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# 2010 Sport Satellite Account for the UK

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*The Sport Satellite Accounts for the UK are Official Statistics and have been produced to the standards set out in the Code of Practice for Official Statistics.*

## Executive summary

### GVA

1. Gross Value Added (GVA) for the sport sector economy has grown in current prices (not adjusted for inflation) by 15.4% over the period 2008-10 (9.4% in constant prices, adjusted to 2008 prices).
2. The value of the sports economy at current prices is £33,797m in 2010.
3. The fastest growing sectors between 2008 and 2010 were coke and petroleum and metals (see Table 3).
4. Substantial falls in GVA (in excess of 10% over the 2 years) have been experienced in Financial Intermediation and Pharmaceuticals.
5. The largest sub-sectors by value are Sporting activities (dominated by betting), Telecommunications (essentially broadcasting, internet, and mobile), Retail, Education, and Support business activities (advertising, etc.)

### Employment

1. Employment has increased by 1% for the sport sector economy over the period 2008-10. Over the same period, the number of those in employment for the UK economy fell by 1.4%<sup>1</sup>.
2. Total sport employment has grown from 629,000 to 639,000.
3. Substantial growth in employment has been observed in Food and drink and Construction.
4. Substantial falls have been observed in Agriculture, Publishing, Financial Intermediation, Renting of machinery (another financial sub-sector), and Travel agencies.
5. The Sporting activities (recreation) sub-sector dominates employment levels for the sports economy.

### Consumption

1. Consumer sport-related spending has increased from £25.6bn to £26.6bn over the period 2008 to 2010: a 4% increase in current prices (or 1% in constant prices).
2. The highest spending sub-sectors within sport are Wearing apparel, Telecommunications, Hotels and restaurants.

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<sup>1</sup> Labour Force Survey.

3. The fastest growing areas of spending are Wearing apparel and Textiles.
4. The fastest declining area is Publishing.
5. Spending on Sports admissions, subscriptions and leisure classes and equipment hire has increased by 6.7% overall between 2008 and 2010 (Table 2), but spending on sport-related gambling payments decreased by 15.1% over this time period.

### **Value of sport to the UK economy**

The value of sport to the UK economy has grown since 2008 in terms of output. In current (non-adjusted) prices, sport GVA is worth £33.8bn, or 2.7% of economy wide GVA. Sport-related consumer spending is now worth £26.6bn or 3.0% of UK spending but this proportion has remained static since 2008. And employment is 639,000 in the sport economy which, notwithstanding the 1% increase between 2008 and 2010, has fallen as a proportion of total employment to 2.2% from 2.5% in 2008.

## **1. Introduction**

**1.1** The diversification of sport activities, the developing leisure society and the professionalisation and commercialisation of sport in recent years have meant that sport has increased its impact on society and the economy. In response to these issues, and to give sport a higher profile in policy-making, an EU Working Group on Sport & Economics was set up in 2006 and a harmonised statistical definition of sport ("Vilnius Definition of Sport") and a common methodology to measure the economic impact of sport (Sport Satellite Account) were operationalised.

**1.2** In its 2007 White Paper on Sport, the European Commission emphasised the lack of EU-wide information on the sector's economic role for the purpose of evidence-based policies and encouraged further work on Sport Satellite Accounts (SSAs). Of paramount importance is that sport policies at national and European levels are based on sound and reliable data and information.

**1.3** This is the fifth report produced on the value of sport in the UK and the methodology employed is consistent with both the earlier reports conducted by the Sport Industry Research Centre (SIRC) and comparative reports produced in other EU Member States as agreed by the EU Working Group. However, some differences compared to earlier reports in the method of data collection are outlined in appendix one.

## **2. Background: EU Sport Satellite Account Initiative**

**2.1** According to the Office of National Statistics, Satellite accounts "are a framework that enables attention to be focused on a certain field or aspect of economic and social life. They are produced in the context of national accounts but are more flexible as they allow concepts, definitions, accounting rules and classifications to be changed, where it improves analysis". In the context of the SSA, it presents information from National Accounts differently by grouping activities by purpose rather than products and industries.

**2.2** The ratification of the Lisbon Treaty in 2009 affords the European Union a competency in the area of sport. As set out in previous reports, the EU Working Group on Sport and Economics was established with three main purposes which are to:

1. measure the sport sector as a percentage of GDP and the effects of sport on employment, value added, and purchasing power in the Member States as well as at EU level;
2. measure the dynamics of the sport sector over time; and
3. have reliable data as a basis for future decision making with a bearing on the sport sector.

**2.3** SSAs have so far been produced for Austria, Cyprus, the Netherlands, Poland and the UK according to the agreed methodology. Germany and Hungary are also in the process of compiling their SSAs. International comparisons have also been made in the 2006 and 2008 Sport Satellite Accounts for the UK.

**2.4** The basis of compiling SSAs is to apply the Vilnius definition of sport to the System of National Accounts. Since the data is provided by the national accounts and use international nomenclatures, it is possible to make comparisons across different sectors and indicators as well as making international comparisons.

**2.5** Figures are presented in terms of consumer spending, Gross Value Added (GVA) and employment.

### **3. Sport Definition**

**3.1** A statistical definition of sport is required to identify sport-related activities in the Classification of Economic Activities in the European Community (NACE). The Working Group reached a consensus on the “Vilnius Definition of Sport” in 2007 having decided which categories or sub-categories are fully or partly related to sports and the definition to which they belong. Sport under the Vilnius definition is comprised of three parts:

- Statistical Definition: Comprised of “sporting activities” (the only part of the sport sector having its own NACE category).
- Narrow Definition: All activities which are inputs to sport (i.e. all goods and services which are necessary for doing sport) plus the Statistical Definition.

- Broad Definition: All activities which require sport as an input (i.e. all goods and services which are related to a sport activity but without being necessary for doing sport) plus the Narrow Definition.

**3.2** The sport satellite account system is a robust statistical framework for measuring the economic importance of the UK sports industry. The Vilnius definition of sport applied to the system of national accounts forms the basis for the Sport Satellite Account<sup>2</sup>.

## **4. Method**

**4.1** The methodology employed is consistent with earlier studies conducted by SIRC and comparative studies in other EU Member States. The construction of the satellite account relies on a substantial amount of data collection and analysis. We have outlined in detail the approach we have adopted and this is to be found in the appendix. Our objective is to be transparent in our approach to enable replicability and enhance comparability between EU Member States' SSAs. To this end, we identify, also in the appendix, all of the organisations that have formed part of our data set for the development of results for GVA and employment in this report. The data set comprises a sample of nearly 200 organisations with registered addresses in the UK, trading in the UK, and which have activities that could be considered to be sporting related, according to the Vilnius definition. We have, in our approach, used verifiable sources of information.

## **5. Sport Related Consumer Spending**

**5.1** Table 1 outlines the individual components of sport-related consumer spending in the UK for 2008 and 2010. There has been an increase in spending from £25.6bn in 2008 to £26.6bn in 2010, which represents a 4% increase in current prices, but a 1% increase in constant prices (adjusted for inflation). In 2010 the highest spending category (other than overall sporting/ recreation activities) was 'Wearing apparel' which is worth £3.1bn and has grown by 14.5% since 2008 in constant prices, though clothing has become cheaper over

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<sup>2</sup> 2004 – 2008 Sport Satellite Account for the UK

the period. Consistent with earlier reports, the three biggest components of sport-related consumer spending were Apparel, Telecoms (£2.9bn, 0.2% increase), and Hotels and restaurants (£2.3bn, 4.9% decline). The sectors to experience biggest growth in sports related consumption were Water transport, Apparel and Textiles, while the biggest decline was in Publishing, which is not surprising given the shift in consumer preferences towards online consumption.

**Table 1: Sports Consumer Spending 2008-2010**

	<b>2010 (value)</b>	<b>2008 (value)</b>	<b>2010 (volume)</b>	<b>% change</b>
<b>Food and drinks</b>	364	342	334	-2.26%
<b>Textiles</b>	575	552	628	13.84%
<b>Wearing apparel</b>	3104	3011	3449	14.53%
<b>Leather footwear</b>	1475	1464	1538	5.06%
<b>Publishing</b>	808	875	756	-13.65%
<b>Coke, refined petroleum products</b>	339	329	336	2.02%
<b>Pharmaceuticals</b>	191	192	185	-3.85%
<b>Various metal products</b>	2	2	2	1.18%
<b>Machinery/weapons</b>	14	13	14	7.89%
<b>Medical instruments</b>	27	26	26	-0.12%
<b>Motor vehicles</b>	169	159	157	-1.07%
<b>Boats and aircraft</b>	1320	1202	1257	4.62%
<b>Cycles</b>	927	900	813	-9.69%
<b>Sporting Goods</b>	1719	1720	1613	-6.23%
<b>Hotels, bars and restaurants</b>	2335	2331	2217	-4.88%
<b>Land transport</b>	76	79	71	-9.67%
<b>Water transport</b>	4	3	3	15.49%
<b>Air transport</b>	99	108	99	-8.52%
<b>Travel agencies</b>	56	56	54	-4.18%
<b>Telecommunications</b>	2873	2723	2728	0.19%
<b>Insurance</b>	112	103	101	-1.89%
<b>Renting of machinery</b>	110	106	97	-8.41%
<b>Education</b>	246	249	235	-5.57%
<b>Health</b>	252	229	250	9.04%
<b>Other</b>	4	3	4	18.49%
<b>Sport/ Recreation</b>	9445	8799	8860	0.69%
	<b>26645</b>	<b>25576</b>	<b>25827</b>	<b>0.98%</b>



**5.2** The consumption of sport specific activities can also be considered in more detail. Data from the Family Spending Survey outlines final household consumption expenditure on various sports related activities and services as shown in Table 2.

**Table 2: Components of Family Spending (Total Expenditure, £m, 2008 prices)**

**CPI Adjusted Values based on 2008 base**

COICOP	£m	2004 <sup>3</sup>	2006	2008	2010
<b>9.4.1</b>	Sports admissions, subscriptions, leisure class fees and equipment hire	7603.1	8155.1	6396.0	6822.9
	9.4.1.1 Spectator sports: admission charges	951.7	689.8	624.0	536.1
	9.4.1.2 Participant sports (excluding subscriptions)	1721.4	1740.4	1560.0	1169.6
	9.4.1.3 Subscriptions to sports and social clubs	2290.7	2712.9	2028.0	2144.3
	9.4.1.4 Leisure class fees	2560.9	2920.8	2132.0	2241.8
	9.4.1.5 Hire of equipment for sport and open air recreation	78.4	92.4	52.0	146.2
<b>9.4.6</b>	Gambling payments	4616.3	4582.3	4212.0	3577.5
	9.4.6.1 Football pools stakes	51.9	42.4	104.0	50.4
	9.4.6.4 Bookmaker, tote, other betting stakes	1272.1	1301.5	1196.0	755.8

Source: ONS Family Spending Surveys. Prices adjusted for inflation using CPI Index based on 2008 base year

**5.3** Spending on sports admissions, subscriptions and leisure classes and equipment hire has increased by 6.7% overall between 2008 and 2010. This increase is attributable to small increases in the amount spent on subscriptions to sports and social clubs (5.7%) and in the amount spent on leisure class fees (5.2%) and a large increase in the amount spent on hire of equipment for sport and open air recreation (181.2%). The amount spent on both spectator sports and participant sports has reduced between 2008 and 2010 (by 14.1% and 25.0% respectively).

**5.4** The amount spent on gambling payments continues to decline. There has been a decrease in spending on gambling payments overall of 15.1%, continuing the trend which has seen a 22.5% decrease between 2004 and 2010. The amount spent on football pools had increased between 2006 and 2008, but has fallen back by 51.5% between 2008 and

<sup>3</sup> 2004 figures are for the financial year 2004-05 rather than the calendar year of 2004 as per the ONS Family Spending report for that year.

2010. Spending on bookmakers, tote and other betting stakes has also decreased by 36.4% between 2008 and 2010.

## **6. Sport Related Gross Value Added**

**6.1** The sport sector in 2010 increased significantly in terms of GVA to £32.0bn (in constant prices (adjusted for inflation) from £29.3bn in 2008), representing growth of 9.4%, outstripping growth in spending. The sectors in which there have been the largest increases in sport-related spending include Metal Products (320.0%) and Coke and Petroleum (160.5%), both of which reverse declines in spending between 2004 and 2008. Similarly Research and development has increased by 40.0% between 2008 and 2010 reversing a 5.3% decline. The organisations in Appendix B identify which companies are involved in identification of sports-related activities and further inform the figures we observe and report.

**Table 3: Sport Related deflated GVA in the UK 2010 (2008 prices)<sup>4</sup>**

Vilnius/NACE sector	% change 2004-2008	GVA (£m) 2008	GVA (£m) 2010	% change 2008-2010
Agriculture	-42.5	308	467.4	51.8
Food/drinks	2.4	114	153.8	34.9
Textiles	10.2	134	145	8.2
Wearing apparel	-16.5	96	129.3	34.7
Leather/footwear	-4.7	9	11.2	24.4
Publishing and printing	-3.0	356	387.6	8.9
Coke, petroleum	-67.2	19	49.5	160.5
Pharmaceuticals	126.4	96	37.6	-60.8
Rubber products	-11.6	3	2.9	-3.3
Various metal products	-57.6	1	4.2	320.0
Machinery/weapons	23.3	29	25.1	-13.4
Optical instruments	18.5	37	35.6	-3.8
Motor vehicles	-32.1	28	53.5	91.1
Boats/aircraft	12.9	790	670.8	-15.1
Cycles	-0.8	47	52	10.6
Sports goods	-0.6	258	244.9	-5.1
Construction	284.2	635	835.6 <sup>a</sup>	31.5
Maintenance: motor vehicles	-4.9	56	56.2	0.4
Wholesale	12.5	392	363.0	-7.4
Retail	11.4	1,346	1,416.1	5.2
Hotels and restaurants	11.5	590	567.7	-3.8
Land transport	-19.8	107	124.1	16.0
Water transport	-2.8	2	2.1	5.0
Air transport	-25.8	48	76.7	59.8
Travel agencies	-27.2	481	616.6	28.2
Telecommunications	41.9	2,604	2,248.5	-13.7
Financial intermediation	93.2	895	409.4	-54.3
Insurance	-24.1	30	37.4	24.7
Renting of machinery, etc	1.9	106	97.2	-8.3
Research and development	-5.3	27	37.8	40.0
Advertising, business activities	27.5	1,212	1,112.3	-8.2
Administration	11.3	35	35.1	0.3
Education	22.6	1,651	1,287.3	-22.0
Health and veterinary services	28.3	77	59.4	-22.9
Sporting activities	-7.4	16,566	20,086.7	21.3
Other	11.7	92	85.9	-6.6
<b>Totals</b>		<b>29,277</b>	<b>32,025.5</b>	<b>9.4</b>

(a) GVA for sport-related construction has been calculated in a separate piece of work carried out by the Sport Industry Research Centre (SIRC) and is inserted here for consistency with the permission of both Liverpool University and SIRC. This has been adjusted for inflation using the Consumer Price Index (2008 = 100).

<sup>4</sup> In order to make comparisons between 2008 and 2010 values were converted to volumes (2008 = 1000) using the Producer Price Index and Services Producer Price Index produced by ONS. Similarly to consumer spending, each market is associated with its own index.

## 7. Sport Related Employment

7.1 Sport related employment has grown by 1% to 638,960 between 2008 and 2010. As in the case of GVA construction continues to perform strongly in the lead up to the London 2012 Olympic and Paralympic Games with growth of 46% between 2008 and 2010. However, strong growth in the Leather footwear sector has been the largest increase of 127%, although this has grown from a relatively small base. Food and drinks also performed strongly with 80% growth, corresponding to the increase in consumer spending in this area. However Financial intermediation has seen substantial decreases, perhaps reflecting the performance of the banking sector overall and the contraction in the economy over the period. The key sectors in terms of both growth and size are Construction, Hotels, and Business support services (labelled 'advertising etc.'). These sectors, in fact, have supported and largely driven the positive growth in employment outcome that we observe for the sports economy and, without them, employment would have contracted overall.

**Table 4: Sport sector employment analysis: 2008-2010**

Vilnius/NACE sector	2008 Employment (000's)	2004-08 % Growth	2010 Employment (000's)	2008-10 % Growth
Agriculture	8.76	11	8.3	-5
Food and drinks	2.28	45	4.1	80
Textiles	4.11	-6	4.52	10
Wearing apparel	2.5	-39	3.34	33
Leather footwear	0.33	2	0.75	127
Publishing	7.62	-5	6.54	-14
Coke, refined petroleum products	0.26	-38	0.24	-7
Pharma	1.18	91	1.38	17
Rubber and plastic	0.09	33	0.07	-27
Various metal products	0.04	-27	0.04	1
Machinery/weapons	0.61	17	0.99	63
Medical instruments	0.77	7	0.94	22
Motor vehicles	0.88	-13	0.69	-21
Boats and aircraft	21.22	32	20.74	-2
Cycles	1.55	55	1.42	-8
Sporting Goods	6.84	12	6.31	-8
Construction	10.48	237	15.3 <sup>b</sup>	46
Sale/Maintenance: motor vehicles	1.99	30	1.83	-8
Wholesale trade and commission	6.53	-14	6.73	3
Retail trade	27.77	8	28.05	1
Hotels	31.24	6	34.02	9
Land transport	2.9	-8	2.65	-9
Water transport	0.05	133	0.05	-8
Air transport	0.75	-8	0.72	-3
Travel agencies	13.99	-5	12.04	-14
Telecommunications	33.15	-1	30.29	-9
Financial intermediation	6.87	11	5.04	-27
Insurance	0.43	8	0.4	-7
Renting of machinery	1.98	-23	1.46	-26
Research and development	0.69	18	0.66	-4
Advertising etc	25.64	0	28.34	11
Public administration	0.96	50	1.07	11
Education	74.46	33	75.3	-1
Health	2.53	47	2.88	-1
Sport activities	325.65	-3	329.18	-1
Other	2.44	7	2.58	0
<b>Totals</b>	<b>629.54</b>	<b>4%</b>	<b>380.96</b>	<b>1%</b>

(b) Employment for sport-related construction has been calculated in a separate piece of work carried out by the Sport Industry Research Centre (SIRC) and is inserted here for consistency with the permission of both Liverpool University and SIRC.

## 8. Value of Sport in the UK

**8.1** The position of the UK's sport market in 2010 is presented in Table 5, along with a comparison to 2008. Overall the value of sport has increased in terms of consumer spending, GVA and employment. Consumption has been driven by growth in sports apparel, while construction projects in preparation for the London 2012 Olympic and Paralympic Games have been a key driver for increasing GVA and providing jobs. Sport-related employment as a percentage of total employment is 2.2% which represents a fall from 2008 and is perhaps reflective of the decline in employment rates across the economy over the period 2008-2010.

**8.2** The continuing difficult economic climate has meant that the levels of growth predicted in the last report did not materialise and the proportion of consumer spending that is sport-related has remained constant.

**8.3** The level of GVA for sport as a percentage of overall national GVA increased to 2.7% in 2010 having been constant at 2.3% since 2004.

**Table 5: Value of Sport in the UK**

	<b>2004</b>	<b>2007</b>	<b>2008</b>	<b>2010</b>
Sport related GVA, £m	24,794	28,512	29,277	33,798
as % of total GVA	2.3%	2.3%	2.3%	2.7%
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Sport related consumer spending, £m	23,571	25,468	25,576	26,645
as % of total spending	3.2%	3.0%	3.0%	3.0%
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Sport related employment, 000s	602.8	670.8	629.5	639.0
as % of total employment	2.4%	2.6%	2.5%	2.2%

## Appendices

### A. Research approach

The two key activities undertaken in our research relate to the development of our data collection approach and in developing an appropriate *analytical* method.

#### Data collection approach

We have spent a significant amount of time researching the methodological approaches adopted in the creation of satellite accounts in other EU Member States (MS), and previously in the UK, to ascertain a satisfactory base on which to build our own work. The ideal is represented by the satellite accounts developed by the ONS (for Tourism, for example) which are built on a process that relies on detailed but confidential information on which the Blue Book (annual publication of National Accounts Statistics) is developed.

The key problem for researchers seeking to build SSAs, however, is that they do not have detailed data to work on that will enable them to deal with the problem of identifying activities within businesses that only partly relate to sport. The issue is important since such activities are required to be estimated under the broad definition of sport using the Vilnius definition.

Outside of official data collection agencies charged with reporting SNAs<sup>5</sup> (ONS for the UK) this data is unavailable. It is withheld by ONS, for example, because of its confidential nature. Researchers must use other methods to calculate sport's proportion of activities.

Our initial work was on the Supply Table in the national accounts to help determine the Gross Value Added (GVA) of sports goods and services in the economy. In doing this, we have employed the FAME database<sup>6</sup> which has three major advantages. First, it enabled us to interrogate by SIC(07) codes the entire corporate sector that have registered company numbers. Our interrogation sample database is equal to the registered population. From this, we are able to identify sports-related businesses that self-declare to be sports-related. This avoids our second-guessing or the employment of false assumptions concerning sport activity. The self-declaration, which is contained in the profile section of the database, and also in other fields, enables us to build, with some confidence, a sports-related sample of

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<sup>5</sup> Systems of National Accounts

<sup>6</sup> The database provides detailed information on 2 million companies and summary information for a further 6 million. See <http://www.bvdinfo.com/Products/Company-information/National/FAME.aspx?gclid=CPiI04ah6LYCFUfLtAodFDcA6A>

companies to investigate. In fact, this has led us to identify companies in NACE/Vilnius sectors that would otherwise have been somewhat difficult to associate with sports activity.

The second major, and the most significant, advantage of our data collection approach is that it allows us to extract audited information from the database. This triangulation enables us to build a picture and data set of sports activity in the UK based on information that we are confident is correct, has been declared by management as correct, and has been verified by registered auditors. This specifically applies to our use of corporate turnover figures that form the basis of supply estimates for UK output (at basic prices) and which we use to calculate Gross Value Added (GVA) for the sport economy (in purchaser prices). It also applies to our calculation of employment data for the sports economy and underpins the confidence we have in our conclusions relating to this key statistic.

The third major advantage is that our approach is replicable in that it uses data that is accessible and therefore verifiable. Its extension and application to other economies and to future studies of the UK economy is, in principle, straightforward. The replicability issue lies at the core of comparability in SSAs that are being prepared by a number of EU Member States. We believe the lack of replicability to be an unvoiced issue in terms of convincing policy makers that credible comparisons between EU Member States are possible. We briefly expand on this issue, next.

A number of methodology papers have been written which seek to explain how SSAs are constructed (SIRC <sup>7</sup> and Panagouleas and Kokolakis <sup>8</sup> for the UK, SPeA<sup>9</sup> for Austria, Centraal Bureau voor de Statistiek <sup>10</sup> for the Netherlands). The methodologies offer a broadly consistent approach and it is the one adopted in our report. However, at the core of each of the reports is an absence of detail about how exactly data is collected to determine sports proportions for industries, and even in identifying companies that are involved in the sports economy. Such companies are required to be included in a sport satellite account according to the Vilnius definition. We believe that this method should be detailed in order to support replicability and informed comparisons across Member States and also enable verifiable comparisons to be made across different time periods. If it is the intention of the EU to create policy based on an EU-wide SSA then comparability between data collection methods leading to visibility in the application of the methodology is paramount.

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<sup>7</sup> SIRC, Sheffield Hallam, Sport Industry Research Centre, 2004-2008 Sport Satellite Account for the UK, 2012

<sup>8</sup> T Panagouleas and T Kokolakis, A manual for the construction of a Sport Satellite Account, SIRC, Sheffield Hallam, Sport Industry Research Centre, 2012

<sup>9</sup> SPeA, How to create a sport satellite account, SportsEconAustria, Institut für Sportökonomie, Wien, 2012

<sup>10</sup> Centraal Bureau voor de Statistiek, Methodological Manual for a Sport Satellite Account, 2012



## Analytical method

The objective in the proposed methodology, and specifically the process by which verifiable data is collected, is to identify sports proportions that are replicable. The conditions for replicability are transparency and the availability of data that is both credible and sufficiently detailed to serve the purpose of creating an SSA on which comparisons can be drawn with other EU Member States, is capable of leading to further methodological improvement, and offers credible evidence for policy intervention.

We did not have access to the calculations of the sports proportions used in the 2008 Satellite Account (produced by the Sport Industry Research Centre at Sheffield Hallam) to verify these, but have calculated our proportions assuming that these are correct. This is not critical because of the self-checking nature of SUTs<sup>11</sup> that form the core of all recent SSAs. Our objective in data collection is simplicity and transparency, objectives outlined in the proposals by ONS to develop an R&D satellite<sup>12</sup>

We use growth in turnover as a key, verifiable statistic to determine sports-related output and related GVA for the UK in 2010. We then employ our growth projections, determined by turnover growth between 2008 and 2010, to calculate GVA for 2010 for each of the key SIC(07) codes that are relevant to sports according to the Vilnius definition. There are some substantial adjustments to the results reported by Sheffield for 2008 which result from the re-coding of SIC codes that has taken place.

Sports companies are defined on the basis of having referred to a sport product or service in their full profile. 'Full profile' is a searchable field in FAME. If 'sport' is mentioned, the company is then categorised as a sport-related company. On this basis, growth estimates in both turnover and employment are calculated over the period 2008-2010. The growth rate is re-based to determine sport value in that sector (that is, the sport proportion) that is equal to the NACE values reported by Sheffield for 2008. Growth figures for each NACE/Vilnius sub-sector of the sport economy are calculated. They are derived from changes in turnover from companies comprising each sub-sector. Statistically, our approach is related to common factor analysis where groups of companies are extracted on the basis of (self-declared) sport activity and the latent growth rate is determined. This allows for extraction of both organic growth rates and also includes new entrants. Some NACE/Vilnius sub-subsectors have a

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<sup>11</sup> Supply and Use Tables.

<sup>12</sup> *Fernando Galindo-Rueda 2007* ONS Developing an R&D satellite account for the UK: a preliminary analysis Economic & Labour Market Review | Vol 1 | No 12 | December 2007

limited number of organisations identified as having sport related activity and, in these instances, we recognise the limitations of our approach<sup>13</sup>. That said, our approach simply identifies where sports-activity estimates for various NACE/Vilnius sub-sectors are likely to be strong or weak – information not previously reported. The complete list of the companies employed to derive growth figures are contained in an additional appendix to this report. Also contained in this appendix is the detailed mapping of SIC(07) codes to NACE/Vilnius sport sub-sector definitions. The SIC(07) have been checked for consistency with the SIC(03)-NACE/Vilnius mapping used in previous SSA reports for the UK<sup>14</sup>.

Consumer spending data shown in Table 2 are drawn from ONS Family Spending surveys based on COICOP classification of spending. Data are annualised from the amounts for weekly spending in £million and adjusted for CPI.

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<sup>13</sup> NACE/Vilnius sub-subsector 'Various metal products', for example, has only one company identified.

<sup>14</sup> ONS Correlation between UK [SIC 2003](http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/standard-industrial-classification/correlation-between-uk-sic-2003-and-2007.xls) and [2007](http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/standard-industrial-classification/correlation-between-uk-sic-2003-and-2007.xls) - Office for National Statistics

## B. Sample sport organisations and Vilnius/NACE SIC codes

### Vilnius/NACE sector and related SIC(07) codes<sup>15</sup>

### Representative organisations

#### Agriculture

UK SIC (2007): 0111 0112 0113 0114 0116  
0119 0121 0122 0124 0125 0127 0130 0141  
0142 0143 0145 0147 0149 0146 0144 0150  
0161 0163 0164 1039 0162 0170

Goodwood Estate Company Limited(The)  
Countrywide Grounds Maintenance Limited  
Faccombe Estates Limited  
Juddmonte Farms Limited  
Rabbah Bloodstock Limited  
Newsells Park Stud Limited  
Swettenham Stud

#### Food and drinks

UK SIC (2007): 1073 1083 1084 1085 1086  
1089 1107

A.G. Barr P.L.C.  
Castle View International Holdings Ltd.  
Cawingredients Limited  
Norbev Limited

#### Textiles

UK SIC (2007): 1392 1394 1395 1399 1722  
1396 1813 1391 1419 1431 1439 3319

J.Barbour & Sons,Limited  
Fred Perry Limited  
Musto Limited  
Outdoor & Sports Company Limited  
Bonar Yarns & Fabrics Limited  
Dewhirst Sportswear Limited

#### Wearing apparel

UK SIC (2007): 1411 1412 1413 1414 1419  
1420 1511 3299

J.Barbour & Sons,Limited  
Fred Perry Limited  
Fruit Of The Loom Limited  
Brindleclass Limited  
Pittards Plc.  
Musto Limited

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<sup>15</sup> SIC(07) codes are either at 2, 3 or 4 digit resolution.

AP Racing Limited  
Formaplex Limited  
Anpario PLC  
Elliott Group Limited

**Leather footwear**

UK SIC (2007): 1511 1512 1520 2219 3299

New Balance Athletic Shoes (U.K.) Limited  
Pittards Plc.

**Publishing**

UK SIC (2007): 17 18 58 59

D.C. Thomson & Company Limited  
Express Newspapers  
Haymarket Group Limited  
Trinity Mirror Printing Limited  
IMG Media Limited  
Dorling Kindersley Limited

**Coke, refined petroleum  
products etc**

UK SIC (2007): 251 1920

Fuchs Lubricants (UK) PLC  
Millers Oils Limited

**Pharma**

UK SIC (2007): 211 212 325

Karl Storz Endoscopy (UK) Limited  
Vitalograph (UK) Limited  
Vitalograph Limited

**Rubber and plastic**

UK SIC (2007): 2211

Goodyear Dunlop Tyres UK Limited  
Pirelli UK Tyres Limited  
Cooper Tire & Rubber Company Europe Limited  
Hankook Tyre U.K. Limited

**Various metal products**

UK SIC (2007): 2571 281 331 332

Rayfern Limited

**Machinery/weapons**

UK SIC (2007): 254 303 304 331

Decathlon UK Limited  
GMK Limited

**Medical instruments**

UK SIC (2007): 28 33 95 26 27 28 32 35

Qioptiq Limited  
Karl Storz Endoscopy (UK) Limited  
Citizen Watch United Kingdom, Ltd  
Rotary Watches Limited  
The Norville Group Limited  
Ffei Limited

**Motor vehicles**

UK SIC (2007): 28 29 33

Aston Martin Lagonda Limited  
Jaguar Land Rover Limited  
Unipart Eberspacher Exhaust Systems Limited  
Xtrac Transmissions Limited

**Boats and aircraft**

UK SIC (2007): 301 333 302 282 289 303

Sunseeker International Limited  
Marshall Of Cambridge Aerospace Limited  
Princess Yachts International PLC  
Leeds And Bradford Boiler Company Limited(The)  
Pendennis Shipyard (Holdings) Limited

**Cycles**

UK SIC (2007): 309 333

Triumph Motorcycles Limited  
J.H. Moore & Son (Rickmansworth) Limited  
Tandem Group Cycles Limited

**Sporting Goods**

UK SIC (2007): 323 329 264 324 331

Amer Sports UK Limited  
Scapa UK Limited  
The BVG Airflo Group Limited

**Construction**

UK SIC (2007): 39 41 42 43 80

ISG Retail Limited  
Volkerhighways Limited

CLM Delivery Partner Limited  
Danny Sullivan Group Limited  
Stratford Village Development (GP) Limited  
Mcphillips (Holdings) Limited  
Showsec International Limited

**Sale/Maintenance of motor  
vehicles**

UK SIC (2007): 45 47 52

BMW (UK) Limited  
The Dutton-Forshaw Motor Company Limited  
Porsche Cars Great Britain Limited  
Vindis Group Limited  
Mercedes-Benz Retail Group UK Limited  
Listers Group Limited  
Sytner Limited  
Lookers Motor Group Limited

**Wholesale trade and  
commission**

UK SIC (2007): 10 11 46

Marubeni Europe PLC  
Gleadell Agriculture Limited  
Northern Foods Grocery Group Limited  
Pentland Chaussures Limited  
Prominent (Europe) Limited  
Puma Premier Ltd

**Retail trade**

UK SIC (2007): 47 95 96

Sportsdirect.Com Retail Limited  
JD Sports Fashion PLC  
C. & J. Clark International Limited  
Adidas (U.K.) Limited  
Fenwick, Limited  
GPS (Great Britain) Limited  
Vision Express (UK) Limited  
Early Learning Centre Limited

**Hotels**

UK SIC (2007): 55 56

Initial Catering Services Limited  
Britannia Hotels Limited  
Hayley Conference Centres Ltd  
Bourne Leisure Holdings

Limited

Trust Inns Limited

**Land transport**

UK SIC (2007): 491 492 493 494 495

Ulsterbus Limited

First Cymru Buses Limited

Cranleigh Freight Services Limited

Finglands Coachways Limited

**Water transport**

UK SIC (2007): 50

P&O North Sea Ferries Limited

Harwich International Port Limited

Larne Harbour Limited

**Air transport**

UK SIC (2007): 51

Hunt And Palmer

PLC

Bond Air Services Limited

First Aviation Limited

British Airways PLC

Titan Airways Limited

Suckling Airways (Luton) Ltd

**Travel agencies**

UK SIC (2007): 52 74 79 85

Kuoni Travel Limited

Hogg Robinson Group PLC

**Telecommunications**

UK SIC (2007): 272 274 234 259 263 265 274

279 284 289 293 302 331 332 261 279 331

332 263 951 264 282 601 602 611 612 613

619

Energys Ltd.

NTL Glasgow

SIS Outside Broadcasts Limited

Gearhouse Broadcast Limited

Digico UK Limited

Quantel Holdings (2010) Limited

Ashtead Group Public Limited Company

**Financial intermediation**

UK SIC (2007): 64

3i PLC

Hgcapital LLP

**Insurance**

UK SIC (2007): 65

AON UK Limited

JLT Specialty Limited

Heath Lambert Limited  
Cooper GAY & Company Limited  
Firstassist Insurance Services Limited  
Hiscox Underwriting Ltd  
National Provident Life Limited  
Marsh Brokers Limited  
CBG Group Limited

**Renting of machinery**

UK SIC (2007): 77

Ashtead Group Public Limited Company  
Avesco Group PLC  
Gravity Media Group Limited  
Creative Technology Limited

**Research and development**

UK SIC (2007): 72

Satra  
Game And Wildlife Conservation Trust  
HFL Sport Science Limited  
Provexis PLC  
Sports Turf Research Institute(The)  
Afton Chemical Limited  
Mira Limited  
Wirth Research Limited

**Advertising etc**

UK SIC (2007): 803 821 822 823 829 531 532  
6910 6920 7320 0240 7021 7112 7490 7721  
7729 7722 8560 7010 6420 711 749 712 731  
781 782 783 749 801 802 803 812 592 639  
741 742 743 749 774

Optimum Media Limited  
RSM Tenon Limited  
Culture And Sport Glasgow  
Ticketmaster UK Limited  
Reed Exhibitions Limited  
Arena Leisure Limited  
AEG Live (UK) Ltd.  
International Management Group (UK) Limited  
Christie Group PLC  
London International Exhibition Centre PLC  
Brand Addition Limited  
Hill & Knowlton Limited  
G4S PLC  
Reed Elsevier Group PLC  
Pentland Group PLC  
Arup Group Limited  
Hogg Robinson Group PLC



**Public administration**

UK SIC (2007): 81 84 91

Bird & Bird LLP

Wigan Leisure And Culture  
Trust

South Lanarkshire Leisure And Culture Limited

**Education**

UK SIC (2007): 85

ACS International Schools Limited

Light Hall School

Electric Word PLC

Bosworth Independent College Limited

**Health**

UK SIC (2007): 861 862 869 871 872 873 750

BMI Healthcare Limited

Ramsay Health Care UK Operations Limited

Global Healthcare Partners Limited

**Sporting activities (Recreation)**

UK SIC (2007): 59 60 63 74 78 79 85 90 91 92  
93

William Hill Organization Limited

British SKY Broadcasting Group PLC

British SKY Broadcasting  
Limited

Done Brothers (Cash Betting) Limited

Tote Bookmakers Limited

Walt Disney Company Limited(The)

William Hill PLC

The Football Association Premier League Limited

Coral Racing Limited

Football Association Limited

**Other**

UK SIC (2007): 85 93 96 601 602 611 612 613  
619

David Lloyd Leisure Limited

Holmes Place Health Clubs Limited

Sports And Leisure Management Ltd

LA Leisure Limited

Parkwood Leisure Limited

Esporta Health & Fitness Limited

Next Generation Clubs Limited