

Feb
2026

Birmingham and Solihull

2026 Extended 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](#)



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



Birmingham and Solihull

COMPANIES	EMPLOYEES	TURNOVER(£)
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385	5,068	£1.4B
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Industry breakdown

Adventure Sport	16	28
Community Sport	75	474
Exercise and Fitness	112	1,142
Health and Wellbeing	115	297
Leisure Operations	59	602
Performance Sport	87	3,128

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 Birmingham and Solihull, the data shows that 79 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 Birmingham and Solihull.



Businesses in the region: Size



Microenterprises

1 - 9 employees



Small enterprises

10 - 49 employees



Medium enterprises

50 - 249 employees



Large enterprises

250+ employees

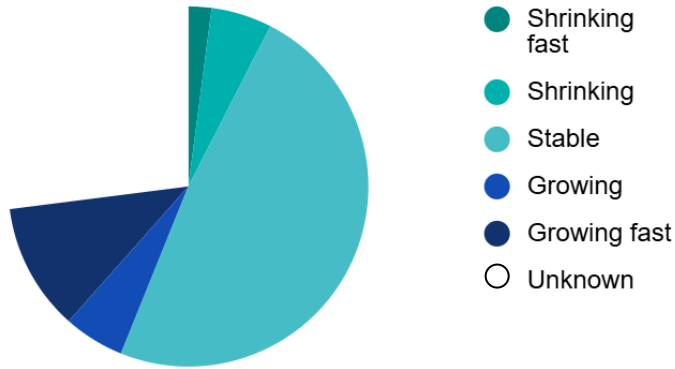


72% Micro enterprises
8% Small enterprises
1% Medium enterprises
4% Large enterprises

The remaining 15% of S&PA businesses within Birmingham and Solihull 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



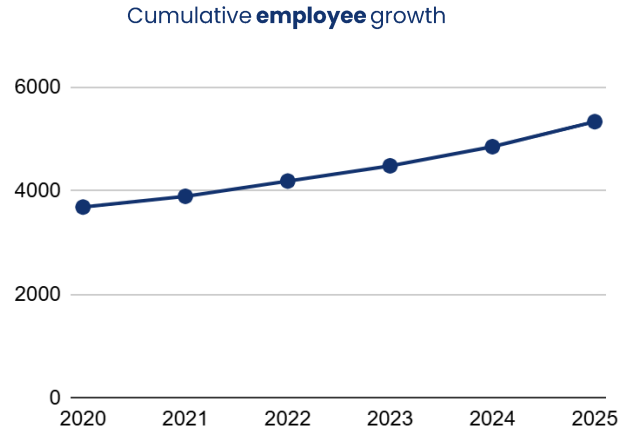
Of the 385 S&PA organisations operating within Birmingham and Solihull, 281 submit data to Companies House allowing us to analyse their growth rate. There are 104 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 385 S&PA organisations in the region, 7% are shrinking (2% shrinking fast), 49% are stable, and 16% are growing (11% 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



+3.1%
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 Birmingham and Solihull.

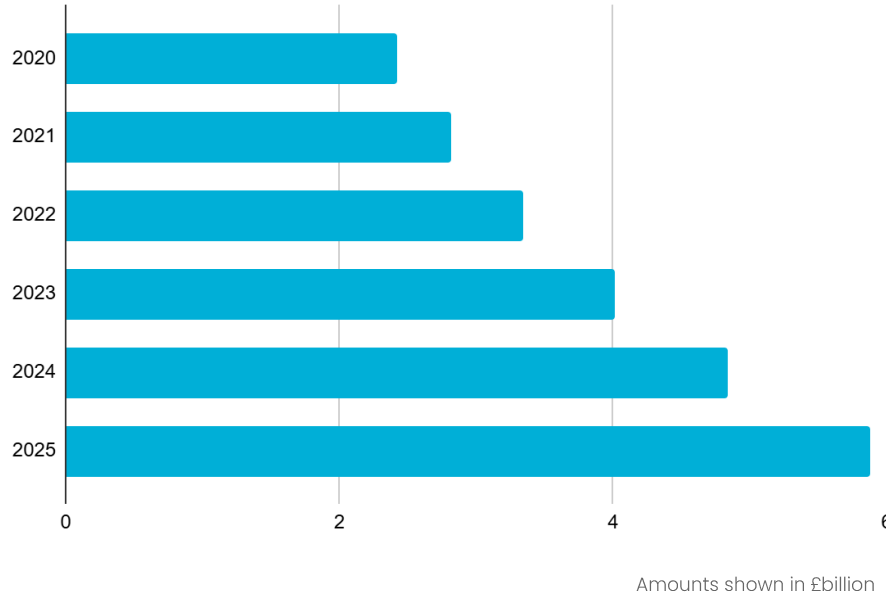
There has been an increase in the size of the workforce employed by Birmingham and Solihull's S&PA sector of **1,648 since 2020**, seeing a total **increase of 16% in employees over the 6 year period**. This shows marked increase across the sector within the region and suggests either an increase in the number of S&PA businesses operating in the region, or that existing S&PA businesses have increased their number of staff.



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 Birmingham and Solihull, 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.

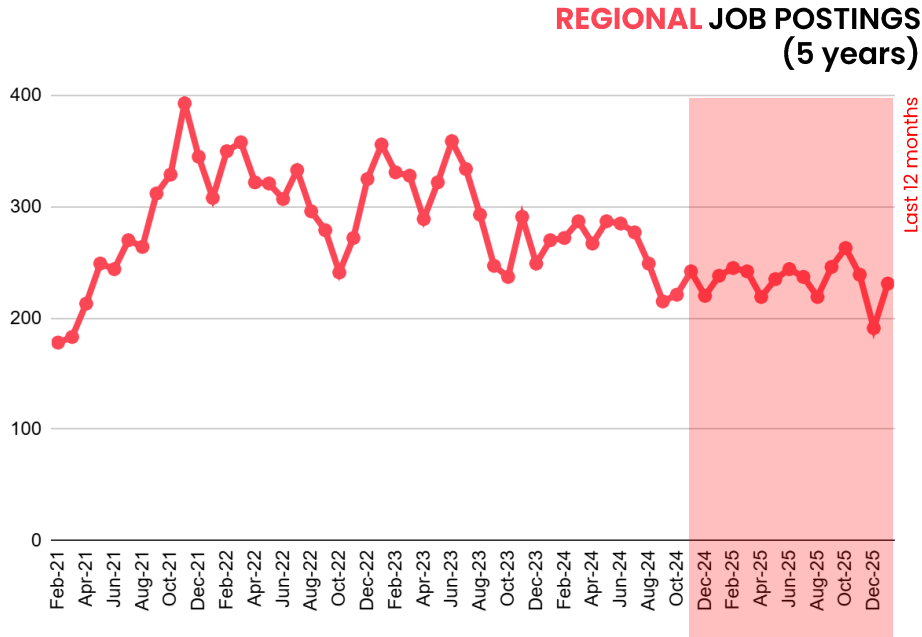
The turnover of a sector is the total income that the businesses operating within it generate, by year-end. Across the S&PA organisations with at least one location in Birmingham and Solihull, turnover has seen annual growth, increasing by around £3.5bn (142%) since 2020. This is positive for the region, 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



1335
5 Year
Average for
Job Postings

327
Employers
Competing

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



CIMSPA Data

Memberships and Partnerships

CIMSPA Data: Members and Partners

Birmingham and Solihull

60

Members with
Professional
Status*



9

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

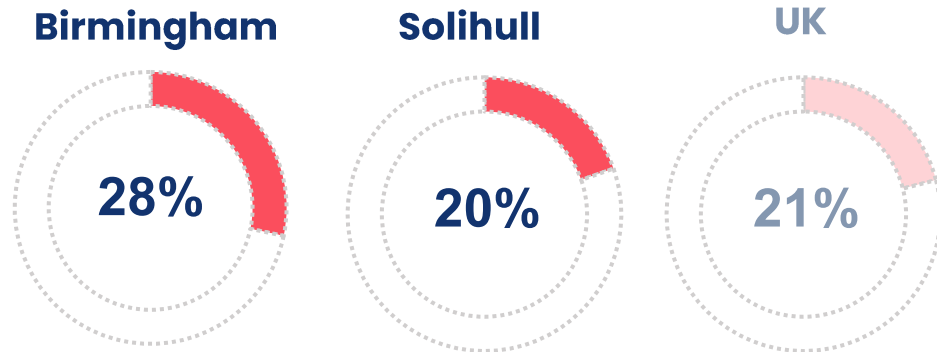
Health Concern	% of the population in Birmingham + Solihull (PHE Fingertips)	UK Benchmark (PHE Fingertips)
Estimated prevalence of diagnosed and undiagnosed type 2 diabetes (16+ yrs)- 2021	9.6% ↑*	7.8%
Cardiovascular disease - Estimated prevalence of undiagnosed adult hypertension- 2021	8.1% ↓*	8.6%
Year 6 prevalence of severe obesity (10-11 years)- 2024/2025	6.6% ↑*	5.6%

* In comparison to the UK average



Economic Landscape in Birmingham and Solihull

Economic landscape: Economic Inactivity



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.

Birmingham's economic inactivity sits above the UK average, whilst Solihull's sits slightly below.



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](#)

