

**October
2023**

Buckinghamshire

2023 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



COMPANIES

420

EMPLOYEES

2,299

TURNOVER(£)

£295.2M
(turnover 2022)

A single company can have multiple sites and companies are not required to declare employment and turnover at a per-site level. Numbers for turnover and employment at the regional and local authority level are therefore estimated, based on the number of sites in the respective area and an equal split of total turnover and employment across each site. The regional figure for business count refers to the unique companies that operate in this area. The business count at local authority refers to the number of sites that are in a particular local authority and, when summed, will most likely exceed the number quoted at regional level, as on average companies have more than 1 location.



Businesses in the region: Size



Microenterprises

1 – 9 employees



Small enterprises

10 – 49 employees



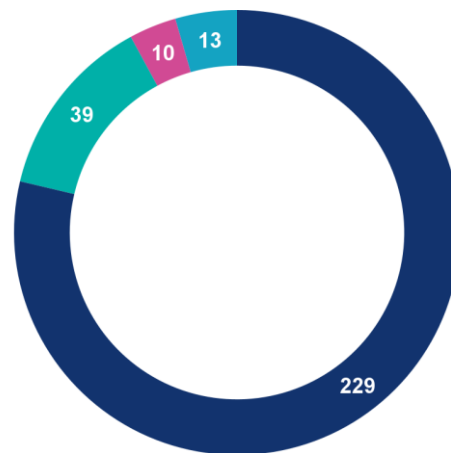
Medium enterprises

50 – 2499 employees



Large enterprises

250+ employees



229 Micro enterprises 55%

39 Small enterprises 9%

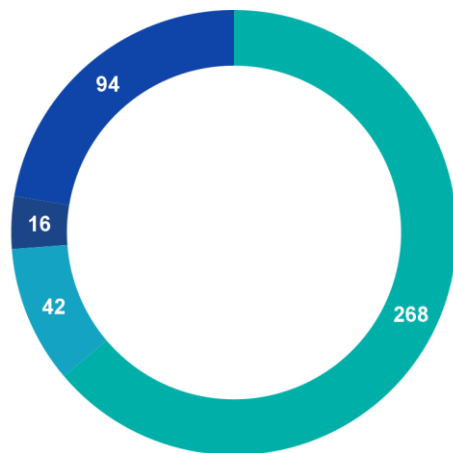
10 Medium enterprises 2%

13 Large enterprises 3%

S&PA businesses within the region not accounted for here are due to either no company financials being available or 0/an unknown number of employees within the business



Businesses in the region: Growth



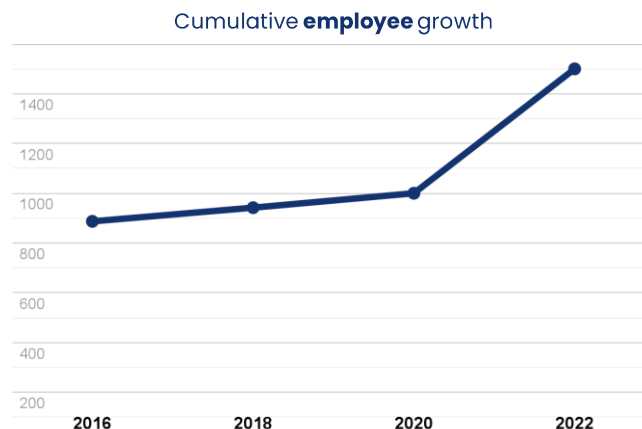
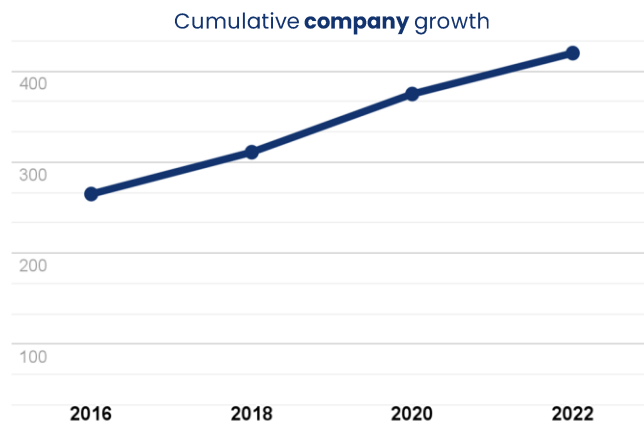
*business count per company growth stage

64% of the S&PA businesses operating within Buckinghamshire would be considered as **start-ups** suggesting that the majority of companies operating in the sector, in Buckinghamshire, are in their initial stages of business and typically **don't have a fully developed business model whilst potentially lacking adequate capital** to fully get off the ground. Just 10% of the business in the region would be considered **scaleups**, having **average annualised returns** of under 20% in the past 3 years, and under 10 employees, with an additional 4% considered **large scaleups**.

22% of S&PA business in the region would be considered **established**, showing they are **reputable** within the sector and have a **developed customer base**, and suggesting they have considerable resources in terms of capital, personnel, and infrastructure.



Businesses in the region: Growth



There has been a total cumulative growth of s&pa companies within Buckinghamshire of 155 (+58%) since 2016. Each year the region has seen a progressive increase in the number of companies operating within its s&pa industries.

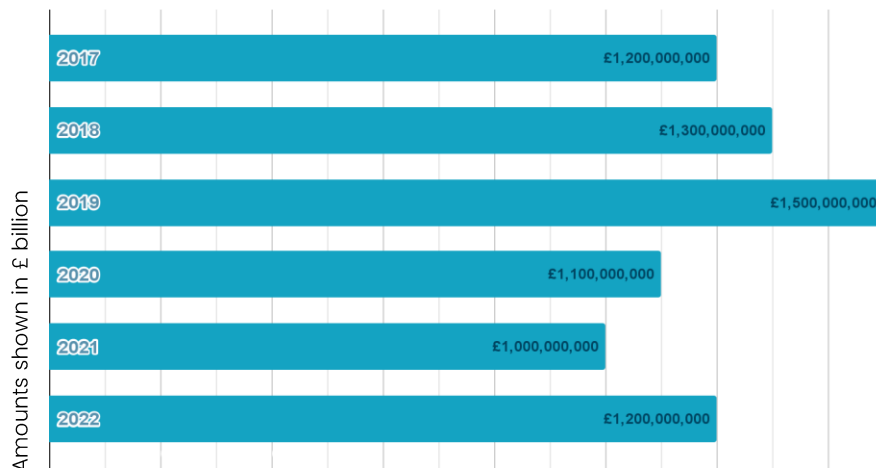
As to be expected with a growth in the number of companies operating, Buckinghamshire has also seen annual increases in the size of its s&pa workforce, with s&pa organisations operating in the region seeing an increase of 613 employees since 2016 (+69%). These increases show significant growth of the s&pa sector within the region.



SECTOR HEALTH AND ECONOMY

Economic data on the S&PA economy across the region

Sector health and economy: Annual net worth



Analysis incorporates organisations that have at least one location within the specified region



Buckinghamshire

Net worth is the value of a company, and is calculated by deducting total liabilities from the total assets that are owned. The total net worth of a sector looks at the liabilities and assets owned across the companies operating within it.

The net worth of s&pa organisations operating across Buckinghamshire saw annual increases until 2019, increasing by £300M (25%) since 2017.

However, the region saw a 27% decline in net worth during 2020, falling to £1.1bn and saw further decline in 2021 causing a total reduction of £500M over the 2 year period. The annual net worth for 2022 suggests recovery, with growth of £200M.

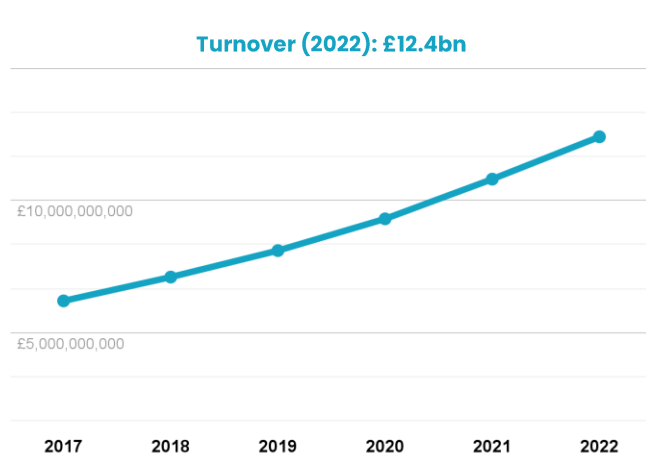
The initial decline in net worth 2019–2021, with growth into 2022 could be attributed to the impact of COVID lockdowns on the UK wide economy, of which the s&pa sector was particularly impacted. For many facilities in the sector, outgoings were still a reality whilst full, or part closure was the reality meaning a halt to income.

Whilst net worth across the organisations operating in Buckinghamshire's s&pa sector is below what it once was, growth out of the back of COVID suggests the s&pa economy in the region has recovered and is strengthening.

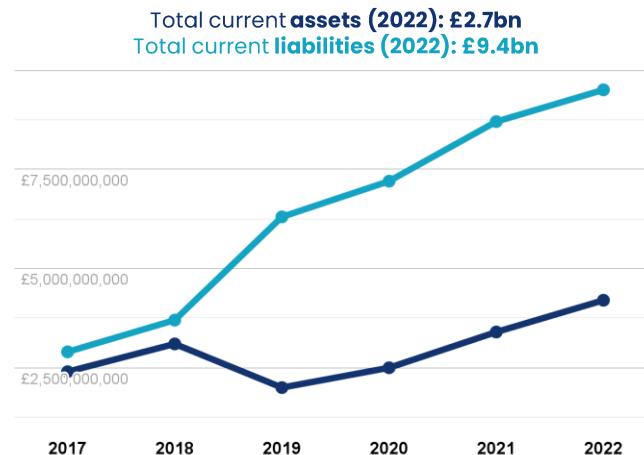
Sector health and economy:

Turnover, assets & liabilities

Analysis of Turnover, Total Current Assets, and Total Current Liabilities incorporates organisations that have at least one location within the specified region 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 the sector is the total income that the businesses operating within it, generate by year-end. Across the s&pa organisations who operate within Buckinghamshire, turnover has seen annual growth, increasing by 100% overall since 2017.



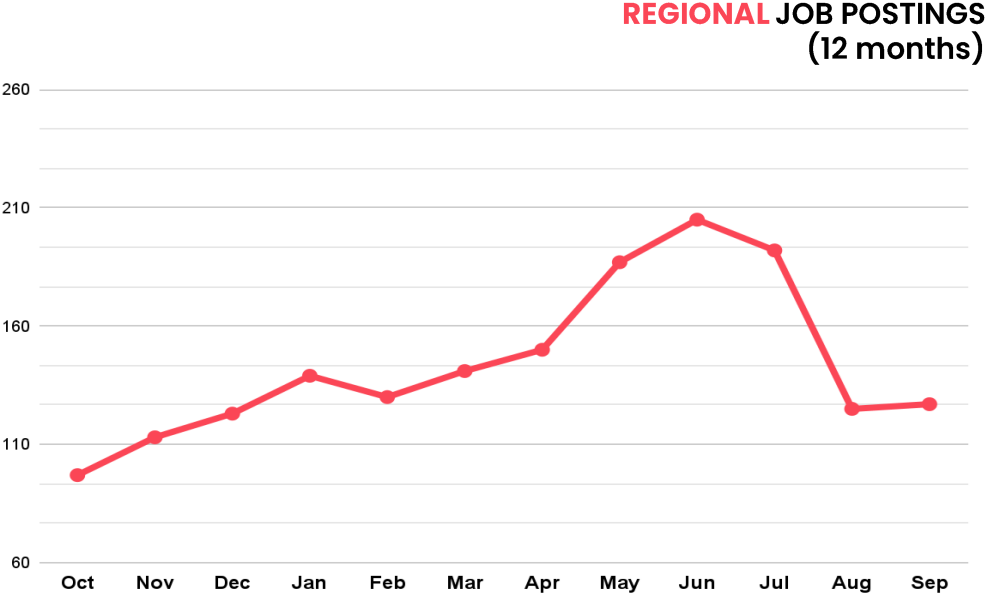
Since 2018, both assets and liabilities across the s&pa organisations operating within Buckinghamshire have increased, despite an annual decrease in assets 2019. Over the past 5 years, assets across these organisations have increased by £1.8bn whilst liabilities have increased by £6.6bn. As of 2022 s&pa organisations who operate in Buckinghamshire owe 126% more in liabilities than what is owned in assets.



RECRUITMENT

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

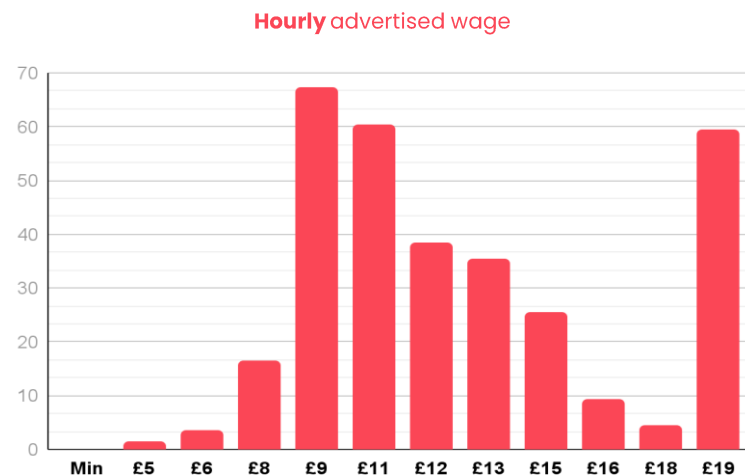
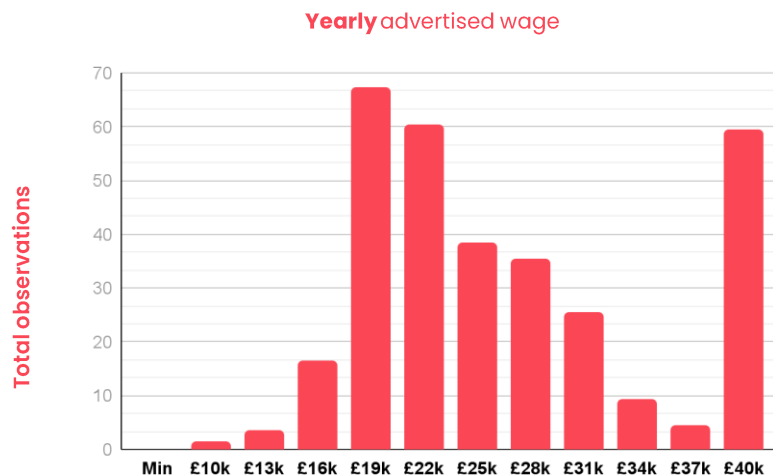
Recruitment: Job postings



LOCAL AUTHORITY UNIQUE JOB POSTINGS (12 month total)

| | |
|----------------|-----|
| Aylesbury Vale | 269 |
| Chiltern | 100 |
| South Bucks | 118 |
| Wycombe | 261 |

Recruitment: Salaries



The average advertised salary over the last 12 months, across all s&pa occupations in Buckinghamshire is £25.5k. There is a salary range of £10k to £69k with <1% of those working in the sector earning within the lowest bracket of advertised pay, and 19% earning in the highest. Around 12% of the s&pa workforce in Buckinghamshire earn within the median salary band here, of £25k-£28k.

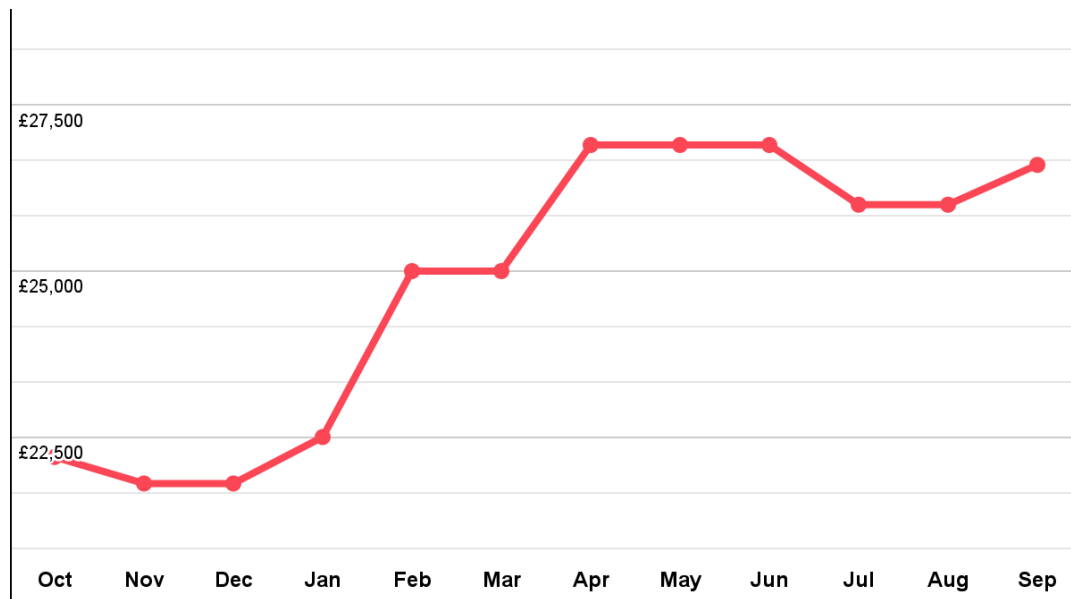
When looking at hourly pay, the median average is £12.28/hr. This ranges from £5/hr to £33/hr across the sector.

South Bucks is the highest paid LA for s&pa roles within Buckinghamshire, with the workforce earning on average £29.9k or £14.37/hr.

Across the UK, average pay for all s&pa roles is around £25k or £12.03/hr showing, that average advertised pay across the sector in Buckinghamshire is above national averages.



Recruitment: Advertised wage trends



Advertised wage trends look at the salaries that are being offered by employers within the sector, across all s&pa occupations. The data shows average s&pa wages across Buckinghamshire are £4.4k higher than what they were 12 months ago.

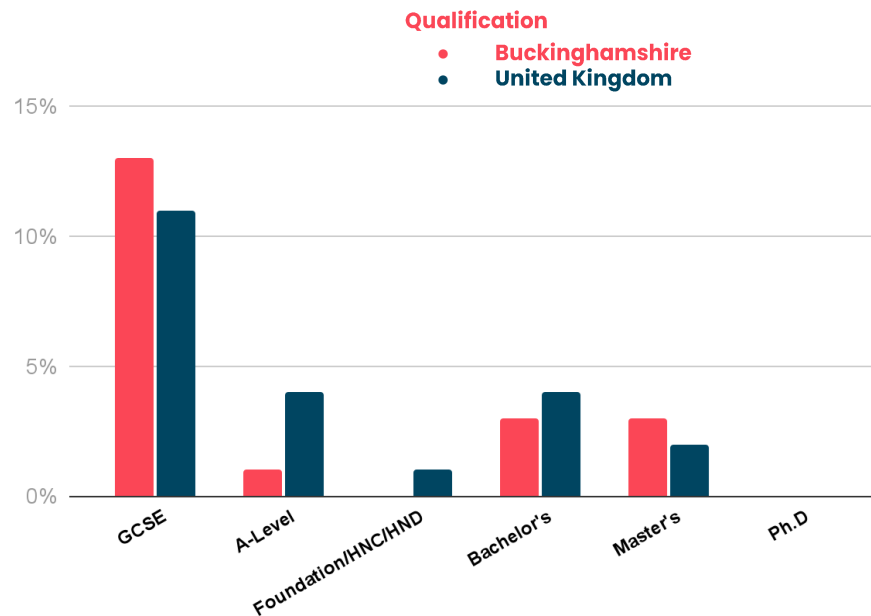
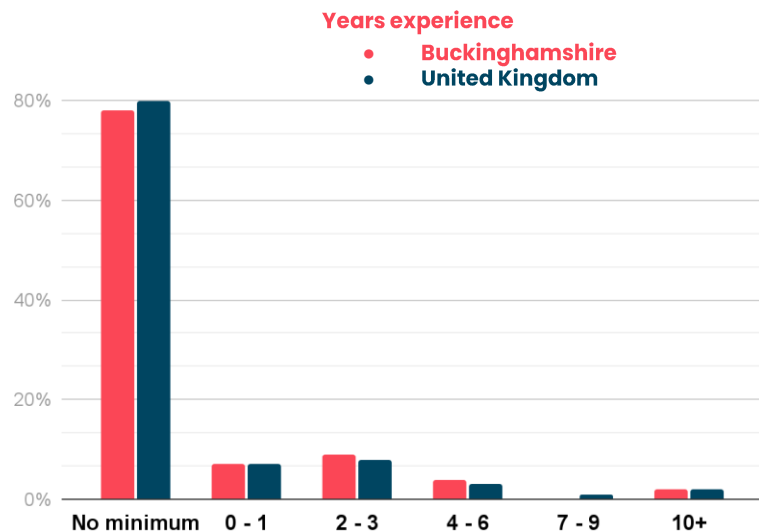
Advertised pay fluctuates within regions across all roles, and peaks or drops in advertised salary can be attributed to which job roles are being recruited for most heavily that month.

A significant spike in advertised pay could suggest that a higher proportion of more senior roles were recruited for that month, whilst there was low recruitment activity across entry level roles.



Recruitment: Education and experience

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

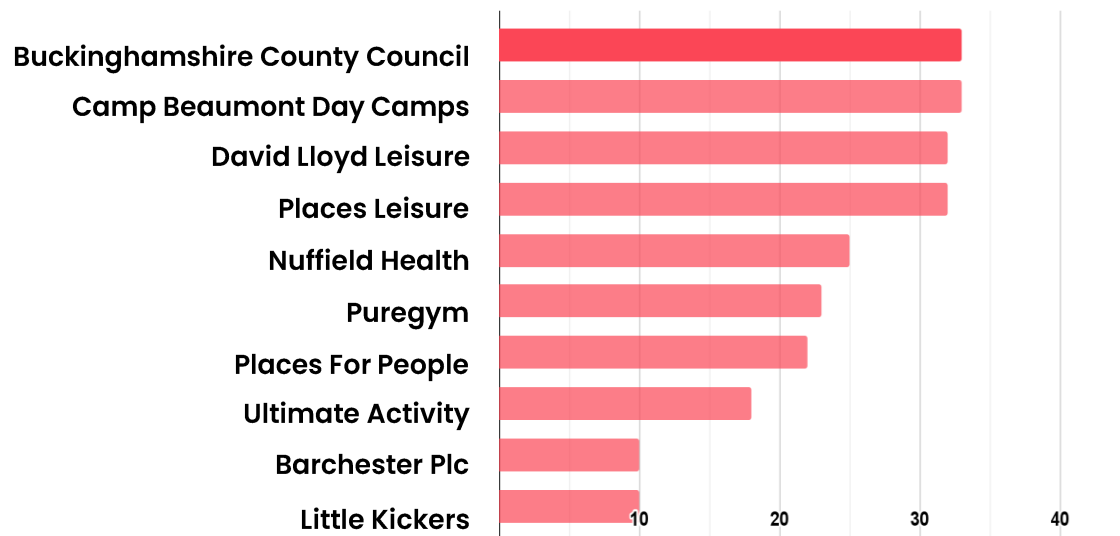


Data suggests that over the past 12 months, recruitment across s&pa roles in Buckinghamshire has rarely required candidates to have prior experience, with no prior experience required for 78% of advertised roles. 13% of roles being recruited required education up to a GCSE level, with limited numbers of roles requiring further or higher education. Buckinghamshire do however have a higher proportion of s&pa roles requiring education at a Master's level, compared to national job postings



Recruitment: Education and experience

TOP 10 companies posting: [past 12 months](#)



139 Employers Competing

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



Stakeholders



Higher education

University of Buckinghamshire
Buckinghamshire New University



Further education

Buckinghamshire College Group



Active partnerships

LEAP



Chamber of commerce

Buckinghamshire Business First



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](#)

