**SECTOR GROWTH PLAN INFOGRAPHIC**

**SPORT AND PHYSICAL ACTIVITY ECONOMY IN THE LLEP AREA**

- **Total GVA generated for the LLEP economy from the sector†**: £513m
- **Total number of people employed in the sector**: 17,500
- **Value of global sports equipment to 2020**: $8.3Bn

**Key Issues / Barriers to Growth**

- No official UK forecasts & several different definitions makes projecting growth difficult.
- LLEP is 31st of 39 LEPs in productivity per worker in the sector.
- LLEP is 23rd of 39 LEPs in size of sports + PA economy.
- LLEP area lacks National sports media and broadcasting corporates.
- 50% of sports clubs have a turnover <£10,000.
- 90% of the voluntary sector sports clubs do not employ.

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1. Using the Sport England Model, the size of the sector in the LLEP was estimated at £326m in GVA and employs 9,620 people, the SSA model figures shown includes activities not counted above.

*AN LQ of 1.06 means the Leicestershire sector is marginally bigger than the UK as a whole.

**Blaby**

- 1,053 jobs

**Charnwood**

- 1,711 jobs

**Harborough**

- 649 jobs

**Hinckley & Bosworth**

- 746 jobs

**Leicester City**

- 339 jobs

**Melton Borough**

- 908 jobs

**North West Leicestershire**

- 468 jobs

**Oadby & Wigston**

- 2,555 jobs

**TOTAL 513m**

**11 MAJOR SPORTING VENUES IN THE LLEP AREA**

**GIANT**

- Are a global manufacturer and retailer of bicycles, their HQ is in Leicestershire.
The sector, largely unsung, makes a significant contribution to economic growth. This plan can be the voice of the sport and health sector, coordinating it into a cohesive driving force for economic prosperity and wellbeing. **Success will add an additional 3,700 jobs and £165m of GVA in the Sport & Physical Activity sector to the LLEP economy (+£1,100 jobs and £40m+ over and above the “baseline” projections).**

**INTRODUCTION - CHAMPIONING OUR SPORTING DNA AND CREDENTIALS**

The plan produces 3 scenarios which could increase projected growth by an additional percentage. If achieved these would create extra GVA too.

**PROJECTED GROWTH ABOVE TRENDS**

- Current: £703m
- Projected Growth: £812m
- Growth above trend projected: £774m

“By 2022, Leicester & Leicestershire will be the premier high-performing location for the business of sport & physical activity in England, containing innovative businesses providing world class sporting products and services delivering economic, social and health and wellbeing impacts.”

**PROPOSED PLAN ACTIONS TO CREATE GROWTH:**

- Promoting Leicester & Leicestershire as England’s ‘County and City’ capital of sport, highlighting its offer as a place to take part in and watch high quality sport and physical activity, as a dynamic, vibrant and healthy place to live and work...
- **Sport & Physical Activity Event Plan. Develop a coherent plan to attract and develop sporting events of national and international standing**
- Building on the positive profile achieved by Leicester City FC and the ongoing exposure that the Leicester Tigers brand brings to Leicester & Leicestershire.
- Provide Sport & Physical Activity sector businesses with access to support in order to:
  - Increase their competitiveness and productivity
  - Increase networking
  - Strengthen supply chains
- Further build on the LLEP area’s world class research capabilities to support the sector’s businesses to maximise innovation and productivity
- **Support voluntary sport & physical activity sector clubs to adopt a more commercial approach**
- Develop the skills base to meet the current and future needs of the sector, to support employment growth, skills acquisition and labour market inclusion – especially: Attract and retain young people into the sector, including those who are currently not in education, employment and training (NEET)

**SUCCESS WILL ADD AN ADDITIONAL 3,700 JOBS AND £165M OF GVA IN THE SPORT & PHYSICAL ACTIVITY SECTOR TO THE LLEP ECONOMY (+£1,100 JOBS AND £40M+ OVER AND ABOVE THE “BASELINE” PROJECTIONS).**

**ACTIONS CURRENTLY BEING PURSUED BY THE LLEP AND PARTNERS IN RESPONSE:***

- The LLEP Board has raised the profile of the sector by commissioning this study in late 2015.
- **Sport + Health has been added to the 2016 Leicester Business Festival as a Sector in its own right listing 7 events**
- The Culture Board, Sport England and Leicester-Shire and Rutland Sport are working to establish a Sport and the Economy sector manager to support sport businesses to grow.
- **The LLEP made a £1m activity RGF 3 investment into the Leicester Community Sport Arena, attracting regeneration using sport as the vehicle**
- The General Manager of Leicester Race Course has become the sector’s first Enterprise Adviser for the Careers & Enterprise Company.