Welcome to the first quarterly newsletter from the Research Team at UK Coaching.

This provides a short update on our work with links for more information when available. This issue covers

- Ten years of coaching in the Active People Survey
- Understanding coaching in core markets
- New insights to inform our learning and development strategy
- The coaching needs of adults new to sport or physical activity
- Coach education provides a £3 return to society for every £1 invested
- Understanding drop-out among participants
- Women into coaching leadership positions – making change happen

Latest news

UK Coaching commissions the largest ever survey on coaching

We have commissioned YouGov to undertake the largest ever national survey of coaches and coaching in the UK. The survey of 20,000 members of the public will look at their perceptions of coaches, the participant experience of receiving coaching, and current coaching activities. Results will be available later in the year.

Longitudinal study to measure the impact of coaching

A new three year study exploring the impact of coaching on participants is currently out for tender (closing date 26 July). The study aims to follow participants in different age groups from young children to adults to understand the impact of coaching at different stages of development. A copy of the Invitation to Tender is available here up to 26 July.

Meet the team

As this is the first newsletter we thought we would take the opportunity to introduce the team and what we do.

Beth Thompson (Head of Insight and Learning) joined UK Coaching in July 2016 after several years working in government social research, for NHS England and for the Department for Work and Pensions. Prior to that Beth worked in the private sector and as a Research Fellow and Lecturer for Huddersfield University. Beth is responsible for the overall strategic direction of the team and insight within UK Coaching.

John McIlroy (Information Manager) has worked in the research team at UK Coaching for the last eight years and before that had spells conducting research in the public, private and academic sectors. John works on a number of research projects and disseminates research to a wide audience.

Michael Hopkinson (Research Consultant) spent seven years with a private research consultancy before moving to UK Coaching. Michael manages a number of research projects for UK Coaching. Michael is an accredited practitioner of Social Return on Investment.
New Publications

Ten years of coaching in the Active People Survey

We recently conducted secondary analysis of 10 years of coaching data from the Sport England Active People Survey. This report is the first comprehensive analysis of the coaching questions within the survey and provides valuable demographic information and trends about coaches and those receiving coaching.

Key findings included:

• While there was an overall reduction in the number of people receiving coaching, an analysis by sport revealed a more nuanced pattern of change.

• A greater proportion of women were in receipt of coaching, compared to men (55% and 45% respectively).

• Participants who received coaching in sport and physical activity were more likely to be physically active and led healthier lifestyles than those who did not.

Understanding coaching in core markets

Earlier this year we conducted a survey of 1,400 coaches in the UK, mainly experienced and qualified coaches working in sports clubs. The survey continues to deepen our knowledge of coaching in this core market of regular sport participation.

Key results included:

• Eight out of ten respondents gave some of their time as a volunteer.

• Most respondents said they became involved in coaching as a result of their passion for sport or physical activity.

• While over 80% of respondents had used some form of technology in their coaching; less than half stated they were using it regularly.

More Information

Learning and Development Review

UK Coaching is currently developing a strategy for coach learning and development. As part of this strategy two pieces of research have been commissioned focussing on new approaches to learning.

• A review of academic literature on the use of technology in coach learning.

• A review of the use of collaborative learning, problem based learning, and project based learning in sectors outside coaching.
Have you seen?

The coaching needs of adults new to sport or physical activity

Based on focus group research with adults new to sport or physical activity this research looked at their perceptions of coaching and how coaching might help them to get and stay active. The research concluded that activity sessions should meet the specific needs of the individual participant. Coaches should understand the individual, listen to participants, demonstrate empathy, and be approachable and supportive.

Coach education provides a £3 return to society for every £1 invested

In partnership with Street Games, we conducted a unique social return on investment evaluation of a level 2 doorstep coaching programme. The evaluation sought to understand the impact of the programme on participants, coaches and the community and found that the impact of coaching was three times greater than the cost to train the coaches: for every £1 invested there was a £3 return to society.

Watch our video at: www.ukcoaching.org/research

Coming soon

Understanding drop-out among participants

People drop out of sport or physical activity for a number of reasons: it can be both planned or unintentional. This research examined why people stopped participating over a twelve month period and compared four different groups of participants, including those who were active and had never considered stopping and those who had stopped and did not return.

Women into coaching leadership positions – making change happen

UK Coaching is working with Coventry University to develop a model that will allow organisations to map out the barriers they face in developing female coaches and potential strategies to overcome these barriers. Based on research from other industries and interviews with coaches, the research provides practical guidance that shows change is possible.

To keep up to date with all our research reports and news go to www.ukcoaching.org/research or follow us on @researchhub