

Leicestershire, Leicester, and Rutland Regional Data Pack

February 2023



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.



Data

To obtain the data included within this data pack, CIMSPA worked with our partner The Data City after identifying that around 30% of the S&PA sector was not accounted for when traditional SIC and SOC methods. There are two main inaccuracies when using SIC and SOC codes to reflect an emerging sector.

Firstly, SIC and SOC codes are updated five-yearly which, due to the emerging nature of our sector, means areas such as Adventure Sport and Community sport are neglected when reporting on the different industries that operate, and therefore the total number of businesses and employees.

There are also many large companies who operate across multiple sectors and contribute large numbers of businesses and employees to each, but who identify under one SIC code for a single sector. An example of this is Nuffield Health, one of the biggest organisations in our sector and who account for a large proportion of the businesses and employees operating under S&PA. However, under the SIC and SOC lens, Nuffield Health register under one SIC code - 86900 Other Human Health Activities, and therefore would not account to the total size of the S&PA sector when using the SIC and SOC lens.

There is also the possibility that numbers differ as geographical boundary definitions may be different. For example; Leicester, as defined by the local authority would show a different number of businesses that Leicester, as defined by the OECD definition of the city show. In this data pack, CIMSPA use a combination of the Local Authorities identified as making up the wider region when pulling data which could therefore inflate the total numbers however, this is important when looking at a LA-by-LA breakdown of the figures. It is also important to note that companies with multiple site locations are not required to declare the number of employees, or how much turnover, can be attributed to each individual location. To get an estimate of these data points at an office level, total figures are split equally across the number of locations that an organisation has. So, there is the possibility of slight inflation of the employee/turnover data shown.

Please also visit our [FAQs page](#) which goes into more detail as to how the data is obtained.



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Businesses in the region

By Local Authority

623 Companies
7,619 Employees
£860.5M Turnover (2021)

Charnwood
 Northwest Leicestershire
 Melton
 Hinckley & Bosworth
 Blaby
 Oadby & Wigston
 Harborough
 Rutland
 Leicester



Local Authority	Companies	Employees	Turnover (£)
Charnwood	159	603	96.5 million
Northwest Leicestershire	82	190	8 million
Melton	23	340	14.3 million
Hinckley & Bosworth	93	3,005	204.9 million
Blaby	106	1,547	146.1 million
Oadby & Wigston	42	239	23.2 million
Harborough	72	150	6.9 million
Rutland	33	112	5.3 million
Leicester	190	1,434	355 million

*A single company can have multiple sites and companies are not required to declare employment and turnover at a per-site level. Numbers for turnover and employment at the regional and local authority level are therefore estimated, based on the number of sites in the respective area and an equal split of total turnover and employment across each site. The regional figure for business count refers to the unique companies that operate in this area. The business count at local authority refers to the number of sites that are in a particular local authority and, when summed, will most likely exceed the number quoted at regional level, as on average companies have more than 1 location.



Businesses in the region

By trader type



Sole trader



Microenterprises (1-9 employees)



Small enterprises (10-49 employees)

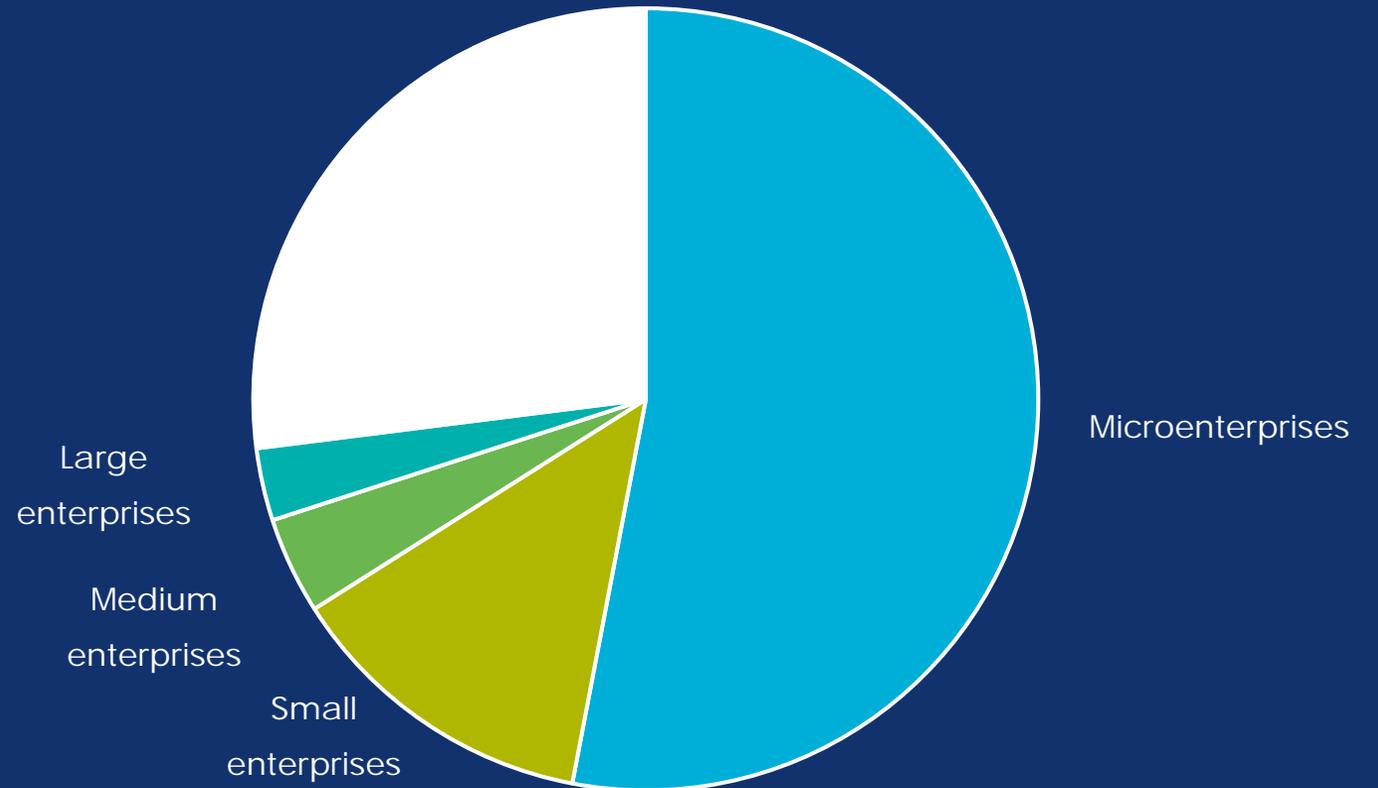


Medium enterprises (50-249 employees)



Large enterprises (250+ employees)

331 Microenterprises 53%
79 Small enterprises 13%
22 Medium enterprises 4%
17 Large enterprises 3%

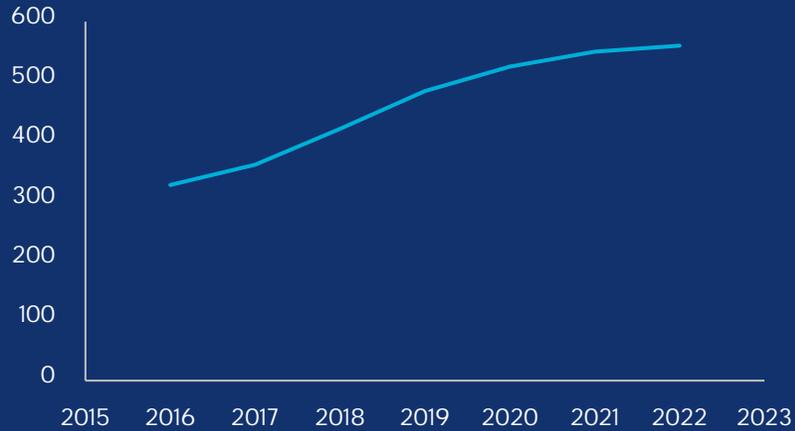


*The remaining 27% of S&PA businesses within the Leicester, Leicestershire and Rutland region that are not accounted for here are due to either no company financials being available or because they have 0/an unknown number of employees, meaning they cannot be categorised by business trader type

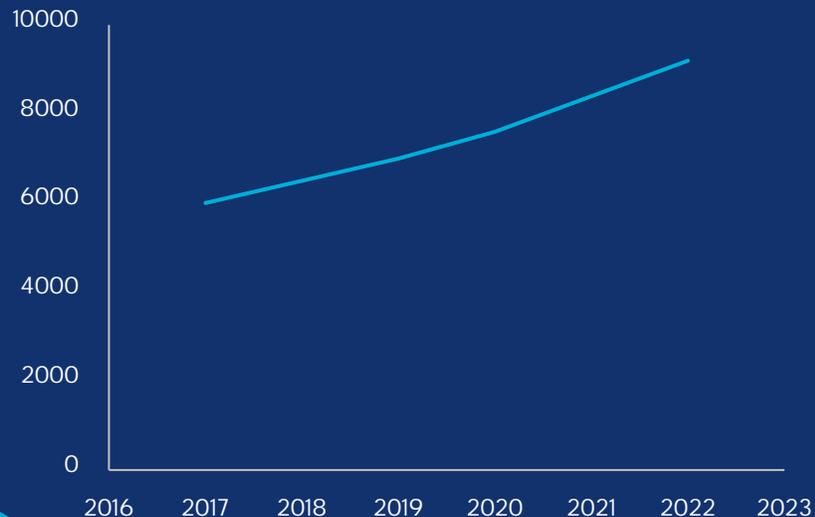


Businesses in the region Growth

Cumulative Company growth

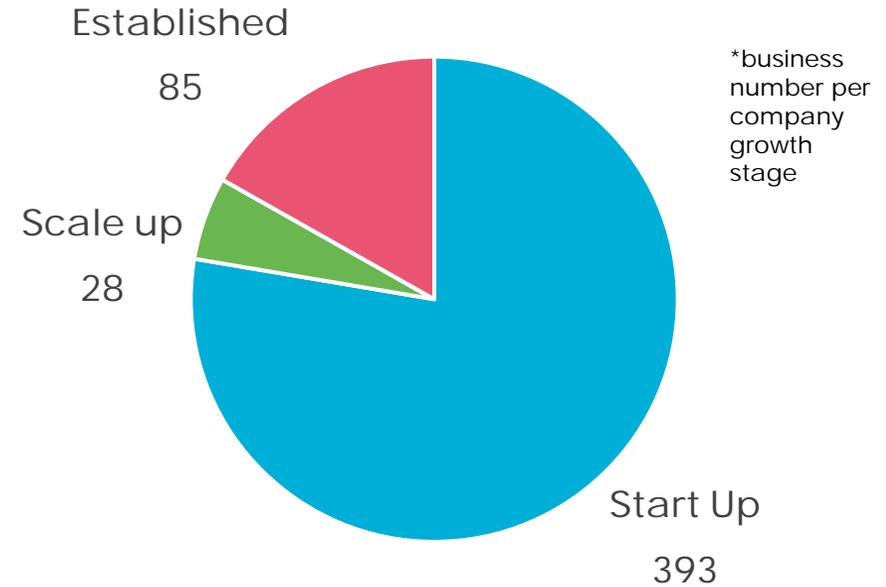


Cumulative Employee growth



There has been a total cumulative growth of S&PA companies operating within Leicestershire, Leicester, and Rutland of 233 (71%) since 2016. Each year the region has seen a progressive increase in S&PA companies operating in the region.

There has been gradual and annual increase in the number of S&PA employees within Leicestershire, Leicester, and Rutland between 2017 and 2022, resulting in a 53% increase over the 5-year period. Growth in employees saw more rapid growth from 2020 suggesting increased recruitment off the back of COVID.

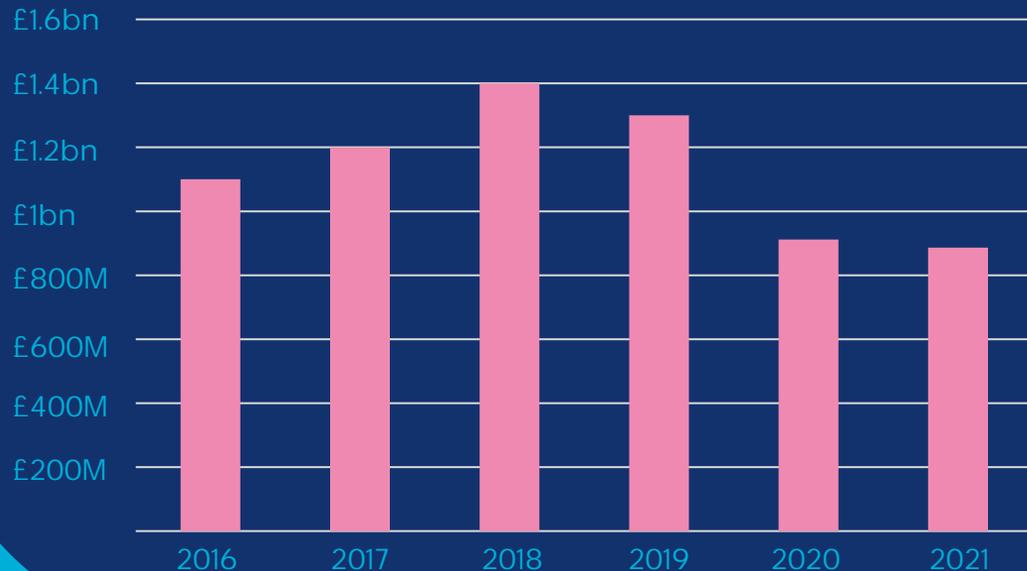


78% of the S&PA businesses operating within Leicestershire, Leicester, and Rutland are considered in the **start-up** stage of business growth, showing the majority of companies operating in the sector within Leicestershire, Leicester, and Rutland typically **don't have a fully developed business model and potentially lack adequate capital** to move onto the next phase of business. Just **6%** of these businesses are considered **scaleups** and have **average annualised return** of at least **20%** in the past 3 years and had at least **10 employees**. **17%** of S&PA business in the region are considered **established**.

Sector health and economy

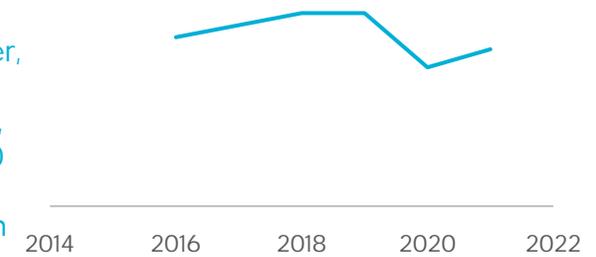
Worth, turnover and assets

The annual net worth of the S&PA sector within Leicestershire, Leicester, and Rutland saw annual increase prior to the COVID pandemic, with an overall increase of £300M 2016-2018. During the pandemic, there was then a reduction of almost half-a-billion pounds (£488.3M) recorded in 2020. The rate of decrease in annual net worth slowed drastically going in to 2021, but the negative implications of COVID are still prevalent seeing net worth 37% below where it was in 2018



Turnover in 2021 across the S&PA sector within Leicestershire, Leicester, and Rutland increased to a similar recorded total as measured in 2016, following a £900M decrease in 2020 (28%). This shows despite the sharp fall in turnover, the economic health of the sector is recuperating within the region

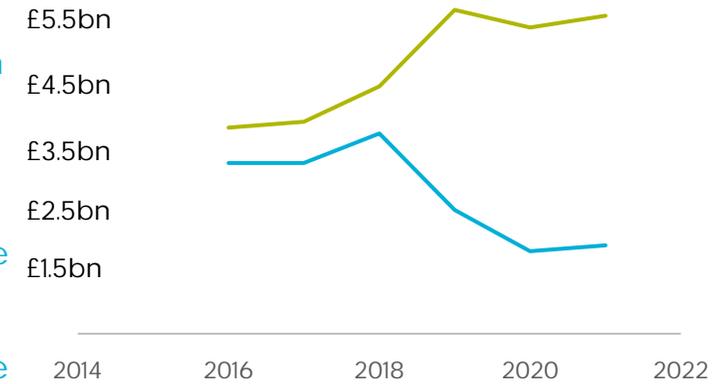
Turnover (2021): 2.6bn



From 2016-2018 the S&PA sector within Leicestershire, Leicester, and Rutland consistently had around 21-24% more liabilities than assets, with the totals for each tending to increase and decrease in situ. However, from 2019 total liabilities in the region have increased significantly while total assets have decreased causing a huge margin between the totals as high as 271% more liabilities

Total current assets (2021): 1.5bn

Total liabilities (2021): 5.4bn



Analysis of Turnover, Total Current Assets, and Total Current Liabilities incorporates organisations that have at least one location within the specified region 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.

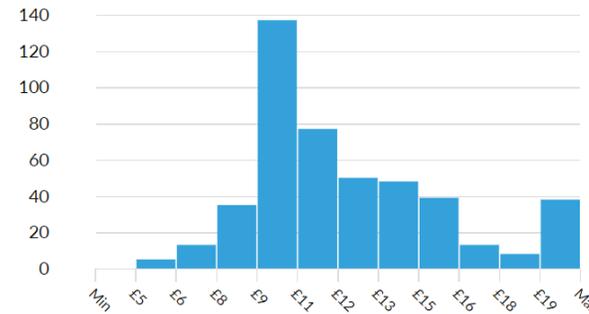
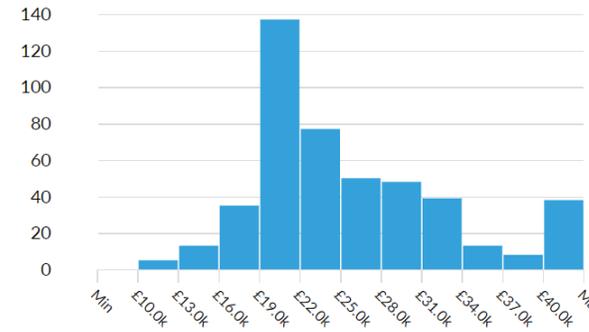
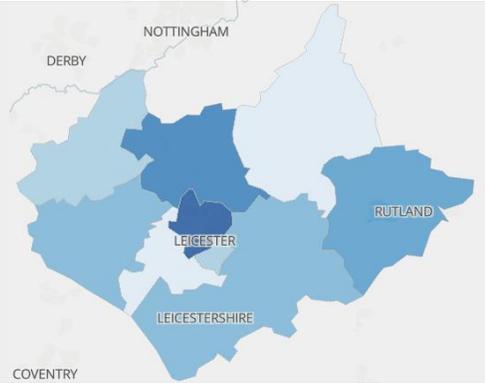


Recruitment Leicestershire, Leicester, and Rutland

Job postings by Local Authority over 12 months

Posting by LA Jan 2023 - Jan 2023

- Charnwood 291
- Northwest Leicestershire 44
- Melton 17
- Hinckley & Bosworth 46
- Blaby 24
- Oadby & Wigston 31
- Harborough 31
- Rutland 81
- Leicester 648



The average advertised salary in 2022 across all S&PA occupations within Leicestershire, Leicester, and Rutland was £23.7k. There is a salary range of £10k to £156k with 1% of those working within the regional sector earning the lowest of the spectrum and 8% earning in the highest. Around 17% of the S&PA workforce in Leicestershire, Leicester, and Rutland earn within the median salary band here, of £22k-£25k.

When looking at hourly pay, the median average is £11.42/hr. This ranges from £5/hr to £75/hr.

Charnwood is the highest paid LA within Leicestershire, Leicester, and Rutland with the workforce earning on average £28.9k or £13.88/hr.

Advertised wage trends show that advertised salaries have increased by 11.5% in the past 12 months, with a peak of £25.4k annually or £12.22/hr



Recruitment

Top 10 recruiters

Top 10 companies for recruitment of S&PA roles within Leicestershire, Leicester, and Rutland (2021)

- 1 - Loughborough University
- 2 - Leicestershire County Council
- 3 - NHS
- 4 - Puregym
- 5 - The Gym Group
- 6 - Loughborough College
- 7 - Next Level Sports Group
- 8 - David Lloyd
- 9 - Leicester City Council
- 10 - Fusion Lifestyle



Stakeholders

Leicester, Leicestershire, and Rutland

Higher Education

Loughborough
University

De Montfort
University

University
of Leicester

Further Education

SMB College Group

North Warwickshire
and South
Leicestershire
College

Leicester College

Loughborough
College

Active Partnerships

Active Together

Chamber of Commerce

East Midlands Chamber of
Commerce

