

May
2024

Oxfordshire

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



Oxfordshire

COMPANIES

459

EMPLOYEES

4,570

TURNOVER(£)

£525.6M

Industry breakdown

Adventure Sport	25	184
Community Sport	24	142
Exercise and Fitness	194	2,530
Health and Wellbeing	154	1,239
Leisure Operations	22	470
Performance Sport	86	683

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 Oxfordshire, the data shows that 46 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 Oxfordshire.



Businesses in the region: Size



Microenterprises

1 - 9 employees



Small enterprises

10 - 49 employees



Medium enterprises

50 - 249 employees



Large enterprises

250+ employees

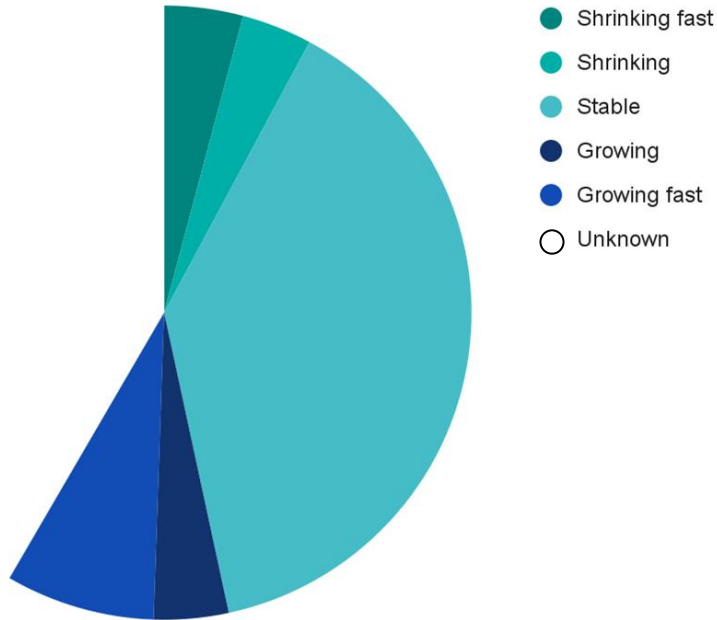


53% Micro enterprises
12% Small enterprises
4% Medium enterprises
3% Large enterprises

The remaining 28% of S&PA businesses within Oxfordshire 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



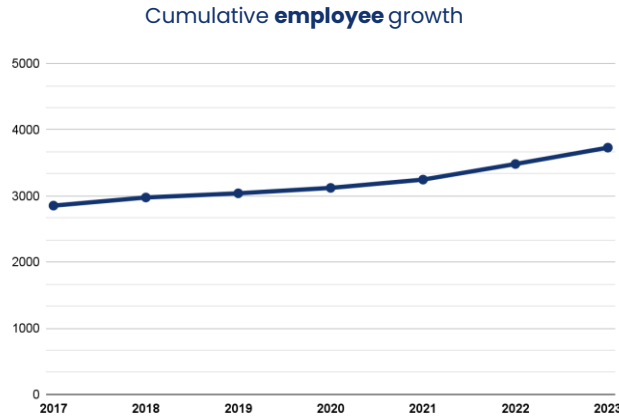
Of the 459 S&PA organisations operating within Oxfordshire, 268 submit data to Companies House allowing us to analyse their growth rate. There are 191 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 459 S&PA organisations in the region, 8% are shrinking (4% shrinking fast), 39% are stable, and 12% are growing (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



+4.5%

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 Oxfordshire.

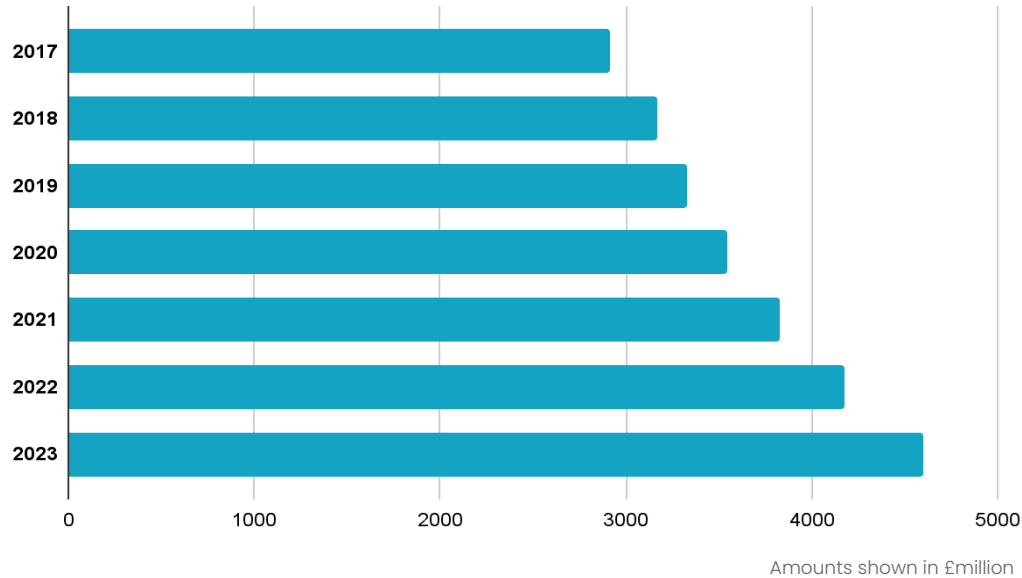
There has been an **increase** in the size of the workforce employed by Oxfordshire's S&PA sector of **876 since 2017**, seeing a total **increase of 31% in employees over the 6 year period**. This shows a marked increase across the sector within the region and suggests either an increase in the number of S&PA businesses operating in the region, or that existing S&PA businesses have expanded. The rate of employee growth has increased since the pandemic, highlighting the resilience of the region's sector and indicating its recovery.



SECTOR HEALTH AND ECONOMY

Economic data on the S&PA economy across the region

Sector health and economy: Turnover

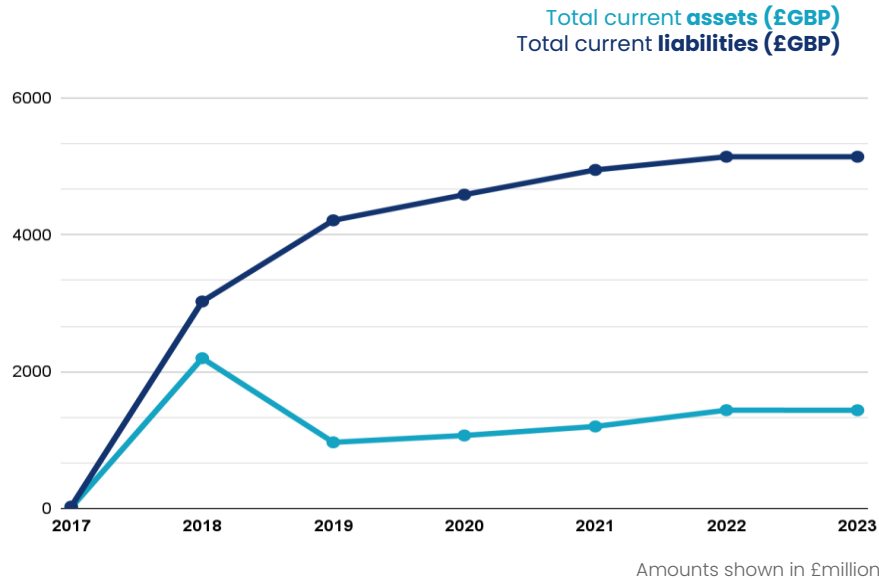


Analysis of turnover here, considers organisations that have at least one location within Oxfordshire, and reflects the economic health of organisations who operate within the region's S&PA sector. It does not directly analyse the economic health generally of the region.

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 Oxfordshire, turnover has seen annual growth, increasing by around £1.7bn (58%) 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 Oxfordshire 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 Oxfordshire. However, this deficit is higher than some UK regions, with the deficit in assets compared to liabilities increasing year on year between 2017 and 2021, reaching around £3.8bn in 2021. The deficit has since decreased slightly and has stabilised at around £3.8 bn.

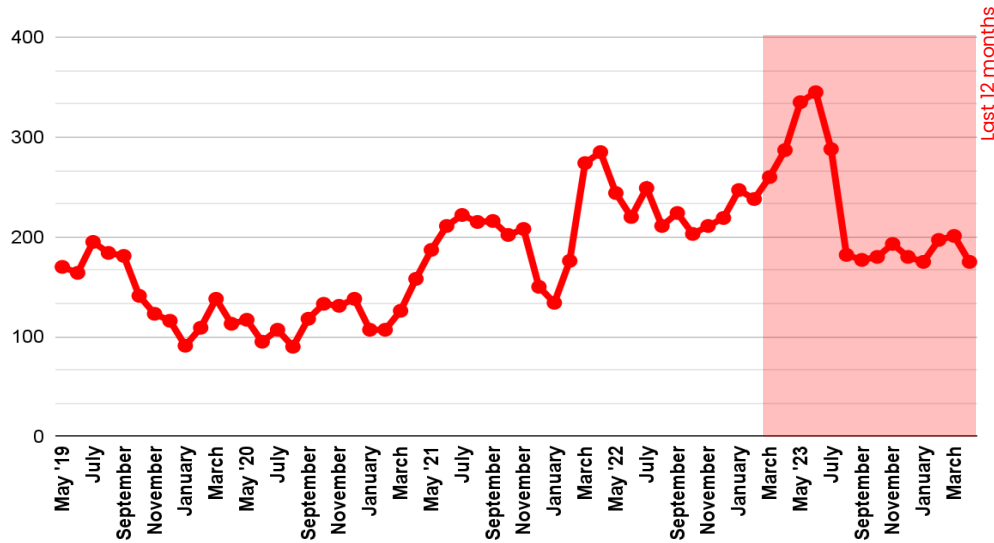


RECRUITMENT

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

Recruitment: Job postings

REGIONAL JOB POSTINGS
(5 years)



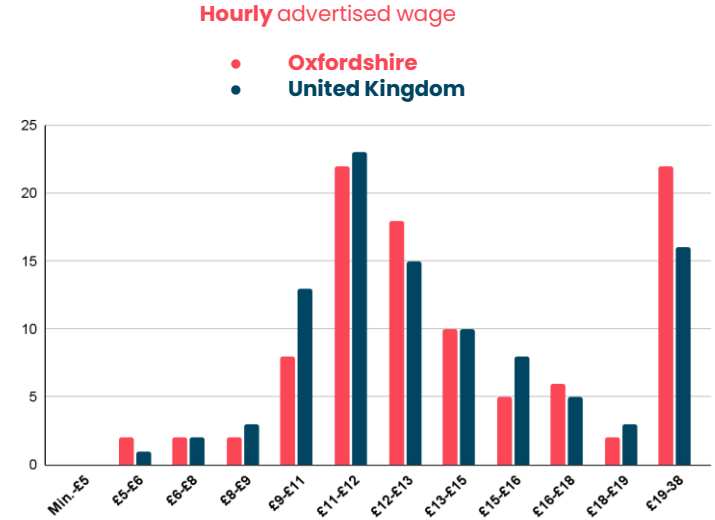
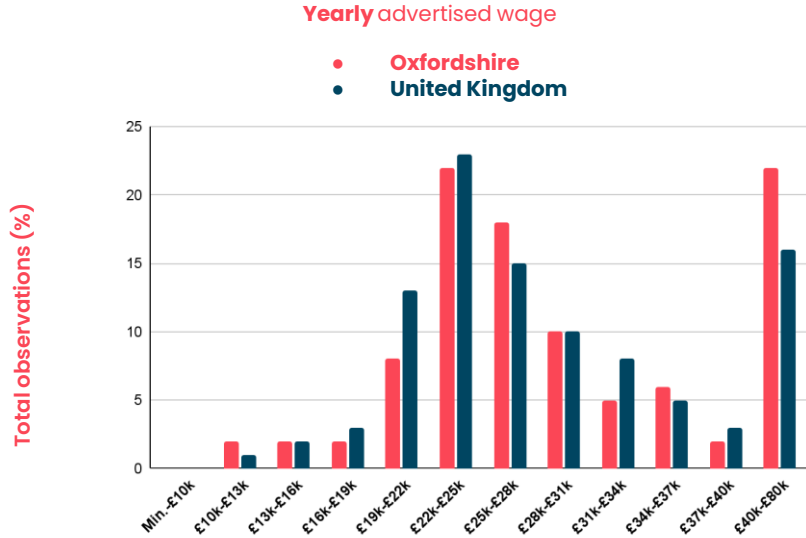
2019	786
2020	565
2021	759
2022	1,070
2023	1,273

249
Employers
Competing

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



Recruitment: Salaries



The average advertised salary over the last 12 months across all S&PA occupations in Oxfordshire is £26.9k per annum/£12.95 per hour. There is an advertised salary range of £10k-£94k/£5-£45 per hour, with 2% of job postings advertising within the lowest bracket of advertised pay, and 22% advertising in the highest. Around 18% of the S&PA job postings in Oxfordshire are within the median advertised salary band of £25k-£28k per annum/£12-£13 per hour.

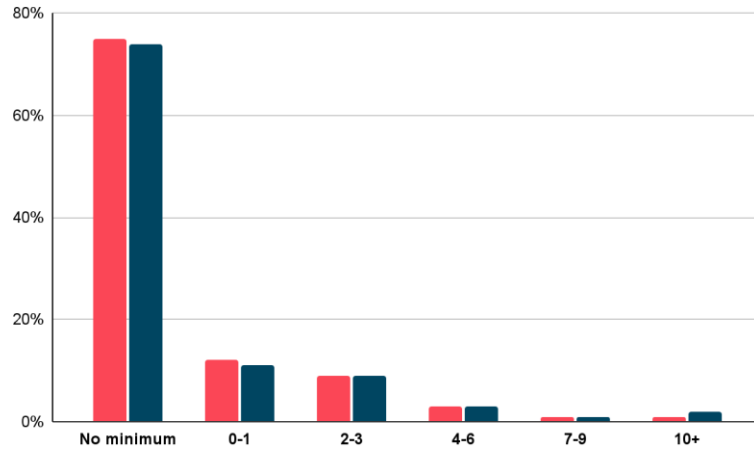


Recruitment: Education and experience

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

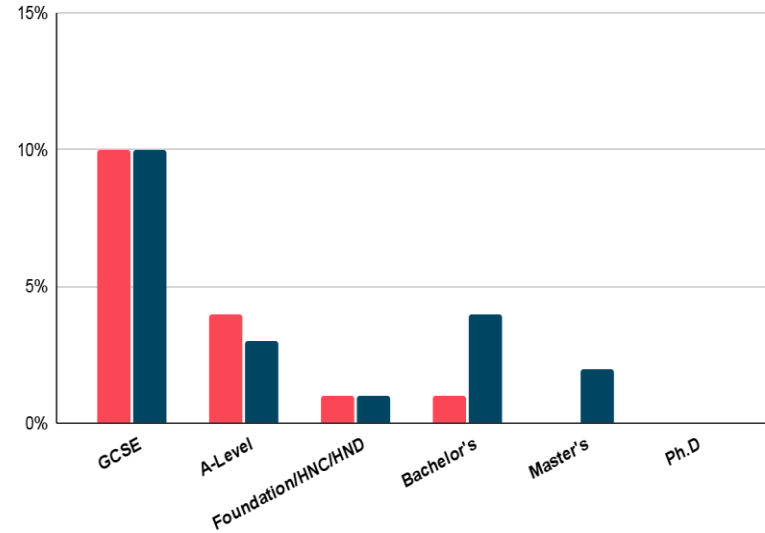
Years' experience

- Oxfordshire
- United Kingdom



Qualification

- Oxfordshire
- United Kingdom

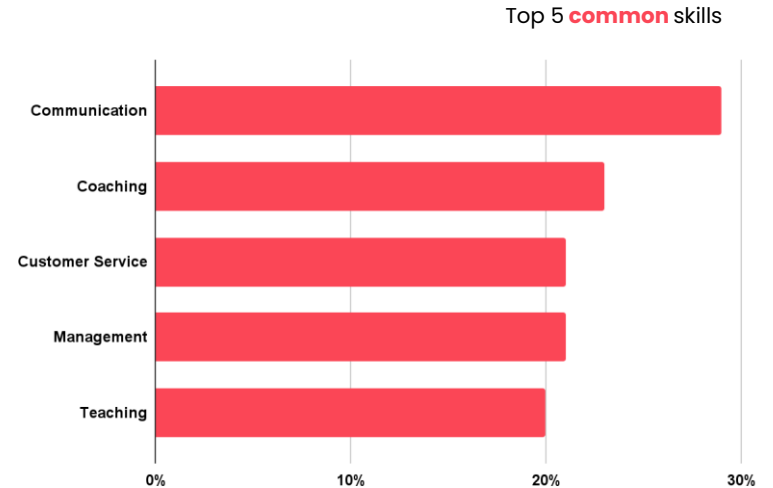
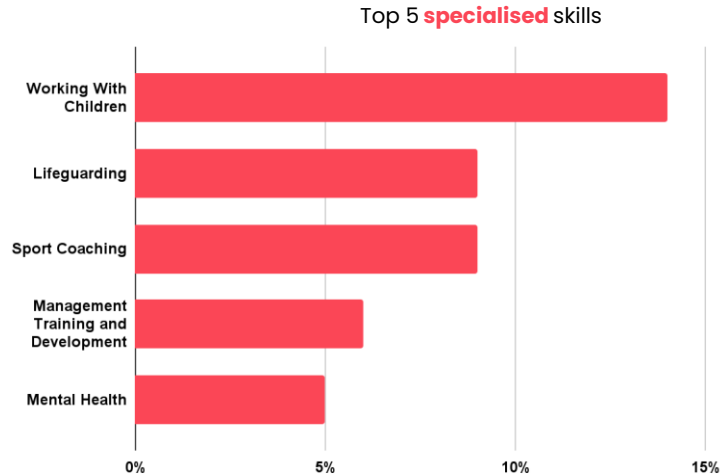


Vocational definitions:

- 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, 'Working with Children' has been the highest specialised skill desired by S&PA employers, appearing in 14% of job postings across Oxfordshire. 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](#)

