

Sports Industry's statistical indicators –
assessment analysis and forecasting

Themis Kokolakakis

General Definition

Sport Goods (41% of consumption)

1. Sport Clothing and footwear (24% of consumption)
2. Sport Equipment (7%)
3. Boating (8%)
4. Sport Related publications (3%)

General Definition

Sport Services (59% of consumption)

1. Sport TV and DVD (16% of consumption)
2. Sport Gambling (13%)
3. Health and Fitness (11%)
4. Sport related travel (9%)
5. Participant sports (7%)
6. Spectator sports (4%)

General Definition

Other

1. Growing importance of Education
2. Differences between Consumption and Gross Value Added
3. Clothing and footwear has very strong consumption side but very small GVA in manufacturing
4. Sport Construction is driving GVA of sport around major events such as Olympics, but it is not counted as consumption

General Definition

Other-Voluntary sector

1. The Voluntary labour is not in the accounts but it helps to create an environment of participation and sport competition (e.g. Chain Reaction Cycles in Northern Ireland)
2. Driven by sport clubs
3. Offers wider benefits, such as managerial opportunities to young people ('school of democracy')
4. Business opportunities
5. It can be viewed as an economic resource.

Main indicators

Chain Reaction Cycles

1. Biggest cycling company in NI
2. Globally, the biggest cycling online store, shipping goods to over 115 countries around the world.
3. Grew from the bottom up, linked to the growth of mountain cycling in NI

Main indicators

Economic

1. Consumer Spending
2. Gross Value Added (roughly wages + profits)
3. Employment
4. Sport related budget surplus or deficit
5. Foreign Trade
6. Construction.
7. Sport Tourism (net effect on local economy)

Main indicators

Social

1. Sports participation (weak – e.g. once a month)
2. Sports participation (strong- e.g. Three times a week)
3. Sport Volunteering
4. Although the social indicators alter slowly in their trend, any change will have profound consequences in the sports economy.

Forecasting the sport economy

Econometric modelling

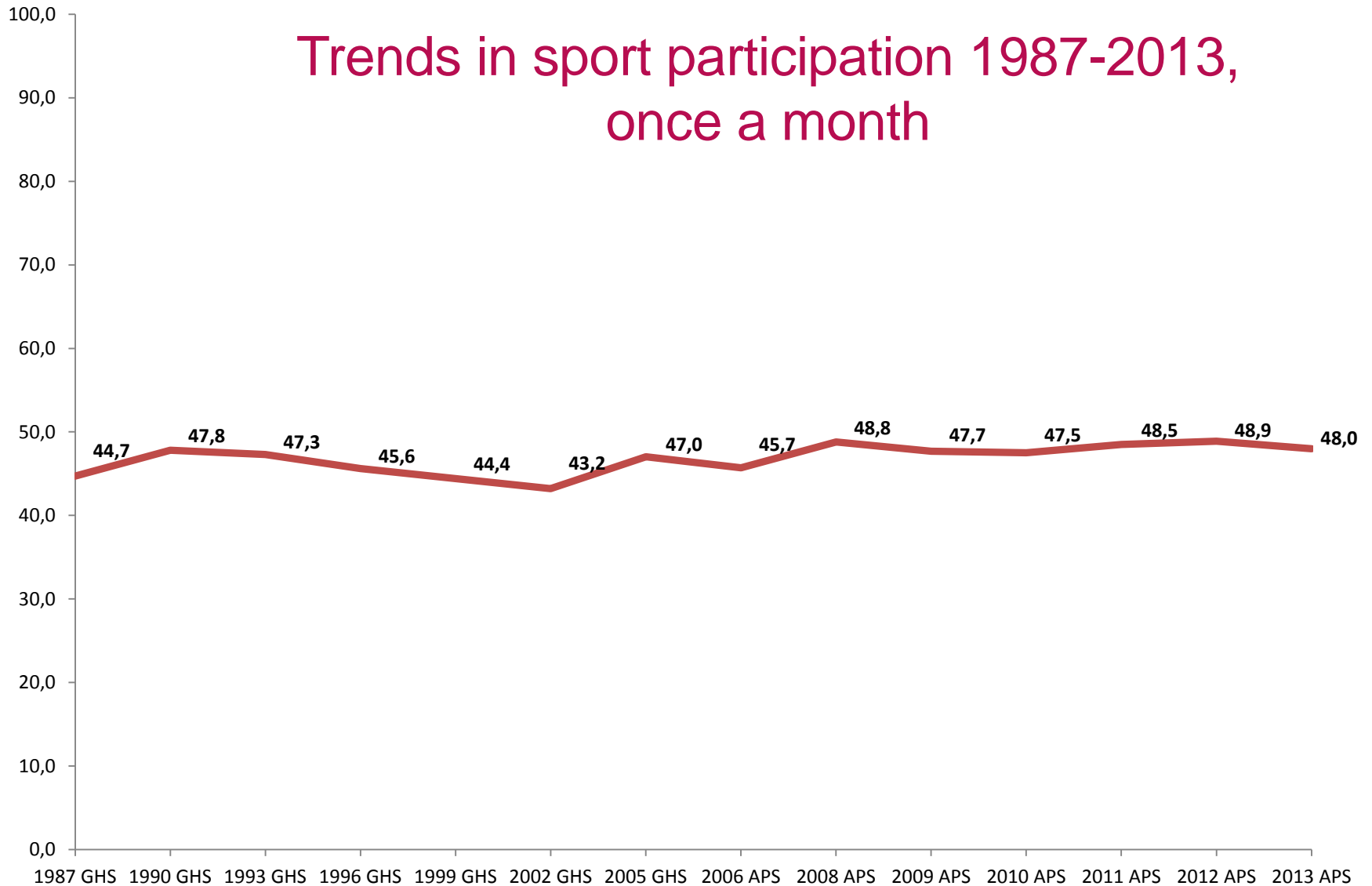
1. National Economy (Government)
2. Leisure Economy (around 30% of total consumption)
3. Sport Economy
4. Sport Sectors (Trend and cycle- link to above)

Forecasting the sport economy

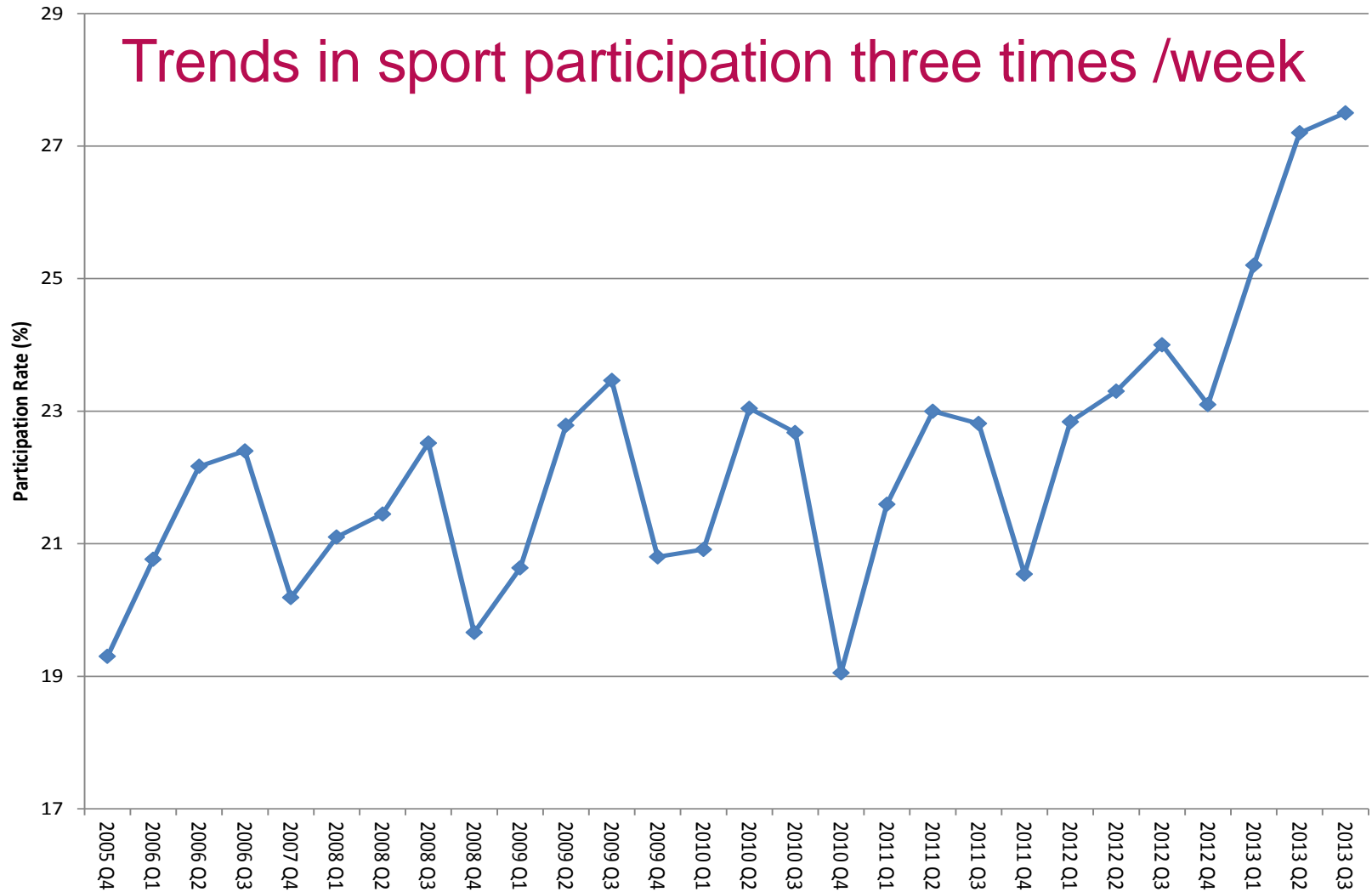
The determinants of demand

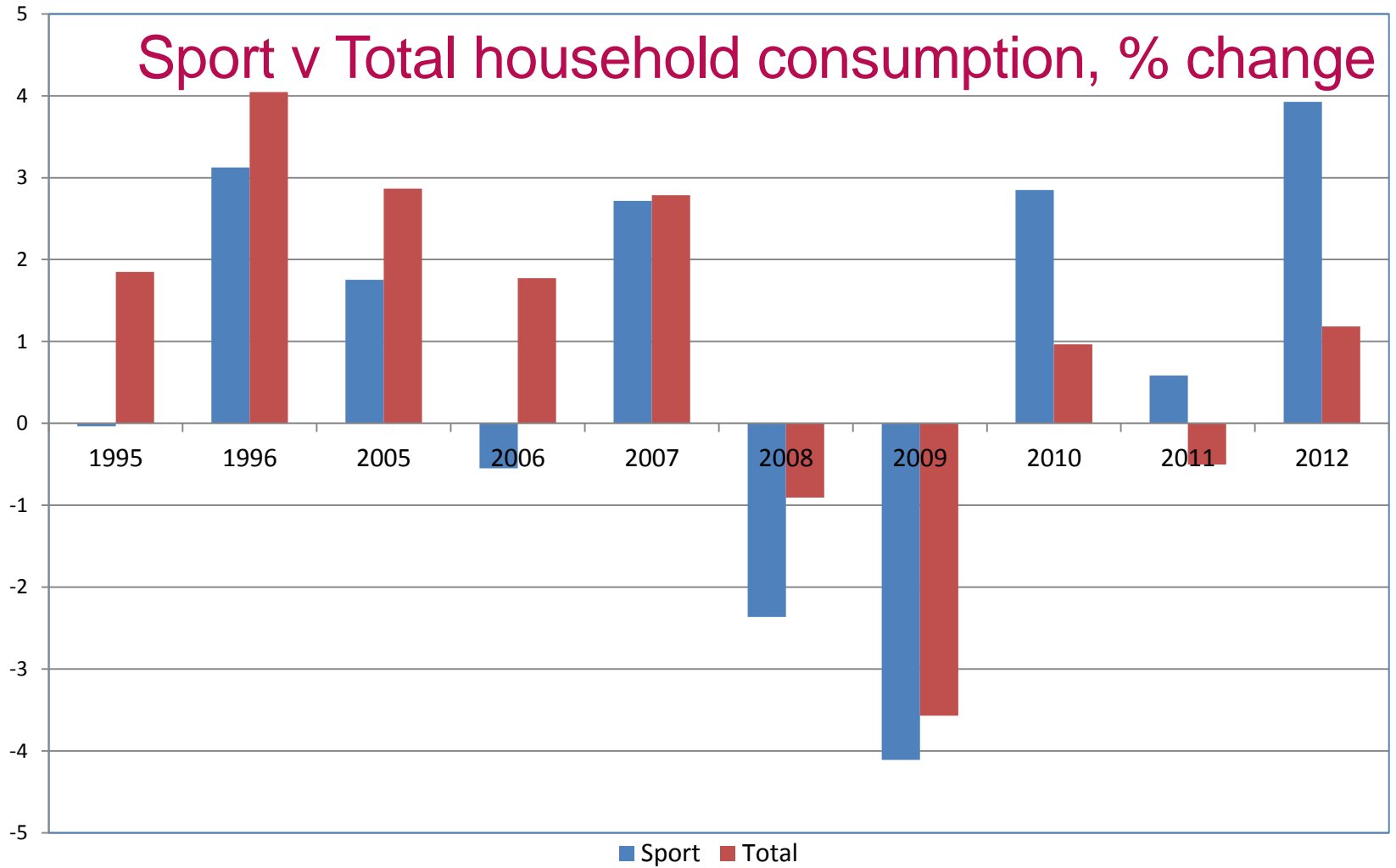
1. Price
2. Income
3. Competing products
4. Tastes and preferences
5. Supply
6. Existing grassroots participation
7. Sport Volunteering

Trends in sport participation 1987-2013, once a month



Trends in sport participation three times /week





Effect of Commonwealth Games in Scotland

	1998	2012
GVA	1.5%	2.0%
Employment	1.6%	2.5%

During the period 2010-2012 a total of 6,000 new sport jobs (full-time-equivalent) were created, largely as a result of the preparation (construction) of the Commonwealth Games, corresponding to around 1,000 jobs per year above the existing trend.

All surplus is recycled through construction

	Group B: Sailing-rowing			
	Per club expenditure £	ALL expenditure £	per club expenditure £	ALL expenditure £
Wages	47	7,473	5,334	272,024
Equipment /kit	1,520	241,680	3,850	196,329
Rent	371	58,989	3,326	169,627
Utilities/rates	17	2,703	2,550	130,051
supplies	0	0	10,083	514,226
Construction	427	67,893	33,932	1,730,510
Other	1,042	165,678	15,274	778,989
Total	3,424	544,416	74,348	3,791,757
Surplus	£ 29	£ 4,621		

Key messages

1. *Transparency of accounts of sport clubs to promote economic growth.*
2. *Use of events to transform the sport economy- data on sport tourism*
3. *Sport volunteers to ensure legacy of new projects*



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Thank you for listening

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