

Feb 2026

# The Black Country

Dudley, Wolverhampton, Sandwell, Walsall

2026 Extended Datapack

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# 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](#)



# 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



## The Black Country

COMPANIES

194

EMPLOYEES

2,337

TURNOVER(£)

£198m

### Industry breakdown

Adventure Sport	14	16
Community Sport	24	218
Exercise and Fitness	53	516
Health and Wellbeing	61	175
Leisure Operations	27	479
Performance Sport	53	1,471

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 The Black Country, the data shows that 38 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 The Black Country..



# Businesses in the region: Size



## Microenterprises

1 - 9 employees



## Small enterprises

10 - 49 employees



## Medium enterprises

50 - 249 employees



## Large enterprises

250+ employees



74% Micro enterprises  
6% Small enterprises  
2% Medium enterprises  
4% Large enterprises

The remaining 14% of S&PA businesses within The Black Country 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



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## Businesses in the region: Growth



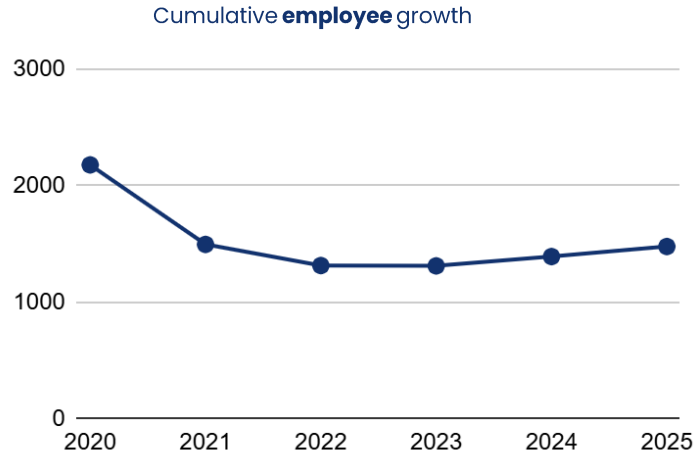
Of the 194 S&PA organisations operating within The Black Country, 137 submit data to Companies House allowing us to analyse their growth rate. There are 57 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 194 S&PA organisations in the region, 10% are shrinking (5% shrinking fast), 45% are stable, and 16% are growing (10% growing fast). 38% 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



**-0.60%**

### 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 The Black Country.

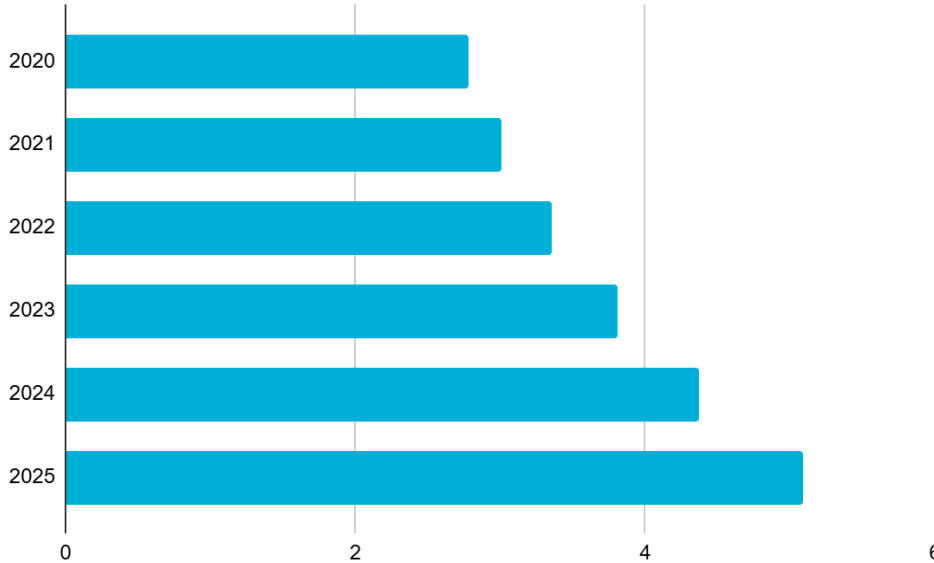
There has been a decrease in the size of the workforce employed by The Black Country's S&PA sector of **-700 since 2020**, seeing a total **idecrease of 32% in employees over the 6 year period**. This shows marked decrease across the sector within the region and suggests either a decrease in the number of S&PA businesses operating in the region, or that existing S&PA businesses have decreased their number of staff.



# SECTOR HEALTH AND ECONOMY

Economic data on the S&PA economy across the region

## Sector health and economy: Turnover



Amounts shown in £billion

Analysis of turnover here, considers organisations that have at least one location within The Black Country, 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.

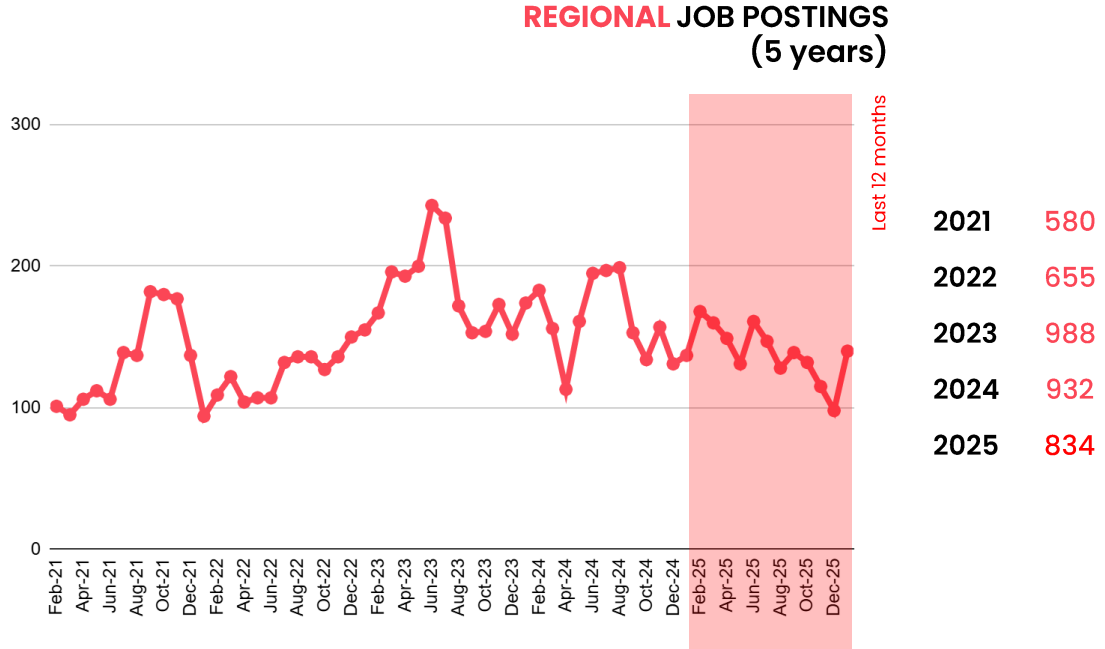
The turnover of a sector is the total income that the businesses operating within it generate, by year-end. Across the S&PA organisations with at least one location in The Black Country, turnover has seen annual growth, increasing by around £2.3bn (83%) since 2020. This is positive for the region, as it shows its S&PA sector is made up of healthy, growing businesses.



# RECRUITMENT

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

# Recruitment: Job postings



**750**  
**5 Year**  
**Average for**  
**Job Postings**

**190**  
**Employers**  
**Competing**

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

# CIMSPA Data

Memberships and Partnerships

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# CIMSPA Data: Members and Partners

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## The Black Country

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52

Members with  
Professional  
Status



11

Education  
Partners



\*Due to address inconsistencies this figure may be slightly incorrect and should be used as a guideline



# Health Data

Priorities within the region

## Health Data

Health Concern	% of the population in The Black Country ICB (PHE Fingertips)	UK Benchmark (PHE Fingertips)
Estimated prevalence of diagnosed and undiagnosed type 2 diabetes (16+ yrs)- 2021	9.7% ↑*	7.8%
Cardiovascular disease - Estimated prevalence of undiagnosed adult hypertension- 2021	8.6% ▬*	8.6%
Year 6 prevalence of severe obesity (10-11 years)- 2024/2025	8.1% ↑*	5.6%

\* In comparison to the UK average

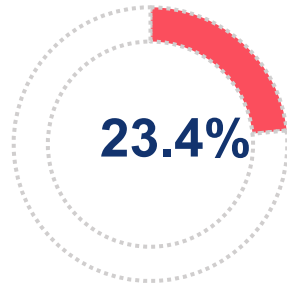


# **Economic Landscape in The Black Country**

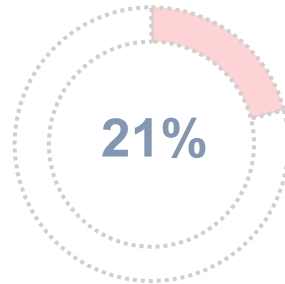
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## Economic landscape: Economic Inactivity

### The Black Country



### UK



*Economic activity refers to any adult aged 16-64 who are not involved in the labour market, meaning they are neither working nor actively seeking employment. In the last 4 weeks.*

The Black Country's economic inactivity sits above the UK average.



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](#)

