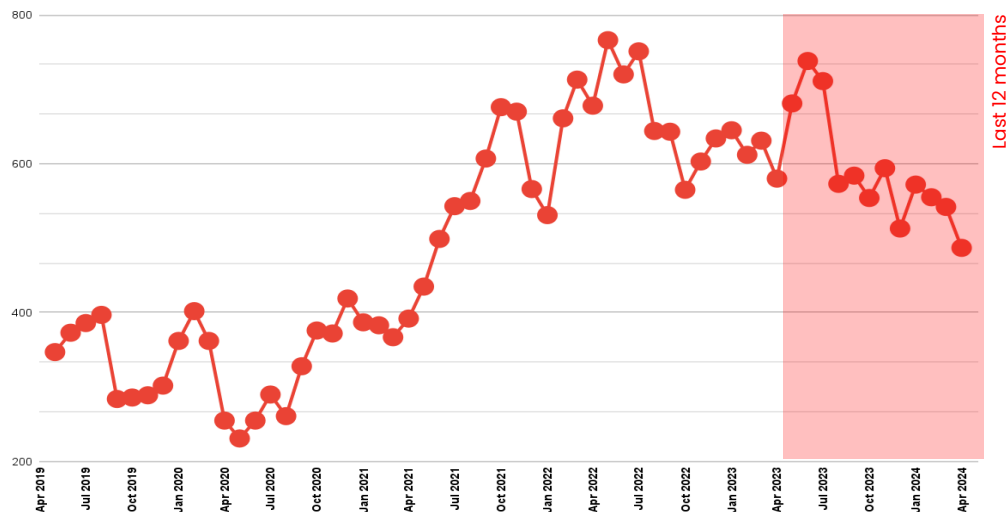
**Total current assets**
**Total current liabilities**



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# RECRUITMENT

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

# Recruitment:
# Job postings

## REGIONAL JOB POSTINGS (5 years)



Last 12 months

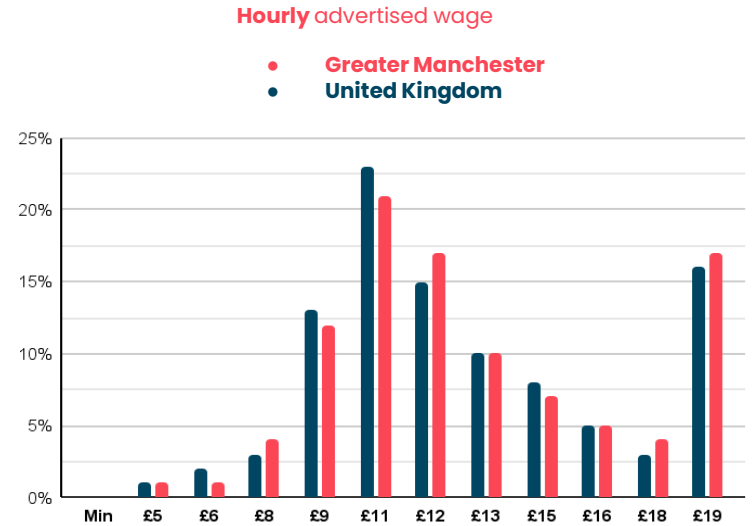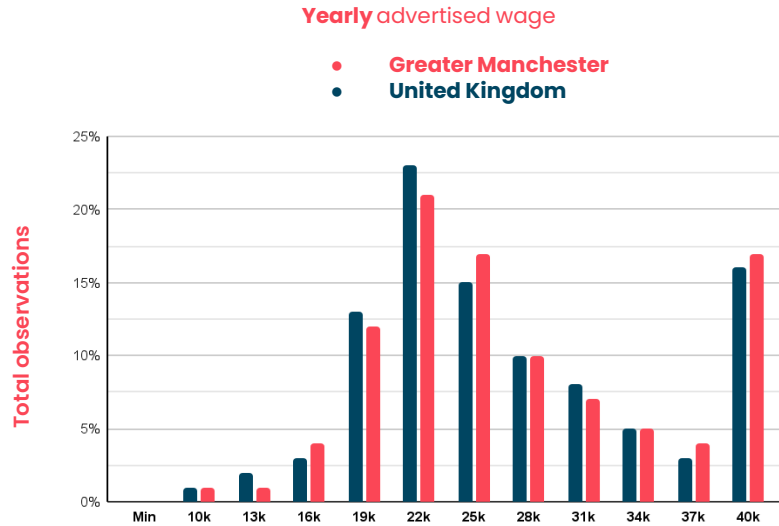| Year | Value |
|------|-------|
| 2019 | 1,690 |
| 2020 | 1,652 |
| 2021 | 2,319 |
| 2022 | 3,304 |
| 2023 | 3,372 |

## 777
## Employers Competing

The number of employers recruiting within the S&PA sector in Greater Manchester and therefore, competing for the same talent over the past 12 months
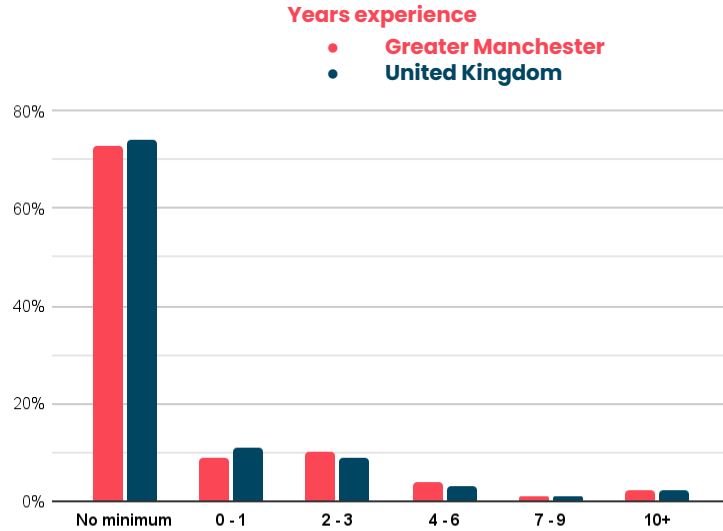
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# Recruitment:
# Salaries

**Yearly** advertised wage

- **Greater Manchester**
- **United Kingdom**



**Hourly** advertised wage
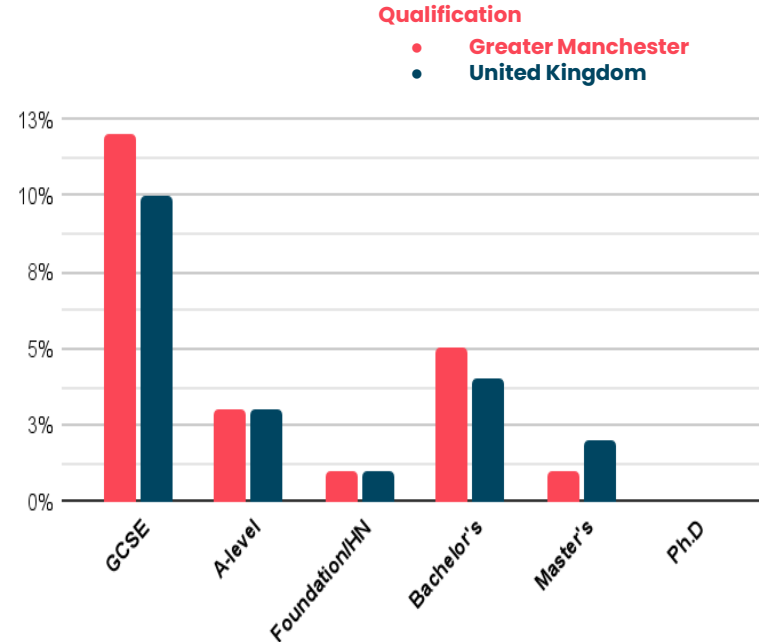
- **Greater Manchester**
- **United Kingdom**



The average advertised salary over the last 12 months, across all S&PA occupations in Greater Manchester is £26.9k/£12.95 per hour. There is a salary range of £10k–£150k/£5–£72 per hour, with 1% of those working in the sector earning within the lowest bracket of advertised pay, and 17% earning in the highest. Around 17% of the S&PA workforce in Greater Manchester earn within the median salary band here, of £25k–£28k.

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# Recruitment:
## Education and experience

### Years experience
- Greater Manchester
- United Kingdom



### Qualification
- Greater Manchester
- United Kingdom



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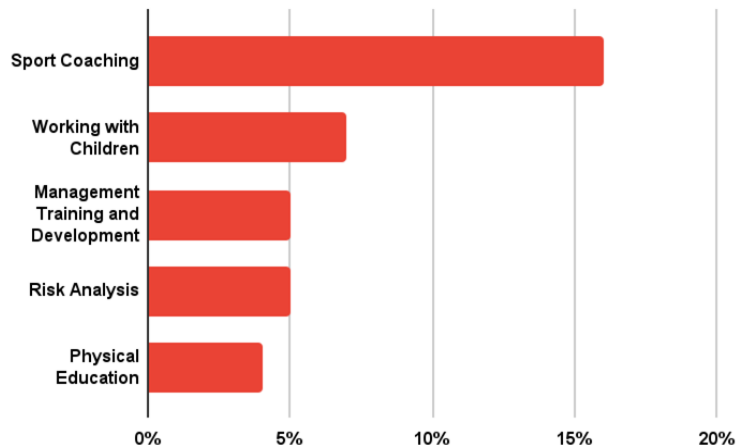- A-Level:
- Foundation/HNC/HND:

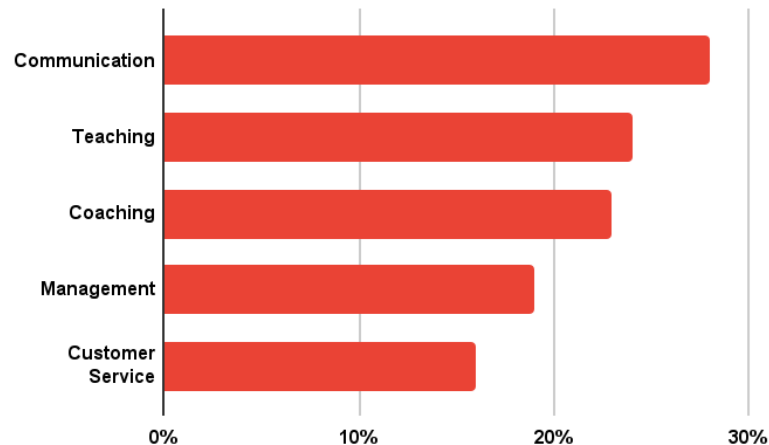- Bachelor's:
- Master's:
- Ph.D:

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# 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 16% of job postings across Greater Manchester. Similarly, the top common skill over this period has been 'Communication'.

Greater Manchester

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**