May
2024

Hertfordshire

2024 Regional Datapack

CIMSPA

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

Hertfordshire

COMPANIES	EMPLOYEES	TURNOVER(£)
990	24,889	£1.05bn

Industry breakdown

Adventure Sport	103	1,761
Community Sport	45	222
Exercise and Fitness	509	5,778
Health and Wellbeing	246	16,897
Leisure Operations	86	3,191
Performance Sport	66	1,427

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 Hertfordshire the data shows that 65 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 Hertfordshire.

Businesses in the region: Size

Microenterprises
1 - 9 employees

Small enterprises
10 - 49 employees

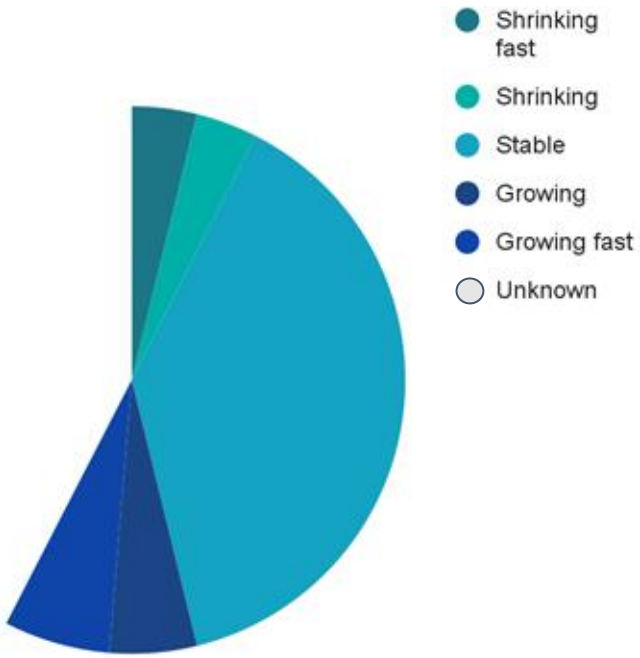
Medium enterprises
50 - 249 employees

Large enterprises
250+ employees

55% Micro enterprises
13% Small enterprises
3% Medium enterprises
3% Large enterprises

The remaining 26% of S&PA businesses within Hertfordshire 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

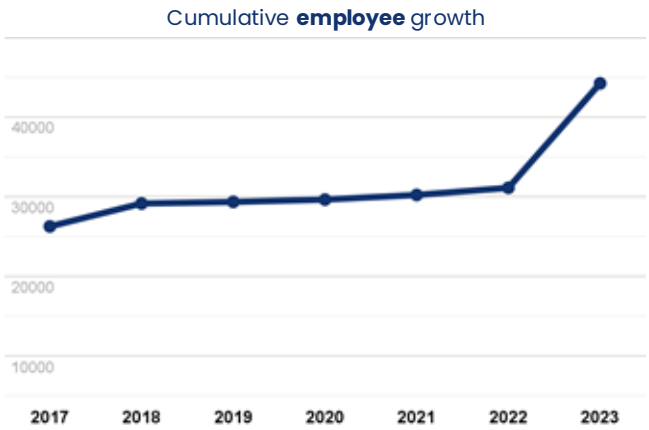


Of the 990 S&PA organisations operating within Hertfordshire, 570 submit data to Companies House allowing us to analyse their growth rate. There are 420 S&PA organisation operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 990 S&PA organisations in the region, 7% are shrinking (4% shrinking fast), 39% are stable, and 11% are growing (6% growing fast). 43% 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



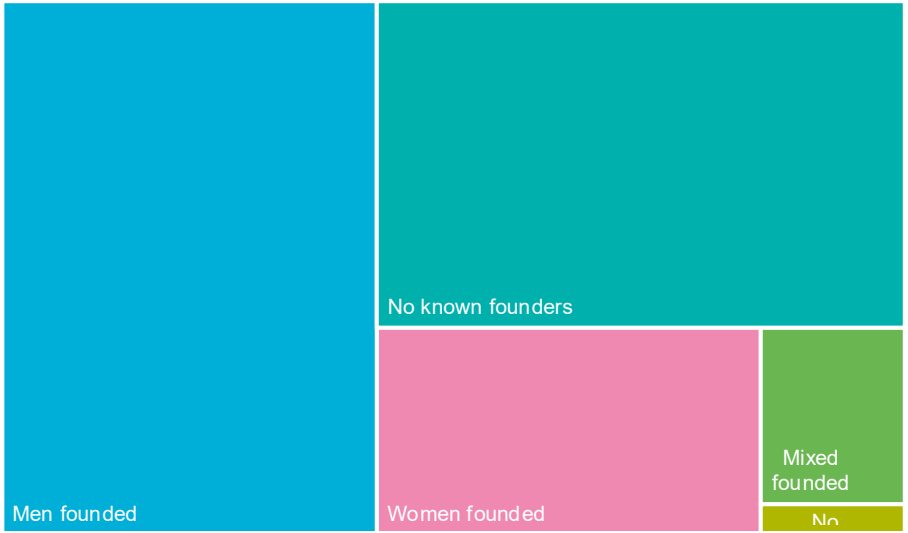
+6.5%

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 Hertfordshire

There has been a growth in the size of the workforce employed by Hertfordshire's S&PA sector of 17,926 since 2017, seeing a total increase of 68% 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



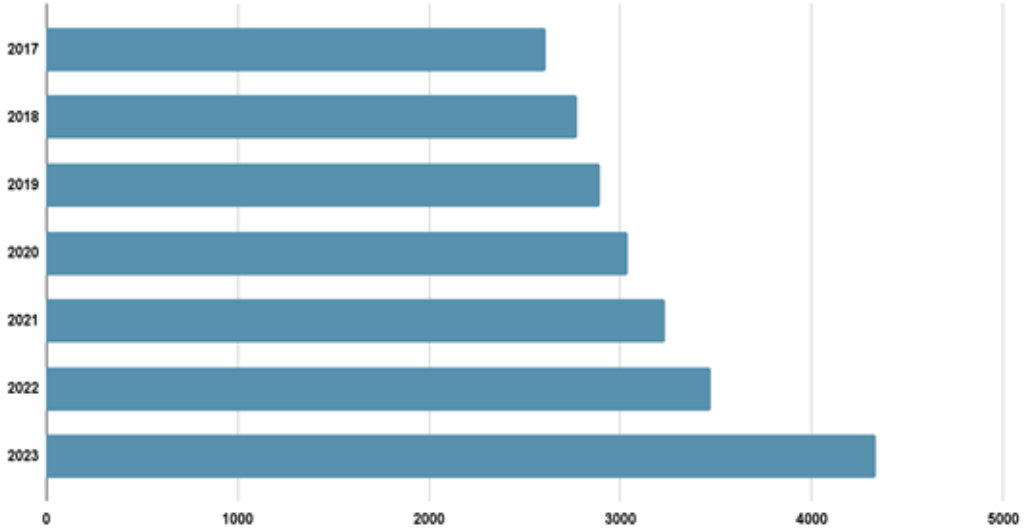
46% men founded
19% women founded
6% mix founded
40% no known founders
1% unknown gender

In the current landscape of S&PA businesses within Hertfordshire, the highest proportion are founded by men. Across the UK's S&PA sector, the current split is 23% female founded to 49% male founded, suggesting that Hertfordshire 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

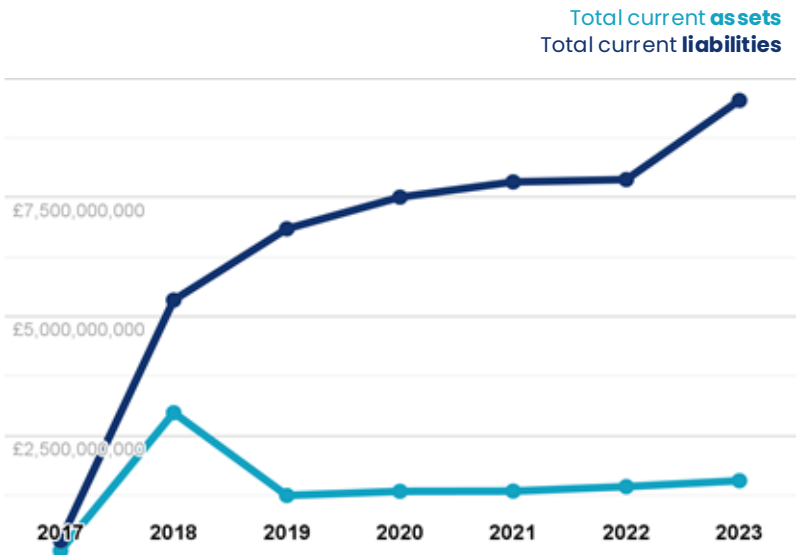


Amounts shown in £million

Analysis of Turnover here, considers organisations that have at least one location within Hertfordshire 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 Hertfordshire, turnover has seen annual growth, increasing by £1.7bn (66%) 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 Hertfordshire 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 Hertfordshire's S&PA economy directly.

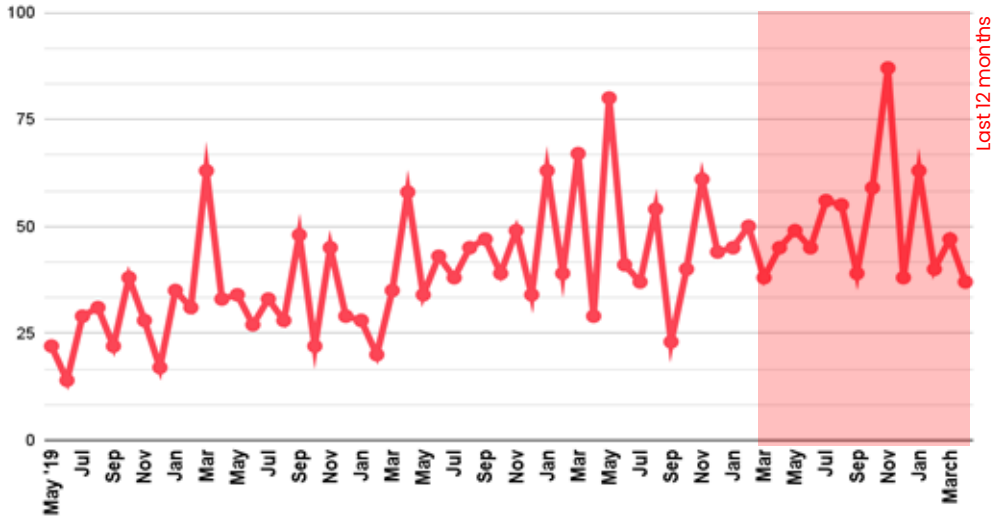
Similarly to what is seen in most UK regions S&PA sector economies, there is a disparity between the value of the assets and liabilities against the organisations operating with at least one location within Hertfordshire, with the deficit in assets compared to liabilities predicted to be at £8bn this financial year.

RECRUITMENT

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

Recruitment:
Job postings

REGIONAL JOB POSTINGS (5 years)



2019	306
2020	428
2021	470
2022	578
2023	606

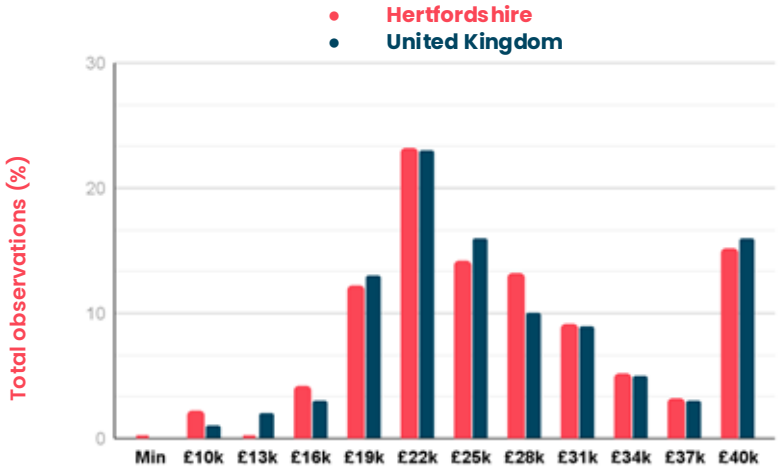
660

Employers Competing

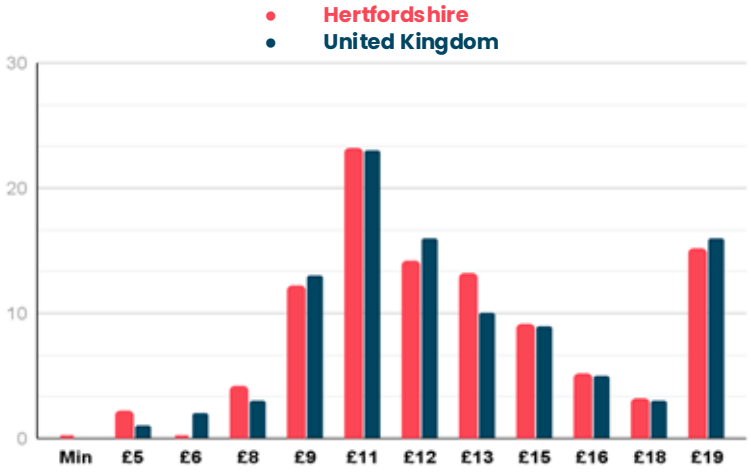
The number of employers recruiting within the S&PA sector in Hertfordshire and therefore, competing for the same talent over the past 12 months

Recruitment:
Salaries

Yearly advertised wage



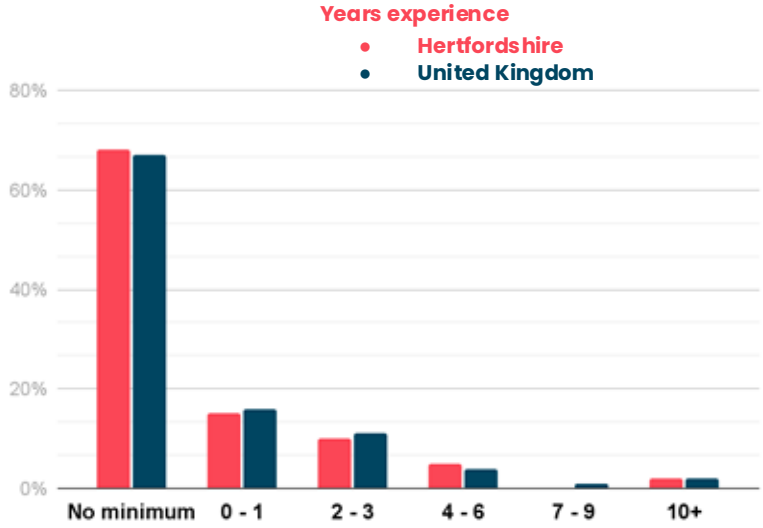
Hourly advertised wage

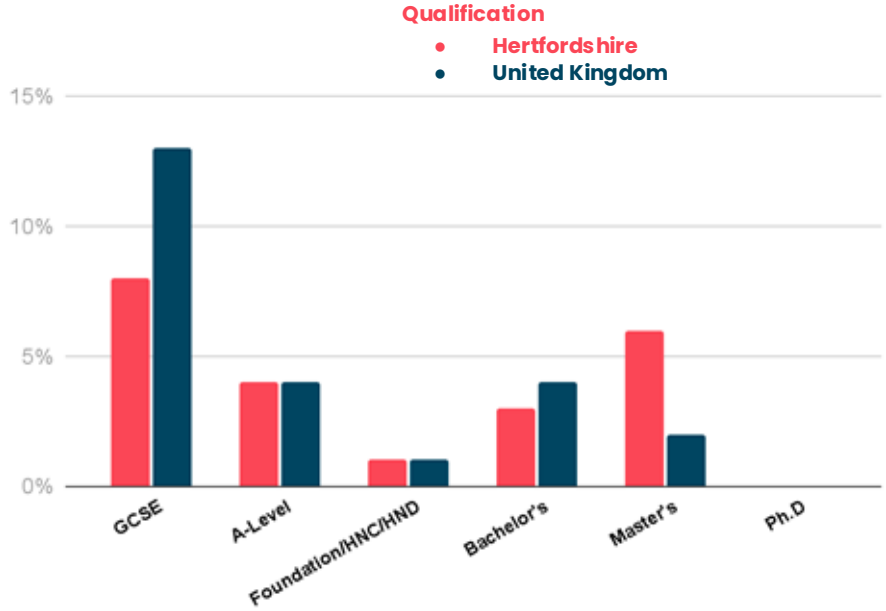


The average advertised salary over the last 12 months, across all s&pa occupations in Hertfordshire is £26.6k/£12.77 per hour. There is a salary range of £10k-£104k/£5-£50 per hour, with 2% of those working in the sector earning within the lowest bracket of advertised pay, and 15% earning in the highest. Around 14% of the S&PA workforce in Hertfordshire 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



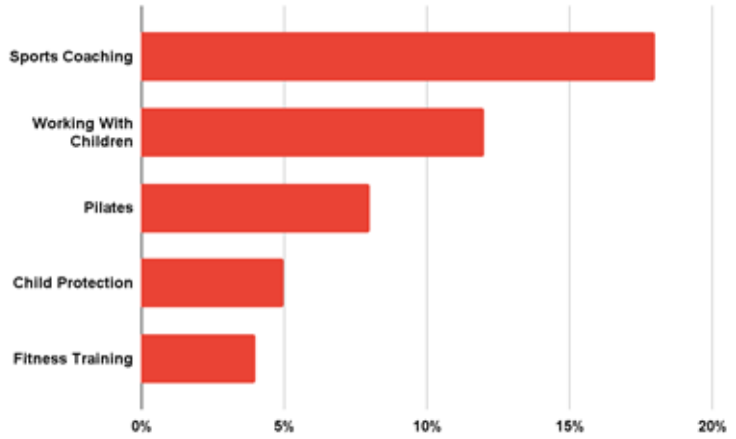


Vocational definitions:

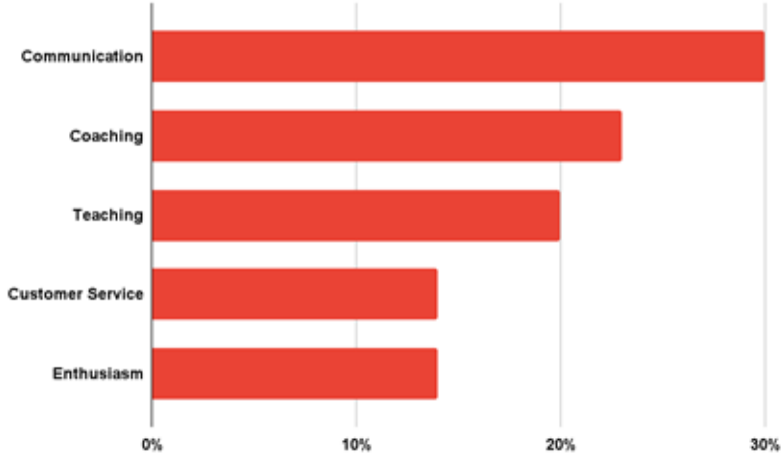
- GCSE:
- A-Level:
- Foundation/HNC/HND:
- Bachelor's:
- Master's:
- Ph.D:

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 desired by S&PA employers through job postings, appearing in 18% of job postings across Hertfordshire. 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