

May
2024

Devon

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



Devon

COMPANIES

567

EMPLOYEES

5,839

TURNOVER(£)

£509.2M

Industry breakdown

Adventure Sport	117	896
Community Sport	47	634
Exercise and Fitness	210	1,157
Health and Wellbeing	132	1,699
Leisure Operations	30	763
Performance Sport	94	164

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 Devon, the data shows that 63 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 Devon.



Businesses in the region: Size



Microenterprises

1 - 9 employees



Small enterprises

10 - 49 employees



Medium enterprises

50 - 249 employees



Large enterprises

250+ employees

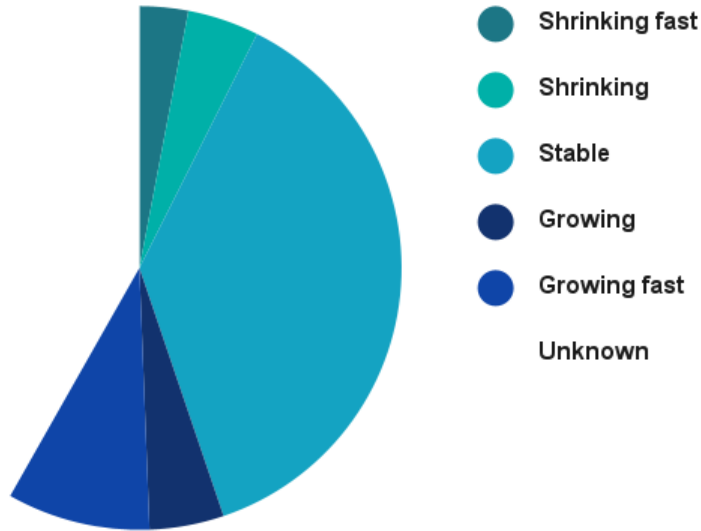


55% Micro enterprises
12% Small enterprises
4% Medium enterprises
2% Large enterprises

The remaining 26% of S&PA businesses within Devon 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



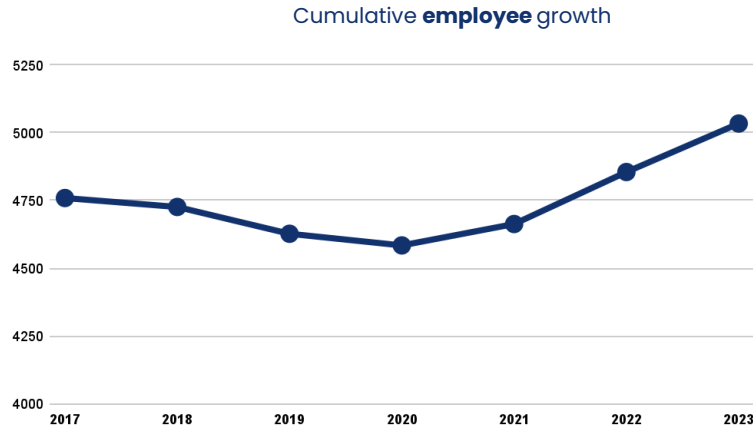
Of the 567 S&PA organisations operating within Devon, 330 submit data to Companies House allowing us to analyse their growth rate. There are 237 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 567 S&PA organisations in the region, 4.4% are shrinking (2.9% shrinking fast), 37.3% are stable, and 4.5% are growing (8.8% 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



+5.2%

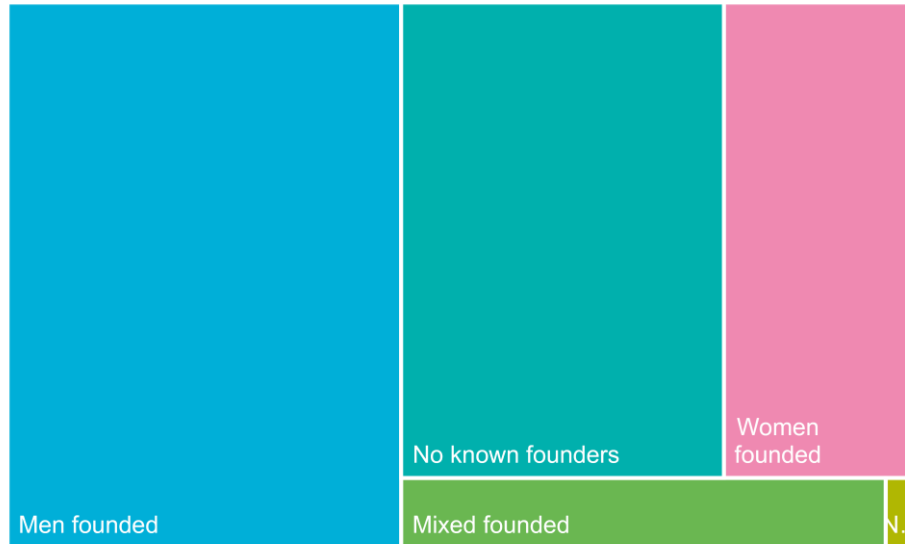
Estimated growth

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 Devon

There has been a **growth** in the size of the workforce employed by Devon's S&PA sector of **275 since 2017**, seeing a total **increase of 5.7% 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.



Businesses in the region: Workforce demographics



43% men founded
19% women founded
7% mix founded
31% no known founders
0.5% unknown gender

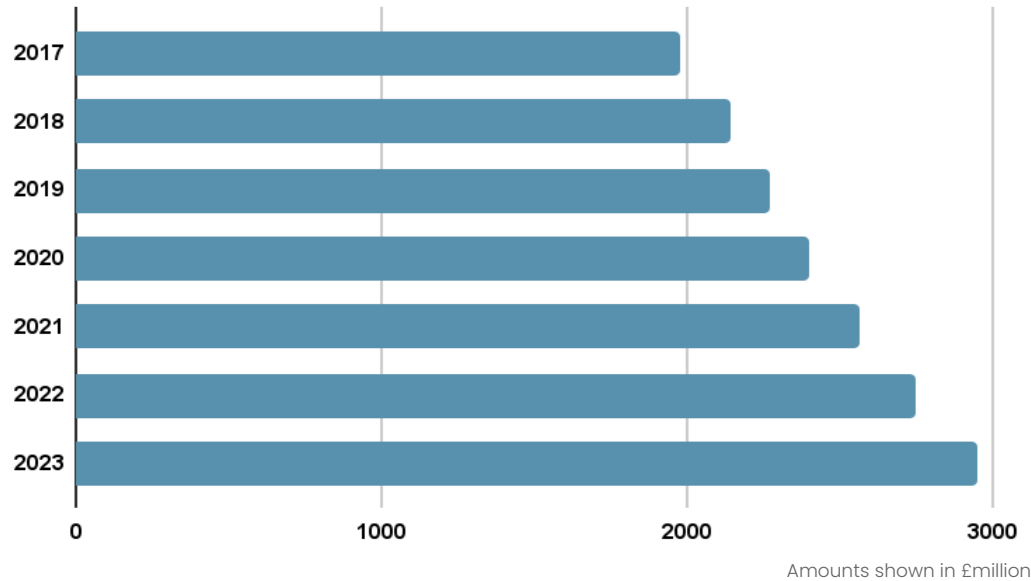
In the current landscape of S&PA businesses within Devon, the highest proportion are founded by men. Across the UK's S&PA sector, the current split is 22% female founded to 50% male founded, suggesting that Devon provides lower opportunities for women to found S&PA businesses compared to the wider sector.



SECTOR HEALTH AND ECONOMY

Economic data on the S&PA economy across the region

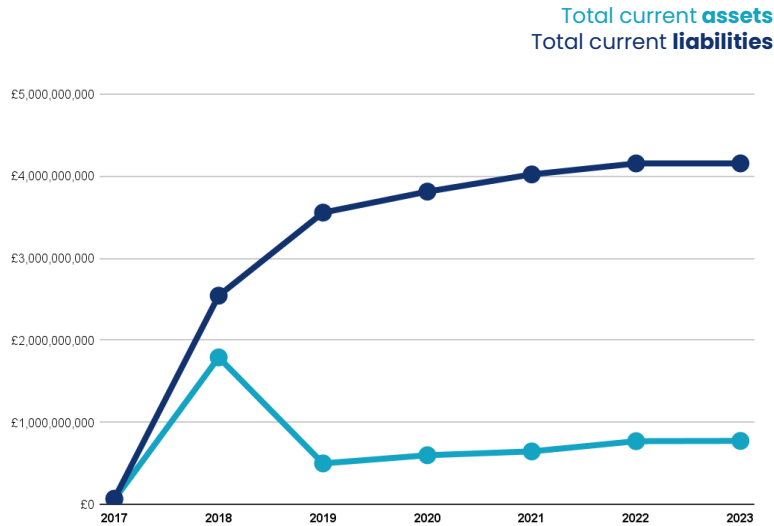
Sector health and economy: Turnover



Analysis of Turnover here, considers organisations that have at least one location within Devon 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 Devon, turnover has seen annual growth, increasing by £964.5mn (48.6%) 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 Devon 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 Devon'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 Devon, with the deficit in assets compared to liabilities reaching over £3.3bn in some years.

However, £3.3bn deficit is considerably higher than the figure seen in many other UK regions suggesting a need for betterment in the economic picture for Devon's S&PA sector.

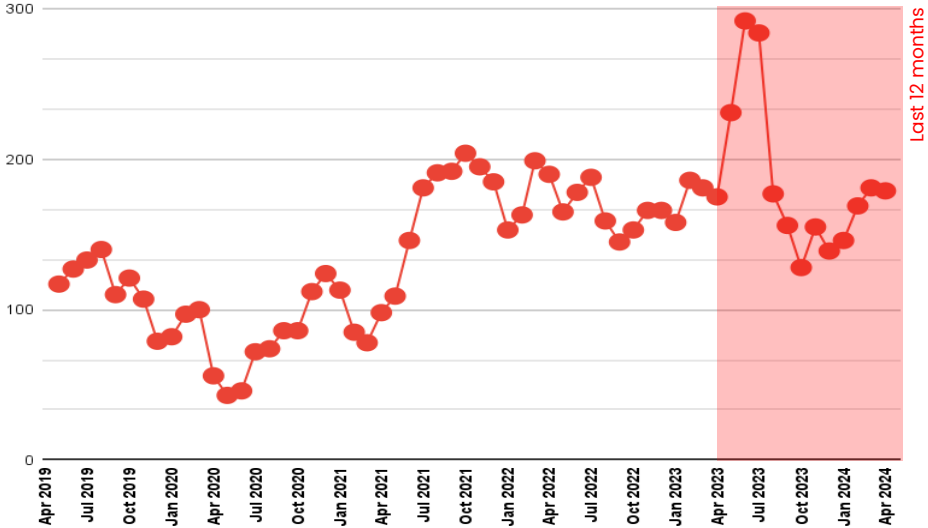


RECRUITMENT

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

Recruitment: Job postings

**REGIONAL JOB POSTINGS
(5 years)**



2019	550
2020	434
2021	694
2022	839
2023	1,012

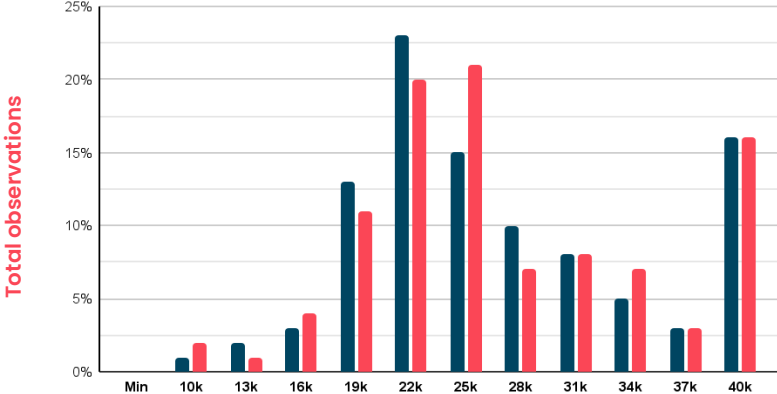
265 Employers Competing

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

Recruitment: Salaries

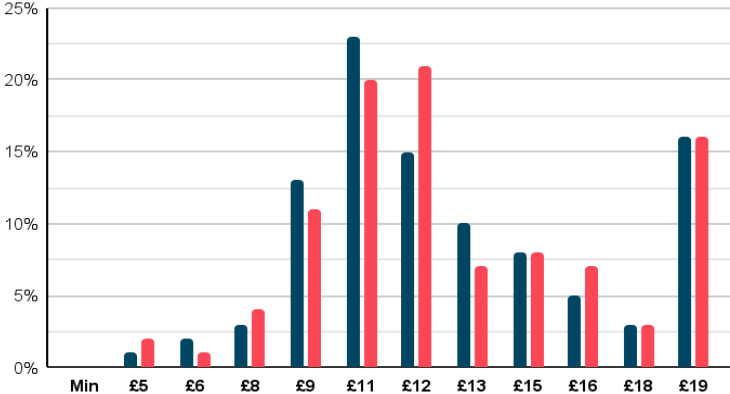
Yearly advertised wage

- Devon
- United Kingdom



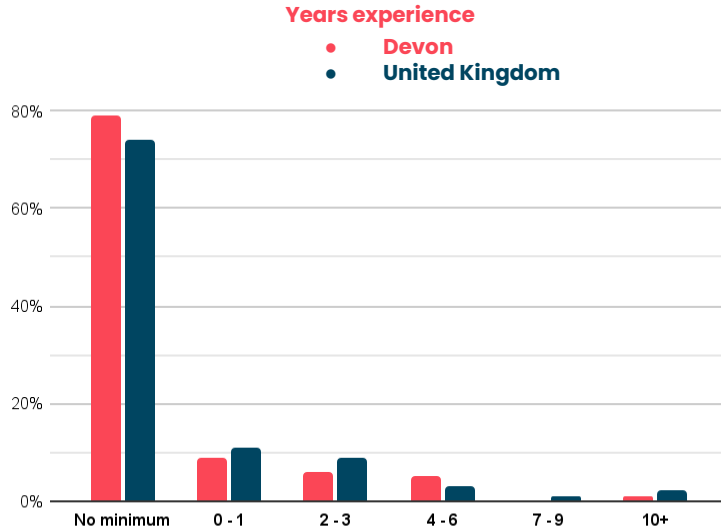
Hourly advertised wage

- Devon
- United Kingdom

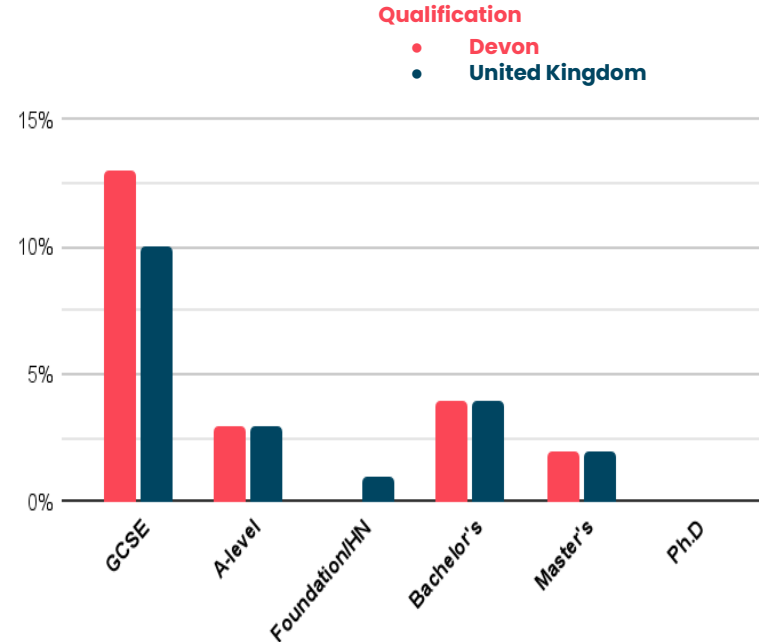


The average advertised salary over the last 12 months, across all S&PA occupations in Devon is £26k/£12.52 per hour. There is a salary range of £10k-£110k/£5-£53 per hour, with 2% of those working in the sector earning within the lowest bracket of advertised pay, and 16% earning in the highest. Around 21% of the S&PA workforce in Devon earn within the median salary band here, of £25k-£28k.

Recruitment: Education and experience



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



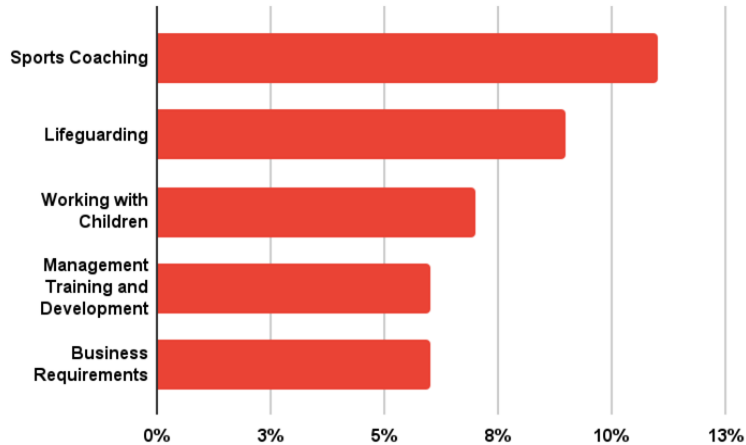
Vocational definitions:

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

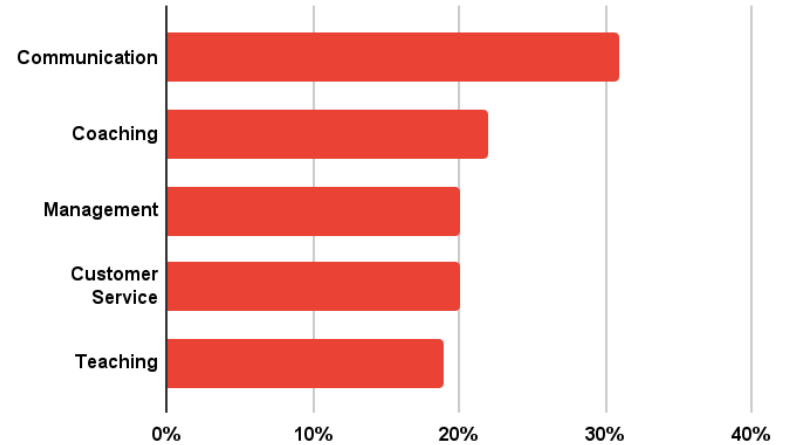
- Bachelor's:
- Master's:
- Ph.D:

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 11% of job postings across Devon. Similarly, the top common skill over this period has been 'Communication'.



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](#)

