

May
2024

Cheshire

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](#)

[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



Cheshire

COMPANIES

683

EMPLOYEES

5,888

TURNOVER(£)

£531.1M

Industry breakdown

Adventure Sport	27	273
Community Sport	28	358
Exercise and Fitness	261	2,268
Health and Wellbeing	225	942
Leisure Operations	51	1,263
Performance Sport	143	1,497

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 Cheshire, the data shows that 52 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 Cheshire.



Businesses in the region: Size



Microenterprises

1 - 9 employees



Small enterprises

10 - 49 employees



Medium enterprises

50 - 249 employees



Large enterprises

250+ employees

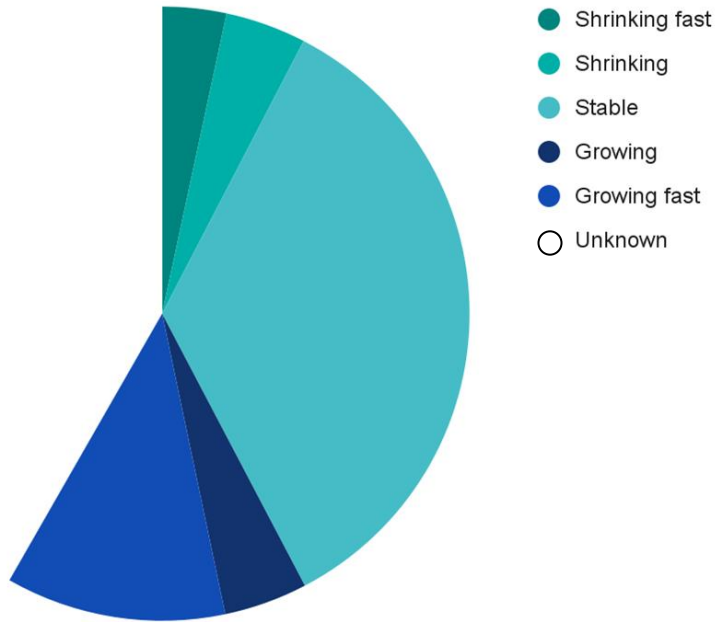


56% Micro enterprises
11% Small enterprises
3% Medium enterprises
2% Large enterprises

The remaining 28% of S&PA businesses within Cheshire 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



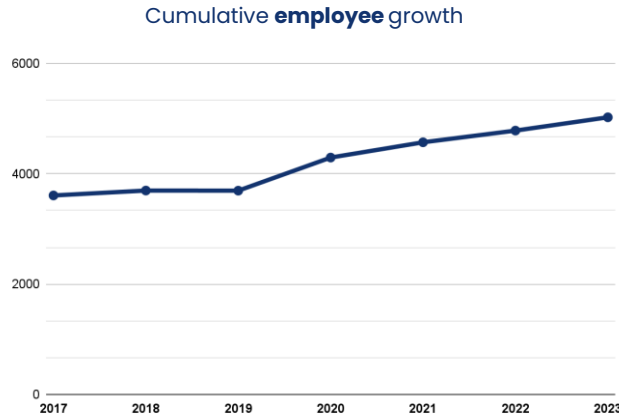
Of the 683 S&PA organisations operating within Cheshire, 398 submit data to Companies House allowing us to analyse their growth rate. There are 285 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 683 S&PA organisations in the region, 7% are shrinking (3% shrinking fast), 35% are stable, and 16% are growing (12% growing fast). 42% 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



+6.6%

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 Cheshire.

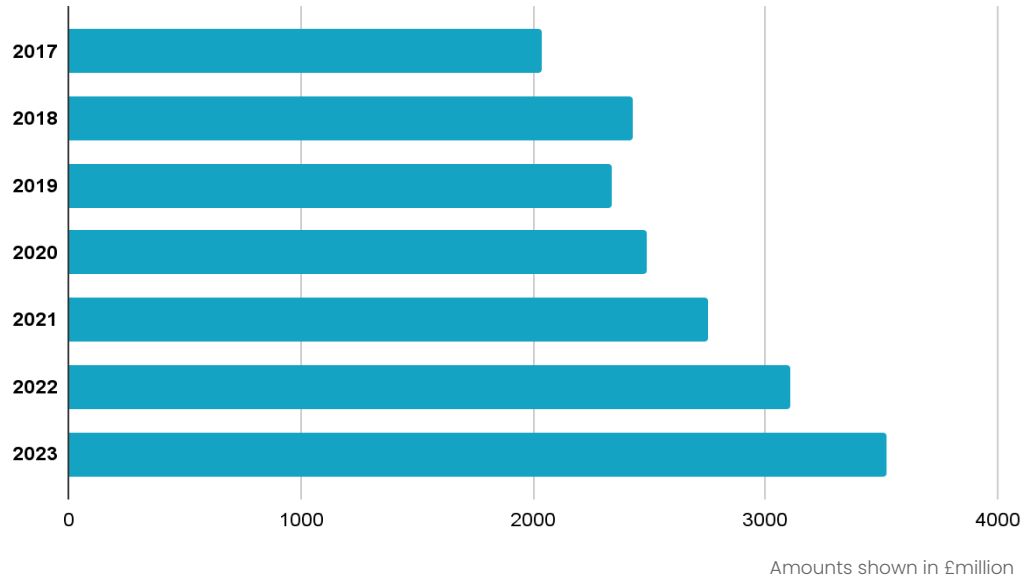
There has been an **increase** in the size of the workforce employed by Cheshire's S&PA sector of **1,417 since 2017**, seeing a total **increase of 39% in employees over the 6 year period**. This shows a marked increase across the sector within the region and suggests either an increase in the number of S&PA businesses operating in the region, 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

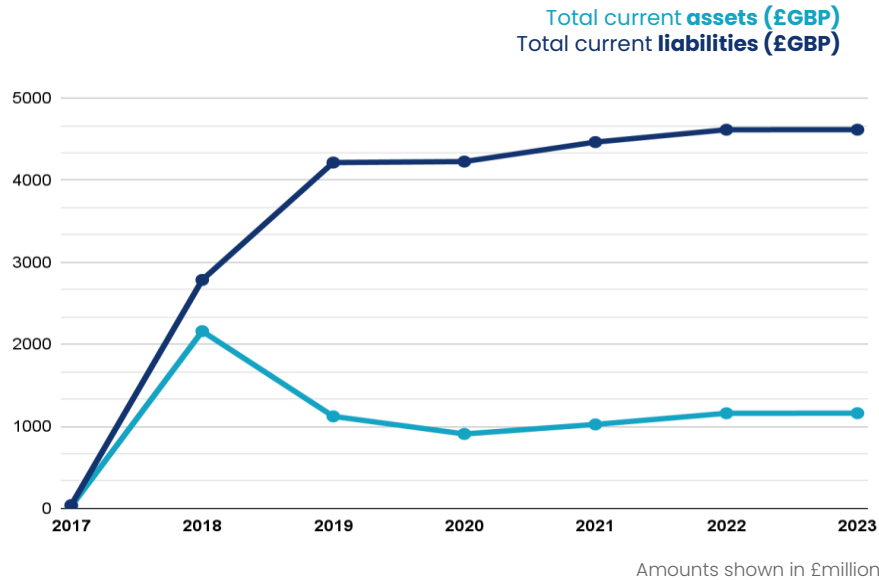


Analysis of turnover here, considers organisations that have at least one location within Cheshire, and reflects the economic health of organisations who operate within the region's S&PA sector. It does not directly analyse the economic health generally of the region.

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 Cheshire, turnover has seen overall growth, increasing by around £1.5bn (73%) 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 Cheshire 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 directly.

Similarly to what is seen in most UK region's 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 Cheshire. However, this deficit is higher than some UK regions, with the deficit in assets compared to liabilities increasing year on year between 2017 and 2022, reaching around £3.5bn in 2022. The deficit has since plateaued and remains at around £3.5bn.

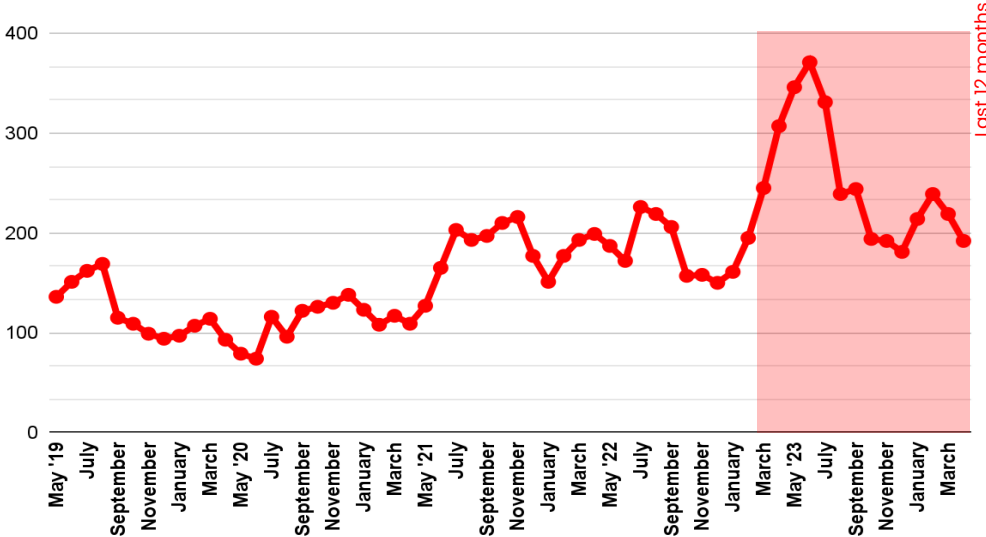


RECRUITMENT

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

Recruitment: Job postings

REGIONAL JOB POSTINGS
(5 years)



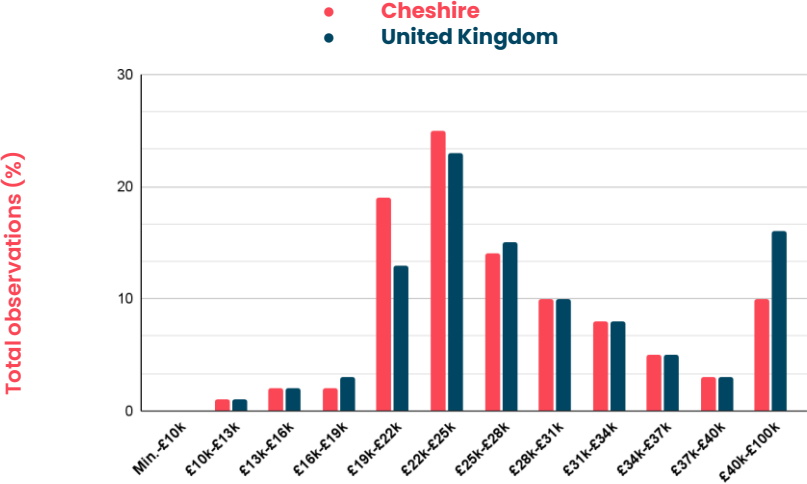
2019	607
2020	515
2021	726
2022	905
2023	1,286

292 Employers Competing

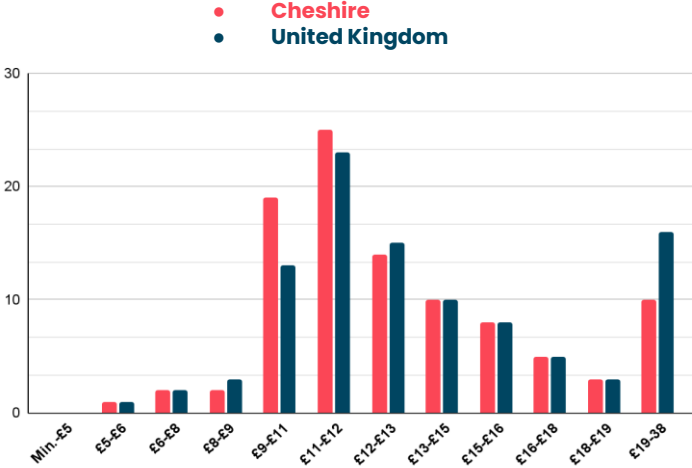
The number of employers recruiting within the S&PA sector in Cheshire, and therefore competing for the same talent over the past 12 months

Recruitment: Salaries

Yearly advertised wage



Hourly advertised wage



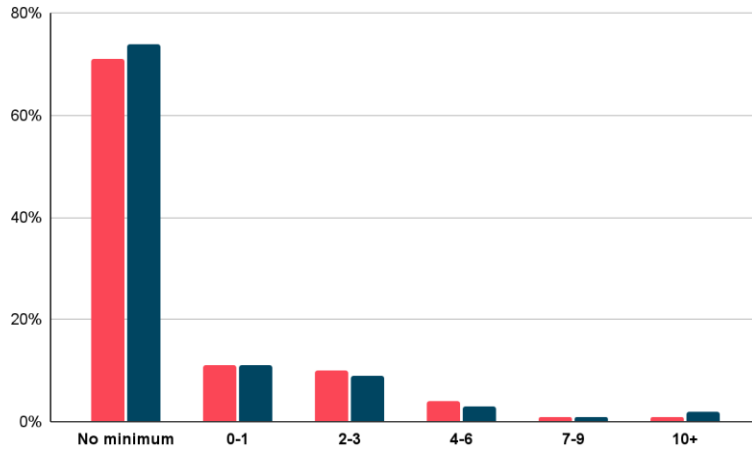
The average advertised salary over the last 12 months across all S&PA occupations in Cheshire is £25k per annum/£12.03 per hour. There is an advertised salary range of £10k-£100k/£5-£48 per hour, with 1% of job postings advertising within the lowest bracket of advertised pay, and 10% advertising in the highest. Around 39% of the S&PA job postings in Cheshire 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

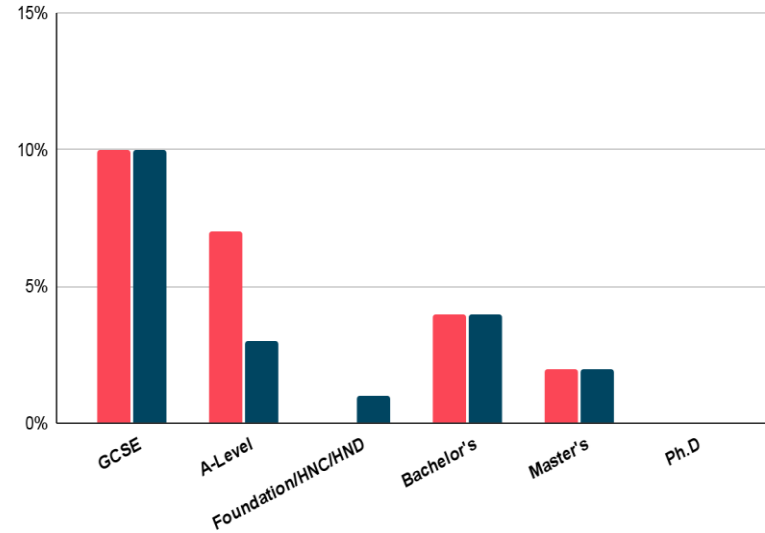
Years' experience

- Cheshire
- United Kingdom



Qualification

- Cheshire
- United Kingdom

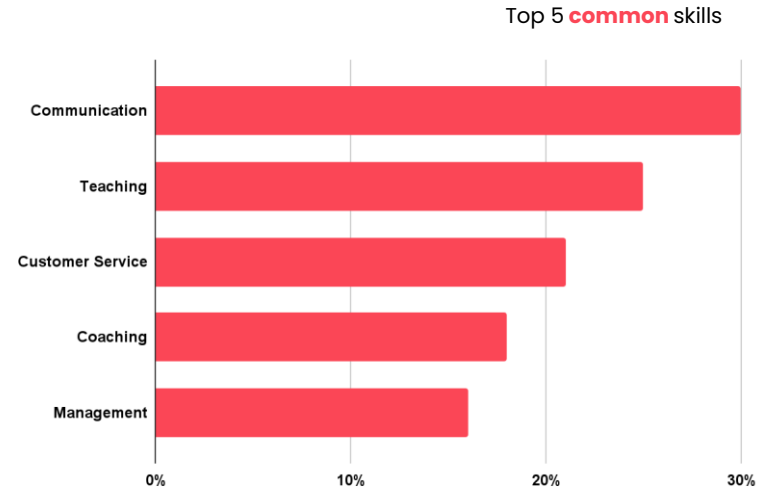
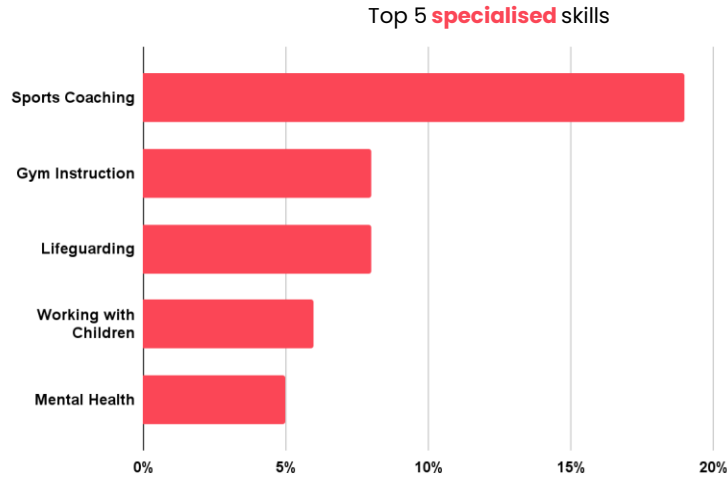


Vocational definitions:

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



Recruitment: Skills



Specialised skills are more tailored to the S&PA sector and typically include skills unique to S&PA job roles. Alternatively, 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 desired by S&PA employers, appearing in 19% of job postings across Cheshire. The top common skill over this period has been 'Communication', appearing in 30% 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](#)

