

January
2025

Liverpool City Region

2025 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](#)

[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



Liverpool City Region

COMPANIES

539

EMPLOYEES

7,799

TURNOVER(£)

£1.48B

Industry breakdown

| | | |
|----------------------|-----|-------|
| Adventure Sport | 18 | 323 |
| Community Sport | 34 | 432 |
| Exercise and Fitness | 227 | 751 |
| Health and Wellbeing | 168 | 2,433 |
| Leisure Operations | 36 | 449 |
| Performance Sport | 105 | 3,887 |

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 Liverpool City Region, the data shows that 39 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 Liverpool City Region.



Businesses in the region: Size



Microenterprises

1 - 9 employees



Small enterprises

10 - 49 employees



Medium enterprises

50 - 249 employees



Large enterprises

250+ employees

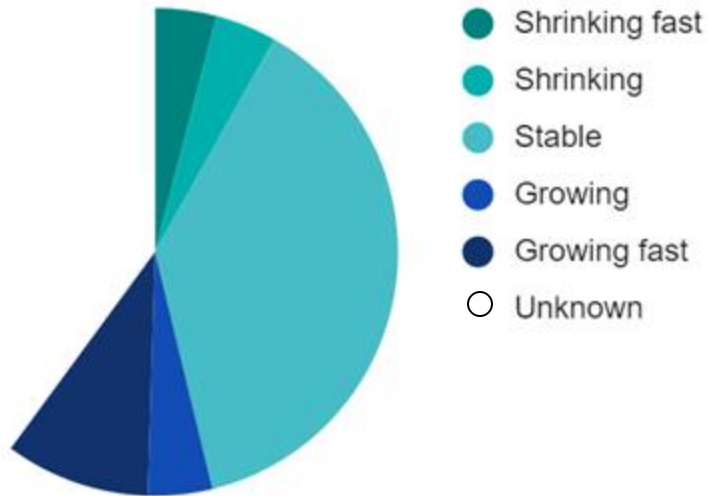


56% Micro enterprises
10% Small enterprises
5% Medium enterprises
5% Large enterprises

The remaining 23% of S&PA businesses within Liverpool City Region 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



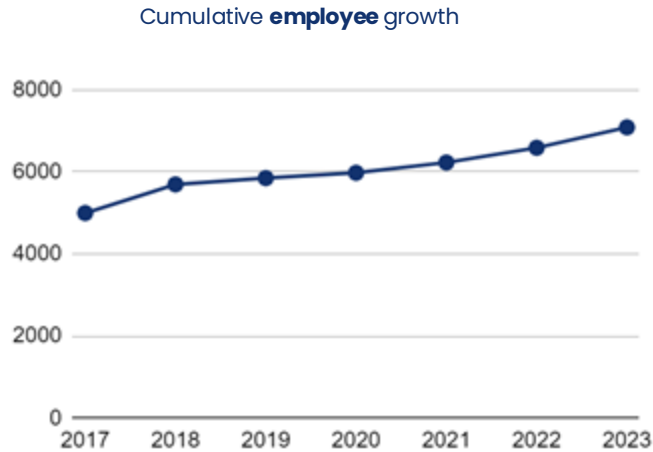
Of the 539 S&PA organisations operating in Liverpool City Region 324 submit data to Companies House allowing us to analyse their growth rate. There are 215 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 539 S&PA organisations in the region, 8% are shrinking (4% shrinking fast), 38% are stable, and 14% are growing (10% growing fast). 40% 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



+5.8%

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 Liverpool City Region.

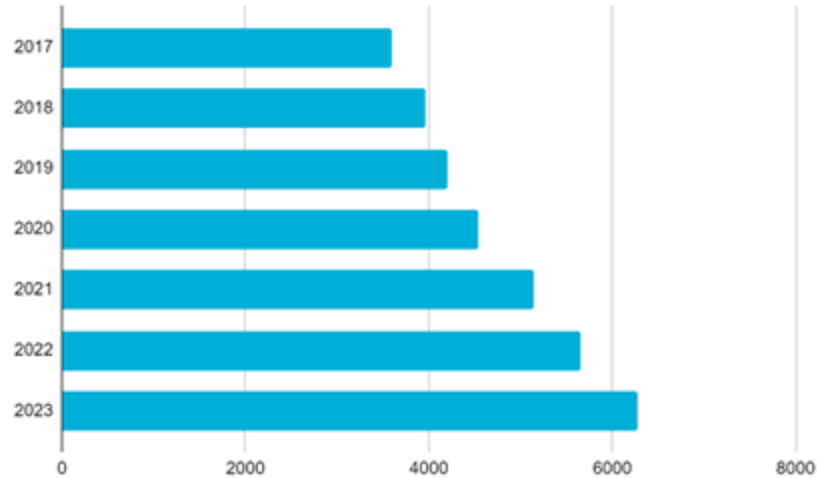
There has been a [growth](#) in the size of the workforce employed by Liverpool City Region S&PA sector of [2088 since 2017](#), representing a total [increase of 42% in employees over the six-year period](#). This shows growth across the sector within the region and suggests that either new S&PA businesses 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



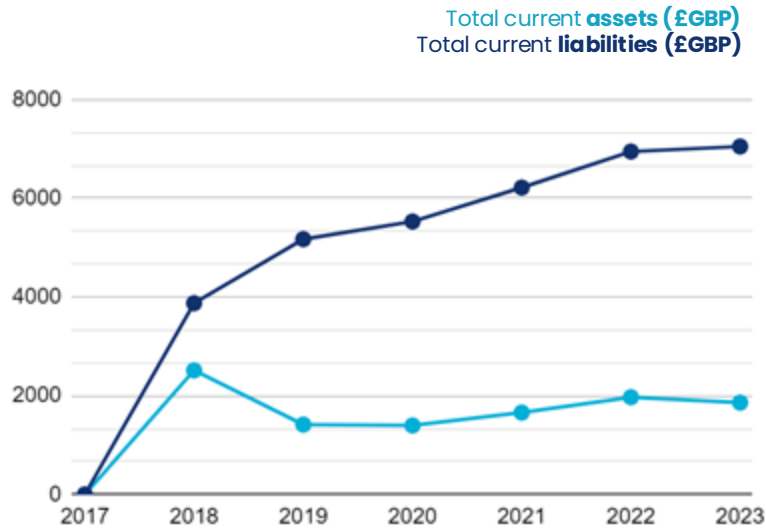
Amounts shown in £million

Analysis of turnover here, considers organisations that have at least one location within Liverpool City Region, 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 Liverpool City Region turnover has seen overall growth, increasing by around £2.7b (74%) 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



Amounts shown in £million

Analysis of Total Current Assets and Total Current Liabilities incorporates organisations that have at least one location within Liverpool City Region 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 Liverpool City Region. The deficit in assets compared to liabilities reached a high of £5.2b in 2023.

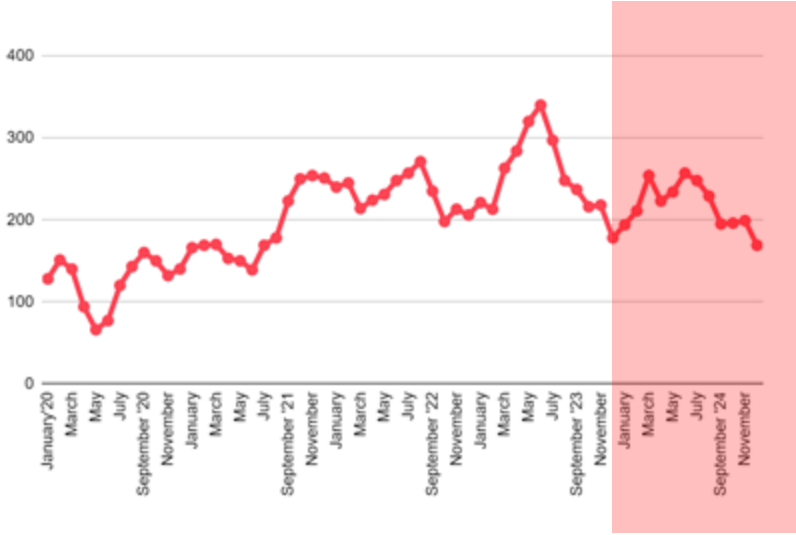


RECRUITMENT

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

| | |
|------|-------|
| 2019 | 685 |
| 2020 | 609 |
| 2021 | 855 |
| 2022 | 1,158 |
| 2023 | 1,335 |

331 Employers Competing

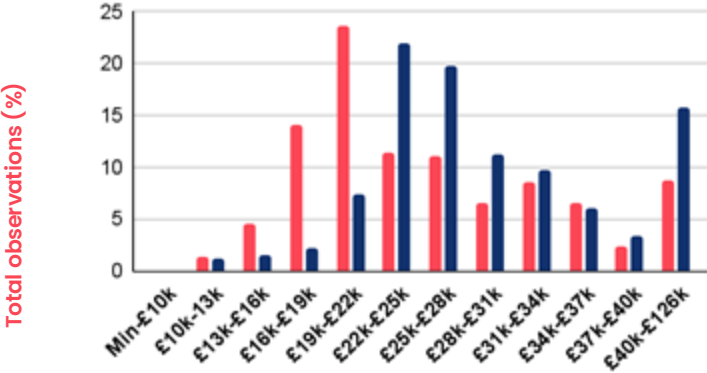
The number of employers recruiting within the S&PA sector in Liverpool City Region, and therefore competing for the same talent over the past 12 months



Recruitment: Salaries

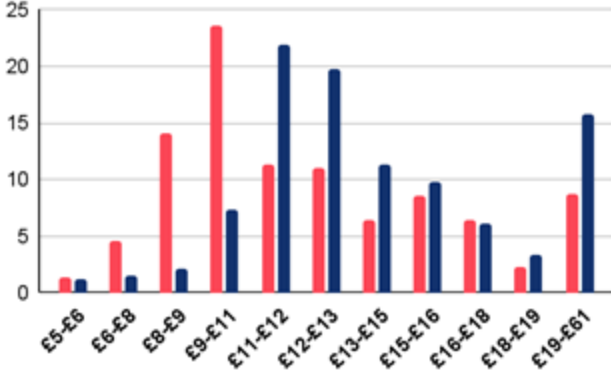
Yearly advertised wage

- Liverpool City Region
- United Kingdom



Hourly advertised wage

- Liverpool City Region
- United Kingdom



The average advertised salary over the last 12 months across all S&PA occupations in Liverpool City Region was £28k per annum/£13.45 per hour. There is an advertised salary range of £10k-£126k/£5-£61 per hour, with 0% of job postings advertising within the lowest bracket of advertised pay, and 9% advertising in the highest. 22% of the S&PA job postings in Liverpool City Region are within the median advertised salary band of £22k-£28k per annum/£11-£13 per hour.

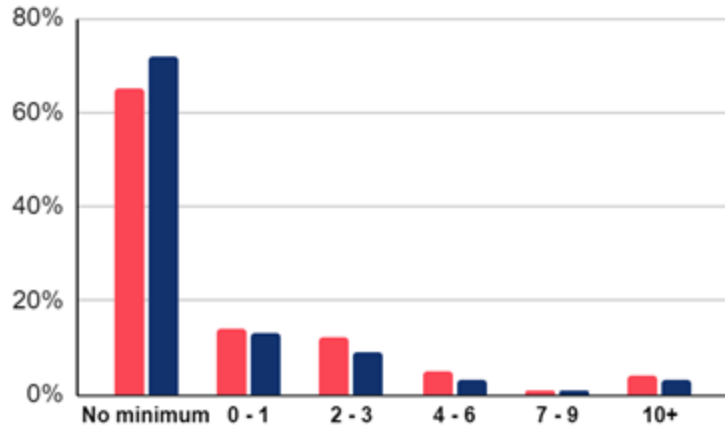


Recruitment: Education and experience

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

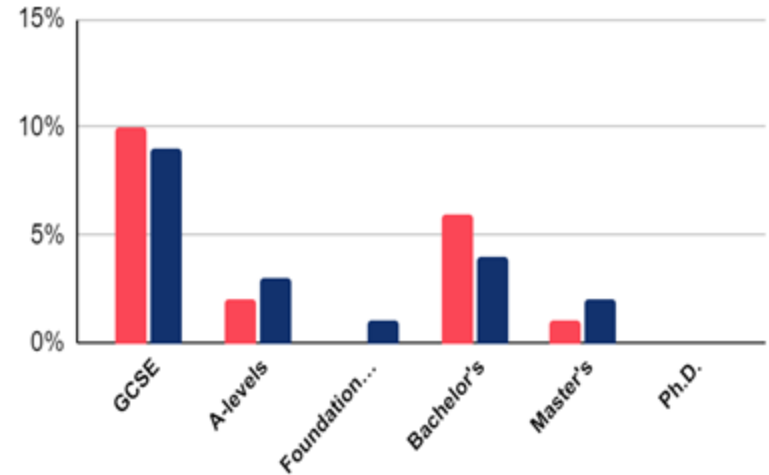
Years' experience

- Liverpool City Region
- United Kingdom



Qualification

- Liverpool City Region
- United Kingdom



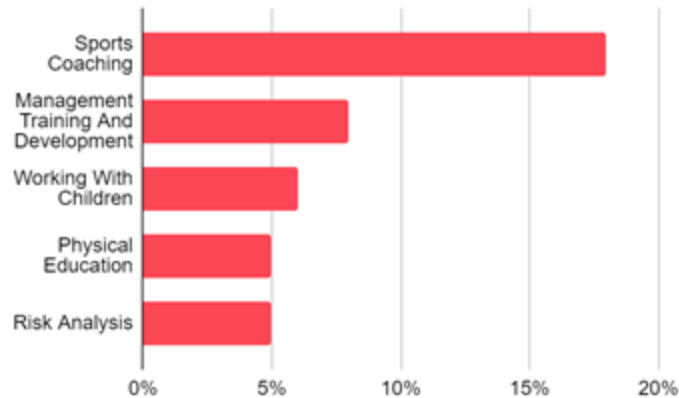
Vocational definitions:

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

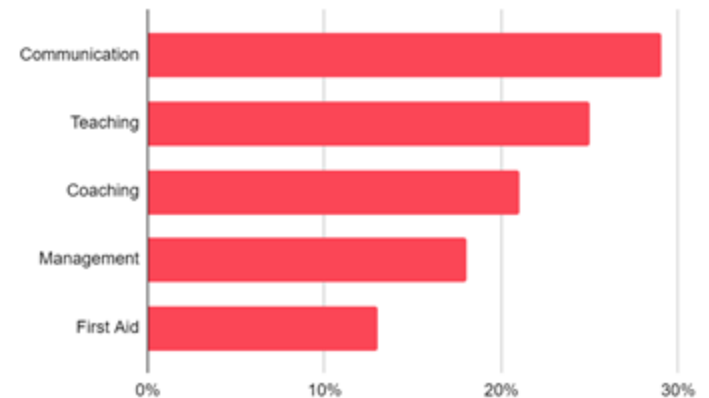


Recruitment: Skills

Top 5 **specialised** skills



Top 5 **common** 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 18% of sector job postings across Liverpool City Region. The top common skill over this period has been 'Communication', appearing in 29% 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](#)



PUBLISHED BY:
The Chartered Institute for the Management of Sport and Physical Activity
Incorporated by Royal Charter Charity Registration No. 1144545
www.cimspa.co.uk
January 2025