

June
2026

Hull and East Yorkshire

2026 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



Hull and East Yorkshire

COMPANIES	EMPLOYEES	TURNOVER(£)
117	1,584	£102M

Industry breakdown

Adventure Sport	6	13
Community Sport	20	264
Exercise and Fitness	25	231
Health and Wellbeing	34	59
Leisure Operations	18	136
Performance Sport	32	1,139

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 Hull and East Yorkshire, the data shows that 18 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 Hull and East Yorkshire.



Businesses in the region: Size



Microenterprises

1 - 9 employees



Small enterprises

10 - 49 employees



Medium enterprises

50 - 249 employees



Large enterprises

250+ employees

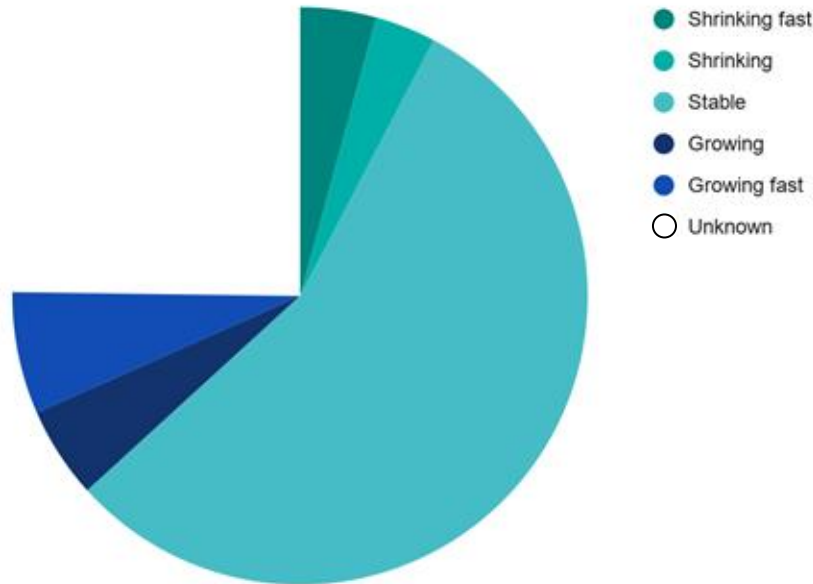


64% Micro enterprises
10% Small enterprises
5% Medium enterprises
6% Large enterprises

The remaining 15% of S&PA businesses within Hull and East Yorkshire 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



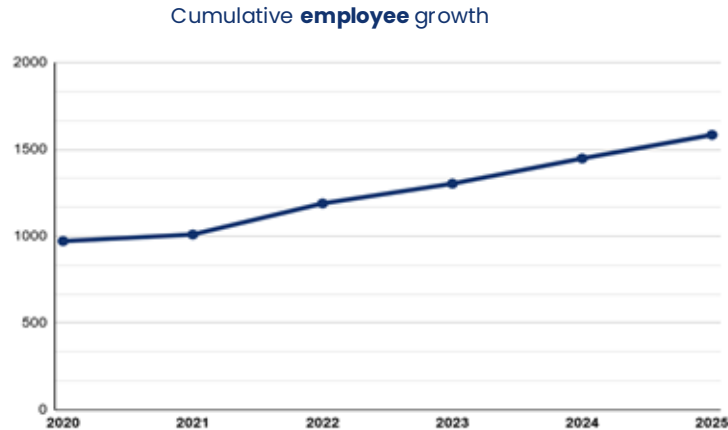
Of the 117 S&PA organisations operating within Hull and East Yorkshire, 88 submit data to Companies House allowing us to analyse their growth rate. There are 29 S&PA organisations operating in the area who do not submit the right data for this analysis and therefore, can't be accounted for when tracking company growth across the region.

Of the 117 S&PA organisations in the region, 8% are shrinking (4% shrinking fast), 56% are stable, and 12% are growing (7% growing fast). 25% 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



10.5%
**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 Hull and East Yorkshire.

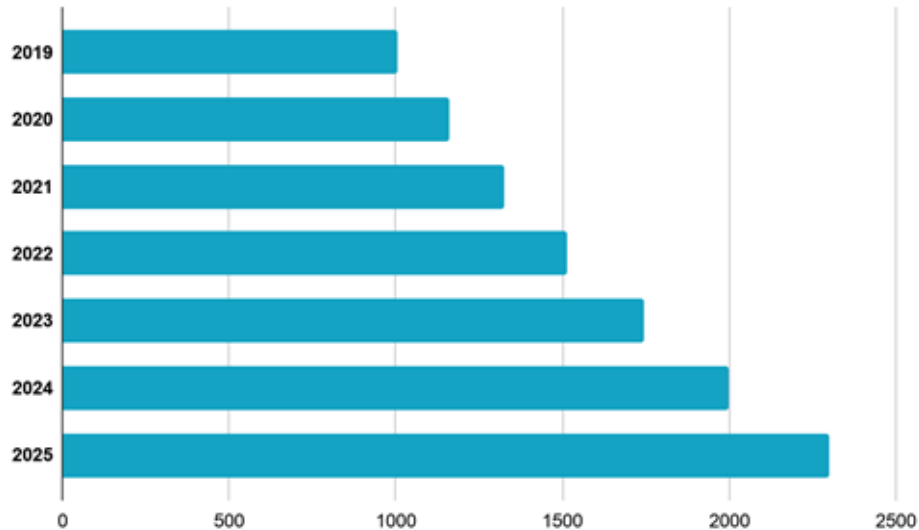
There has been a marked **increase** in the size of the workforce employed by Hull and East Yorkshire's S&PA sector of **612 since 2020**, representing a total **increase of 63% in employees over the five-year period**. This shows marked growth and stability across the sector within the region and suggests that S&PA organisations have either grown, or new organisations have established themselves in the region..



SECTOR HEALTH AND ECONOMY

Economic data on the S&PA economy across the region

Sector health and economy: Turnover



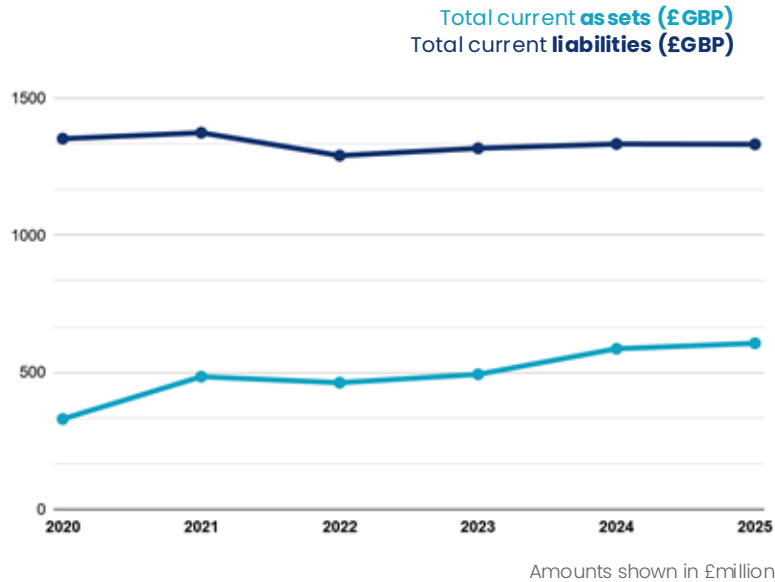
Amounts shown in £million

Analysis of turnover here, considers organisations that have at least one location within Hull and East Yorkshire, 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 Hull and East Yorkshire, turnover has seen dramatic growth, increasing by around £1.1bn (129%) since 2019. 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 Hull and East Yorkshire 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.

Similar to that seen in most UK region's S&PA sector economies, there is marked disparity between the value of the assets and liabilities amongst the organisations operating with at least one location within Hull and East Yorkshire. The deficit in assets compared to liabilities has decreased year on year since 2020, however the rate of this decrease has slowed over the last three years.

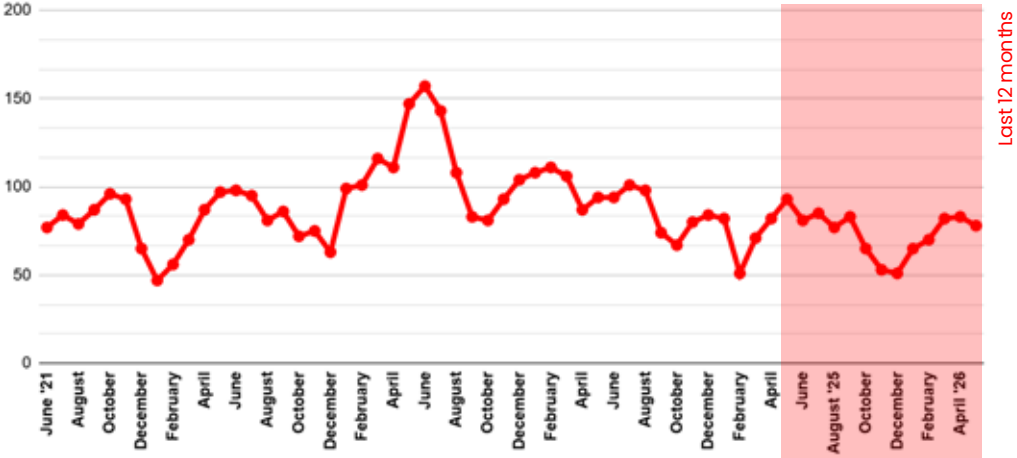


RECRUITMENT

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

Recruitment: Job postings

REGIONAL JOB POSTINGS
(5 years)



2021	285
2022	393
2023	594
2024	506
2025	438

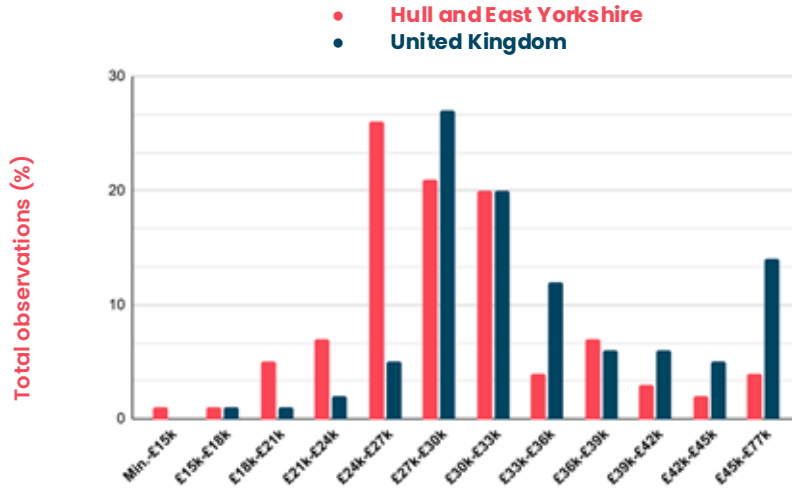
110 Employers Competing

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

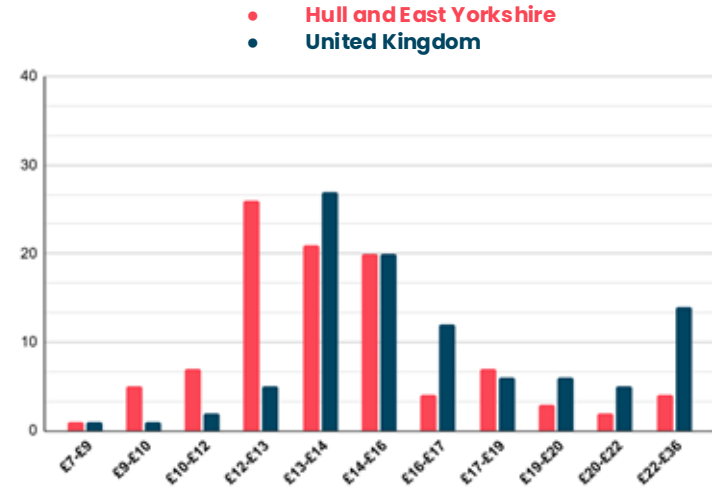


Recruitment: Salaries

Yearly advertised wage



Hourly advertised wage



The average advertised salary over the last 12 months across all S&PA occupations in Hull and East Yorkshire was £28k per annum/£13.45 per hour. There is an advertised salary range of £12k-£77k/£6-£37 per hour, with 1% of job postings advertising within the lowest bracket of advertised pay, and 4% advertising in the highest. 21% of the S&PA job postings in Hull and East Yorkshire are within the median advertised salary band of £27k-£30k per annum/£13-£14 per hour.

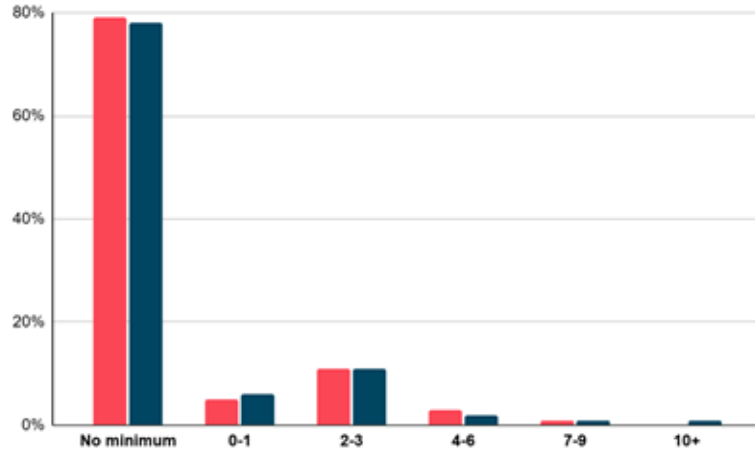


Recruitment: Education and experience

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

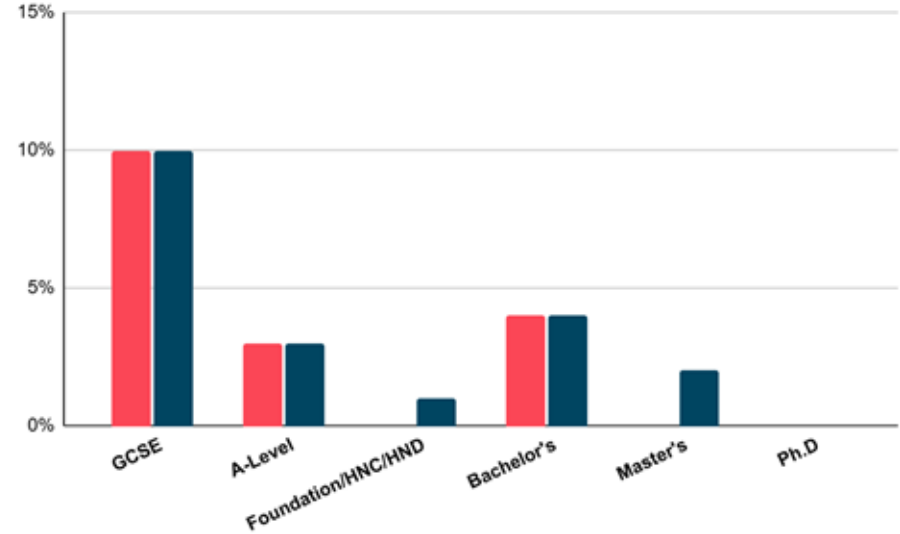
Years' experience

- Hull and East Yorkshire
- United Kingdom

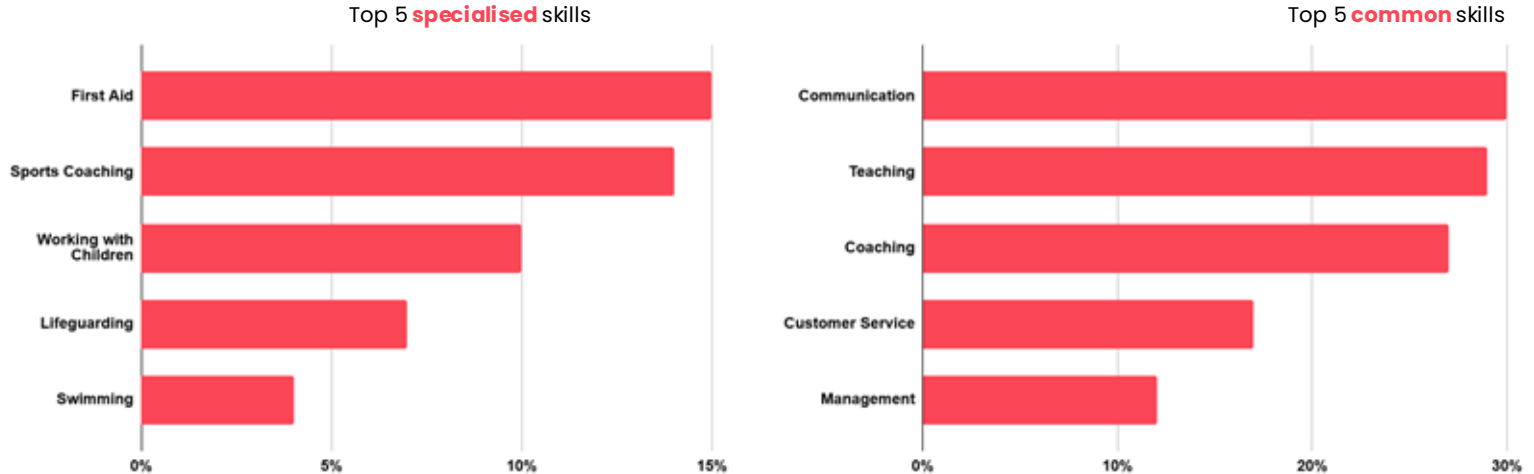


Qualification

- Hull and East Yorkshire
- United Kingdom



Recruitment: Skills



Specialised skills are specific, and typically unique to S&PA sector roles. Conversely, common skills are highly transferable skills, essential to many job roles across multiple sectors. Over the last 12 months, 'First Aid' has been the highest specialised skill desired by S&PA employers, appearing in 15% of sector job postings each across Hull and East Yorkshire. The top common skill over this period has been 'Communication', appearing in 30% of job postings in the same period.



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](#)



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