

Coaching in the UK 2022

Coach Developer Spotlight Report

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Background

- This report presents the key findings from a study commissioned by UK Coaching to explore the number of coaches in the UK, their activity and demographic characteristics.
- A survey of 30,088 UK Adults aged 18+ was conducted online between 20th September and 19th October 2022. The results were weighted to be representative of the UK population by gender, age, region, social grade and ethnicity. The survey reached 7,751 respondents who have coached.
- For this report, Active Coaches have been defined as people who have coached in the past 12 months. In order to explore all forms of coaching and participation, 'coaching' has been defined for the purposes of this research as: "Coaching, instruction, training or tuition in ANY sport or physical activity, outside of formal education. This can include any environment, such as formal sports club settings as well as informal community settings. It can include any sport or physical activity, including recreational or competitive sport, exercise, fitness, gym, dance, etc."
- In this report, Coach Developers have been defined as those who self-describe as mentors and Coach Developers (who support coaches through a blended approach of coaching conversions, in-situ observations, critical reflection and supportive challenge, etc.).



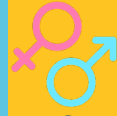
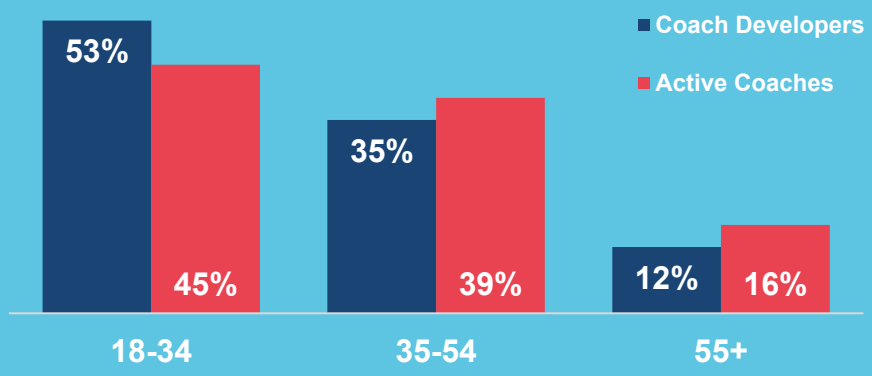
17% of Active Coaches currently work with and support other coaches.

27% of those who work with and support other coaches describe themselves as a 'Coach Developer'



Age

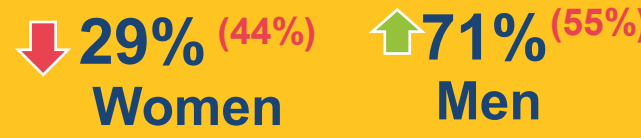
A majority of Coach Developers are aged between 18-34, with just 12% being over the age of 55.



Gender

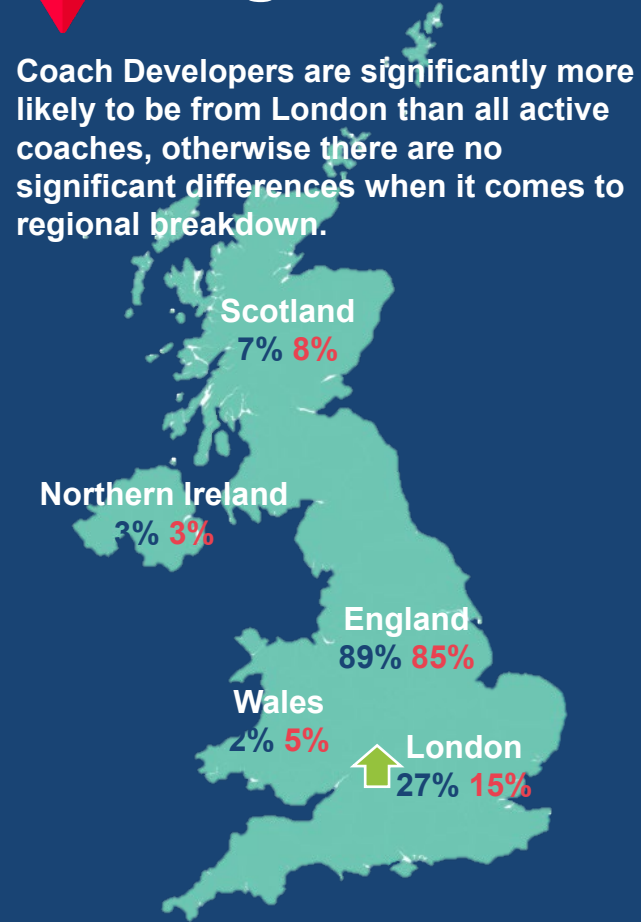
■ Coach Developers
■ Active coaches

Coach Developers are more likely to be male than all active coaches.

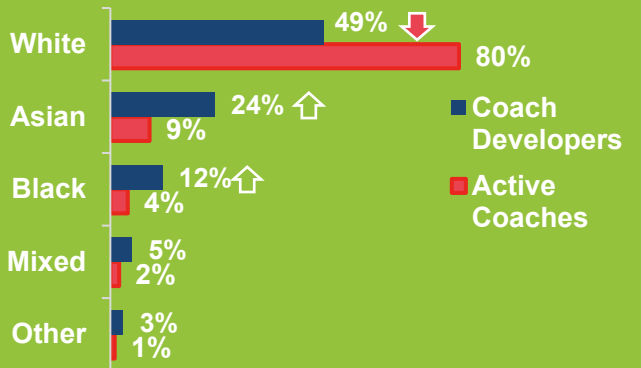


Region

Coach Developers are significantly more likely to be from London than all active coaches, otherwise there are no significant differences when it comes to regional breakdown.



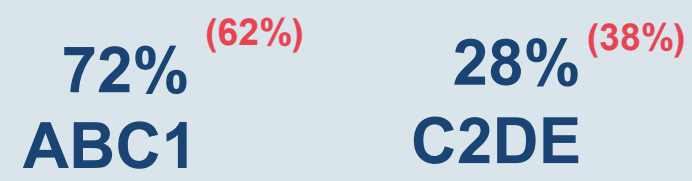
Ethnicity



Social Grade

■ Coach Developers
■ Active coaches

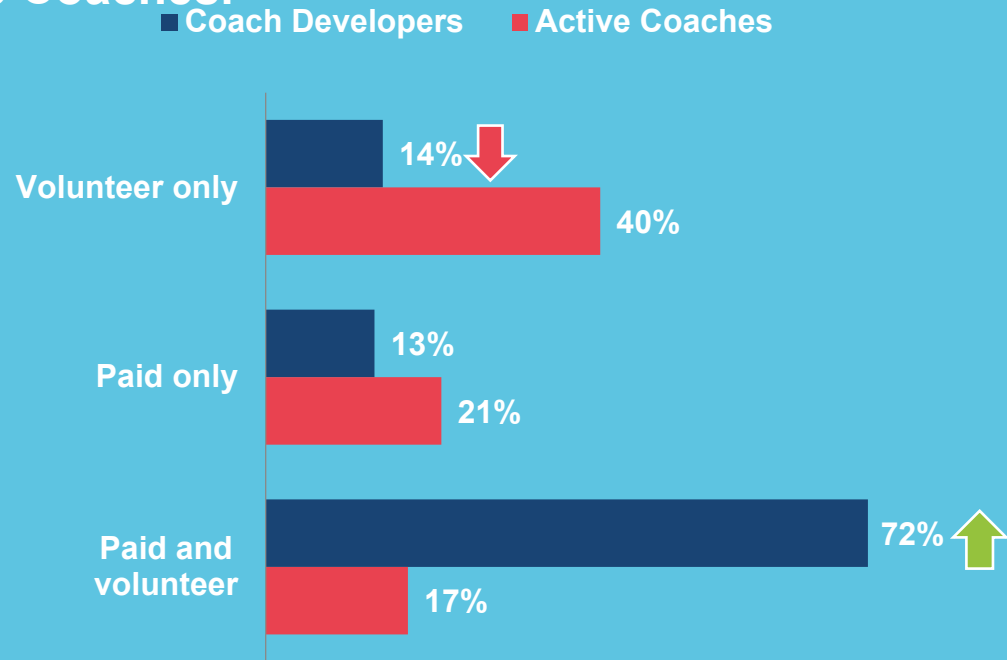
The majority of Coach Developers are from ABC1 backgrounds.



*Social grade is defined by the occupation of a household's Chief Income Earner (CIE). It factors in the CIE's job as well as details such as their qualifications and the number of people they are responsible for. More information can be found [here](#)

£ Pay Status

Coach Developers are significantly more likely to be doing both paid and volunteer coaching, and statistically less likely to be volunteer only, than Active Coaches.



Coach Developers are significantly more likely than Active Coaches to say that coaching is their primary occupation (54% vs. 9%).



Coach Developers are significantly more likely to be paid (84% vs. 36% of Active Coaches).



Time spent coaching each week



In a paid capacity:

↑ 7.9 hours (4.0 hours)



In a volunteer capacity:

↑ 10.7 hours (6.3 hours)

Coach Developers, on average, do significantly more hours of both paid and voluntary coaching each week than Active Coaches.



What?

Coach Developers are more likely to coach the majority of sports than Active Coaches, with more than a third coaching team sports.

↑ Team sports
39% 26%



↑ Angling/fishing
28% 3%



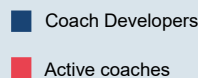
↑ Racquet games
21% 11%

↑ Combat sports
20% 7%



↑ Dance
19% 10%

↑ Bat and ball sports
18% 8%

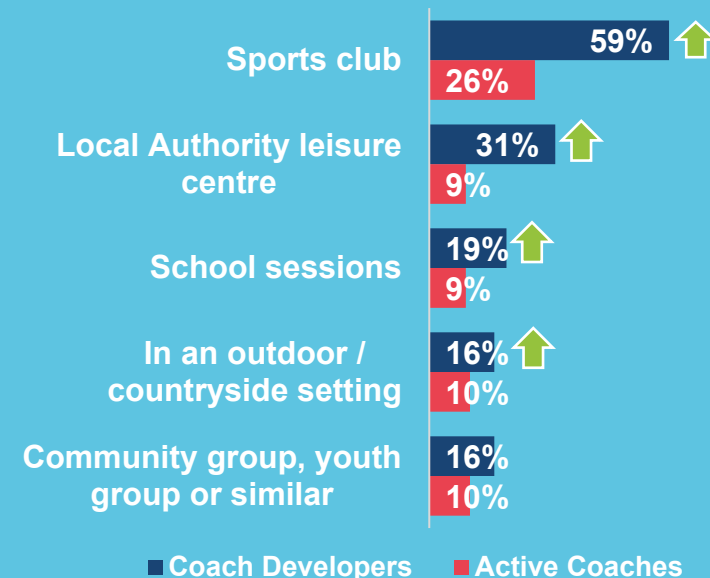


Where?

Coach Developers are more likely to coach at sports clubs and local authority leisure centres than Active Coaches.



They are also more likely to coach at school sessions.

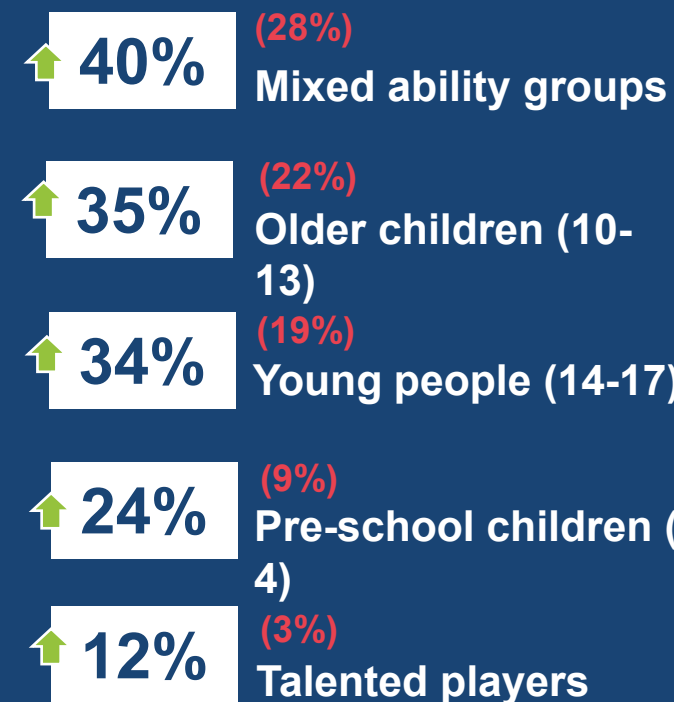


Coach Developers are also more likely to coach in an outdoor/countryside setting than Active Coaches.



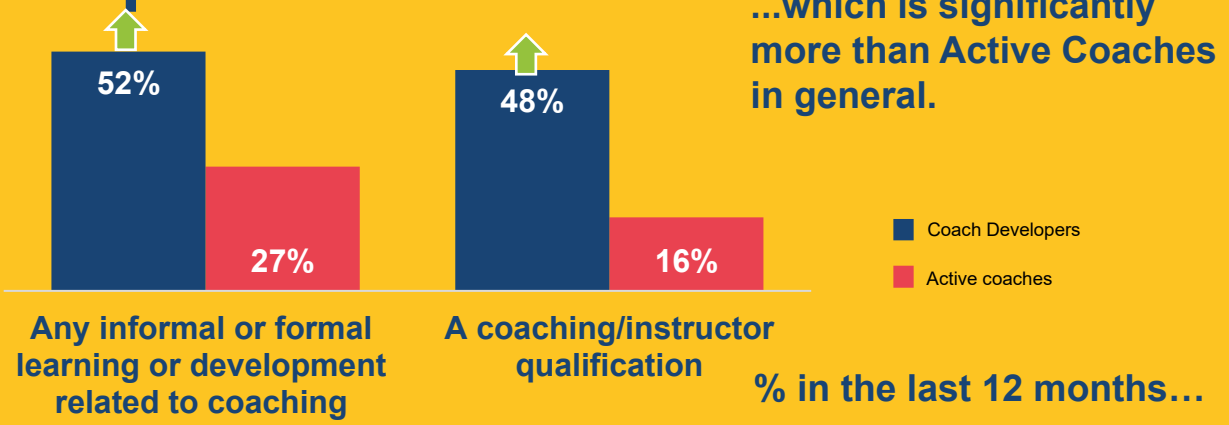
Who?

4 in 10 Coach Developers coach mixed ability groups, more than Active Coaches in general.

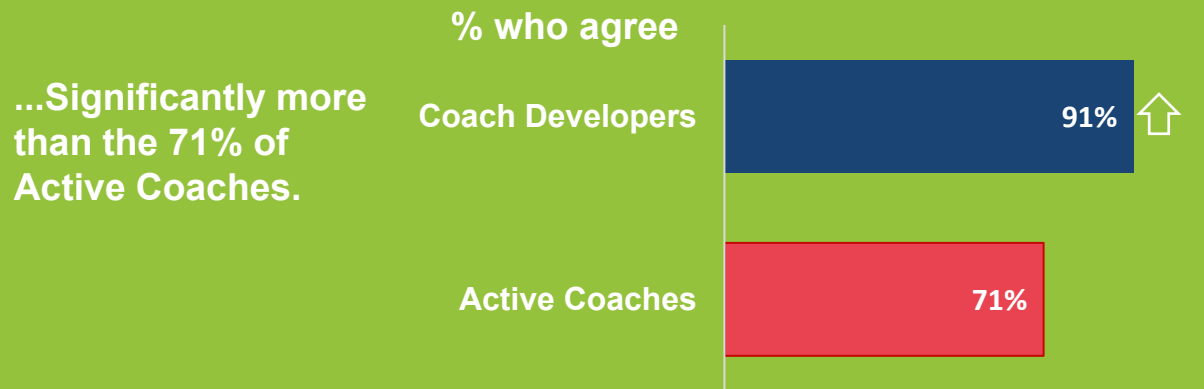


Notably, Coach Developers are more likely to coach talented players and high-performance athletes than Active Coaches.

Half have completed any learning or development in the past 12 months

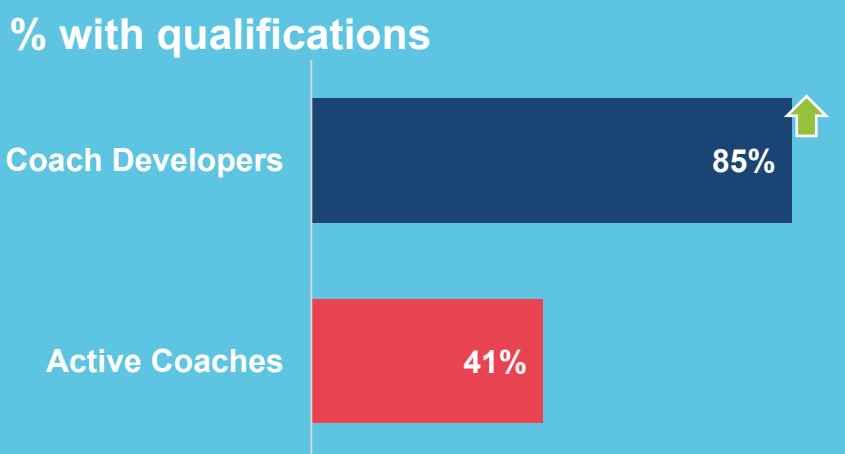


9 in 10 Coach Developers feel confident when delivering coaching sessions

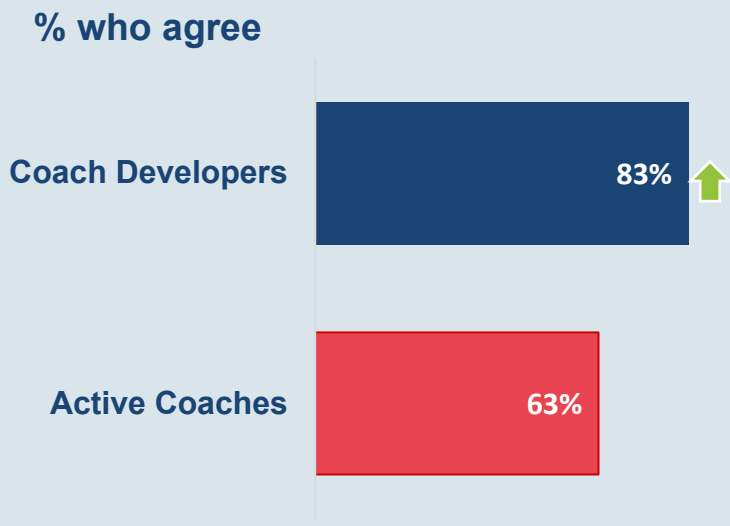


The vast majority of Coach Developers have coaching qualifications

More than double the proportion of Active Coaches who do.



8 in 10 Coach Developers would recommend coaching



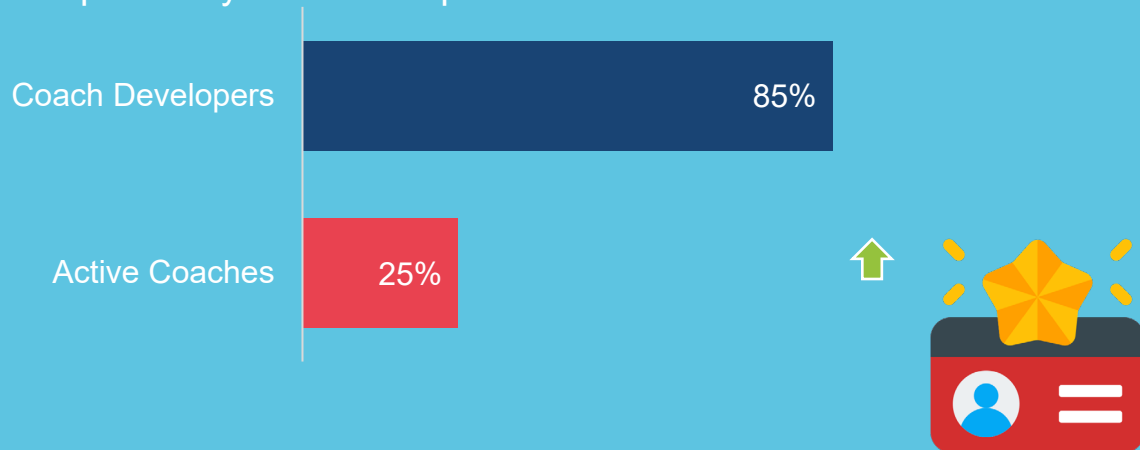
Which makes Coach Developers more likely to recommend coaching to a friend or colleague than Active Coaches.



85% of Coach Developers are a member of a coaching organisation

...Significantly more than Active Coaches

% sport body membership



Top barriers to coaching



■ Coach Developers
■ Active coaches

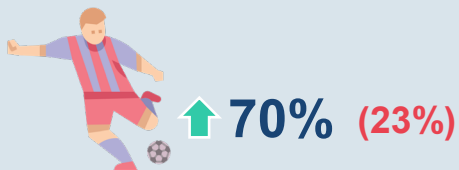
Coach Developers are more likely than Active Coaches to cite reasons related to training and qualifications.



A majority coached during lockdowns

The majority of Coach Developers coached during lockdowns (82%), more than Active Coaches (33%).

In person coaching:



Virtual coaching:



Coach Developers were more likely to have coached in person during lockdowns.

■ Coach Developers

■ Active coaches

Three quarters participated in online learning



Coach Developers were more likely than Active Coaches to have participated in online learning during lockdowns (76% vs. 52%).

Coach Developers were also more likely to have run online/ remote coaching sessions in-person (75% vs 48%).



70% agree it was difficult to return to coaching

...making Coach Developers more likely to believe this than Active Coaches (45%).



% who enjoyed the break from coaching

71% 37%

Coach Developers were also more likely to have enjoyed the break from coaching during the lockdowns.

Nonetheless, Coach Developers are more likely to agree that it was exciting to return to coaching after the lockdowns (82% vs 70%).



Thank you

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