

Community to High Performance 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, Community groups have been defined as those coaching the following groups/ at the following level:
 - Recreation level
 - Academy level
 - Club level
 - Adults 18-50
 - Younger kids 5-9
 - Older kids 10-13
 - Young people 14-17
- In this report, Talent to High-Performance groups have been defined as those coaching the following groups/ at the following level:
 - District, country and regional
 - National,
 - International
 - Talented players/High performance



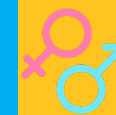
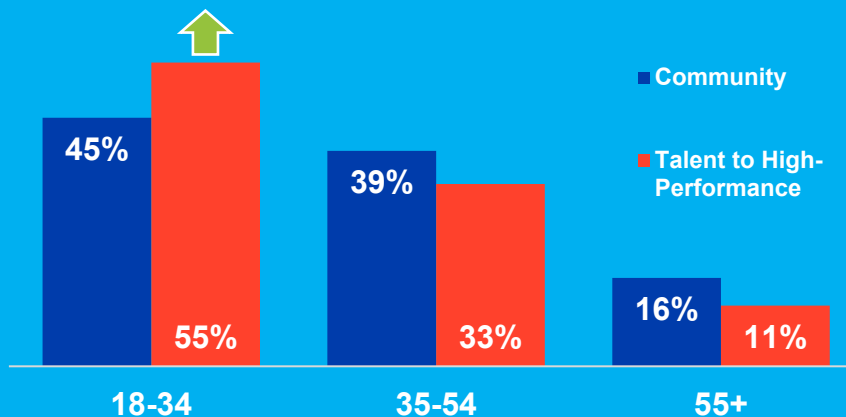
92% of Active Coaches are Community coaches

10% of Active Coaches are Talent to High-Performance coaches



Age

Talent to High-Performance coaches are more likely to be younger (18-34 years old) than Community coaches.



Gender

Talent to High-Performance coaches are more likely than Community coaches to be male

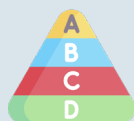
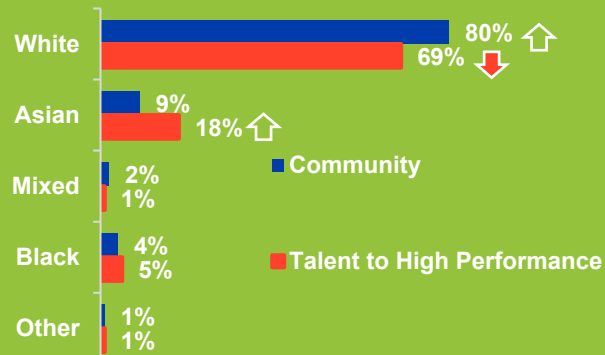


Region

Talent to High-Performance are more likely than Community coaches to be from England, and less likely to be from Scotland.

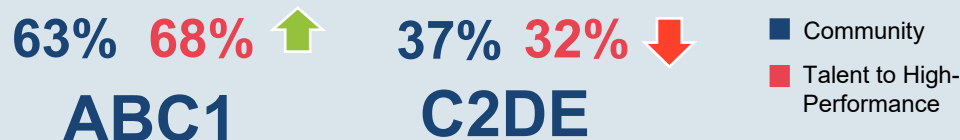


Ethnicity



Social Grade

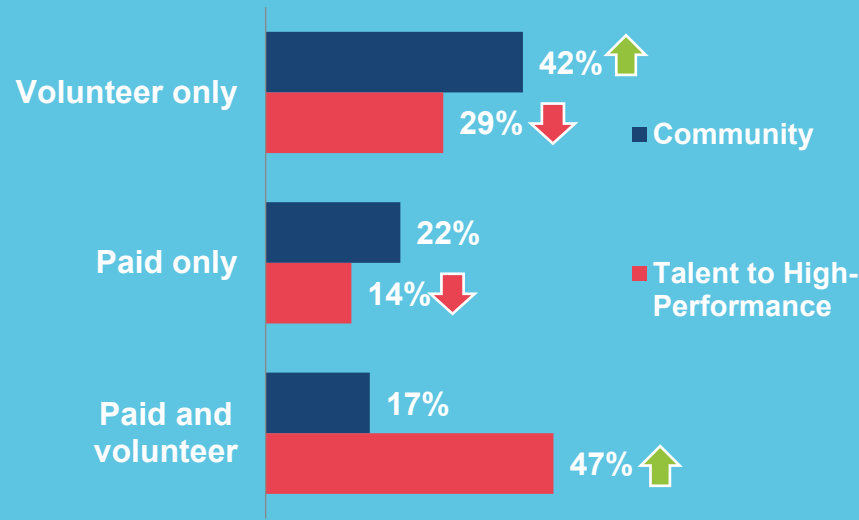
Talent to High-Performance coaches are more likely than Community coaches to be from ABC1 backgrounds.



*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

Community coaches are more likely to be volunteer-only coaches, whilst Talent to High Performance coaches are more likely to be both paid and volunteer coaches.



29% of Talent to High Performance coaches say coaching is their primary occupation, significantly more than Community coaches (9%).



Talent to High Performance coaches are more likely than Community coaches to be paid in any capacity (61% vs. 39%).



Time spent coaching each week



In a paid capacity:

4.0 hours 6.9 hours ↑



In a volunteer capacity:

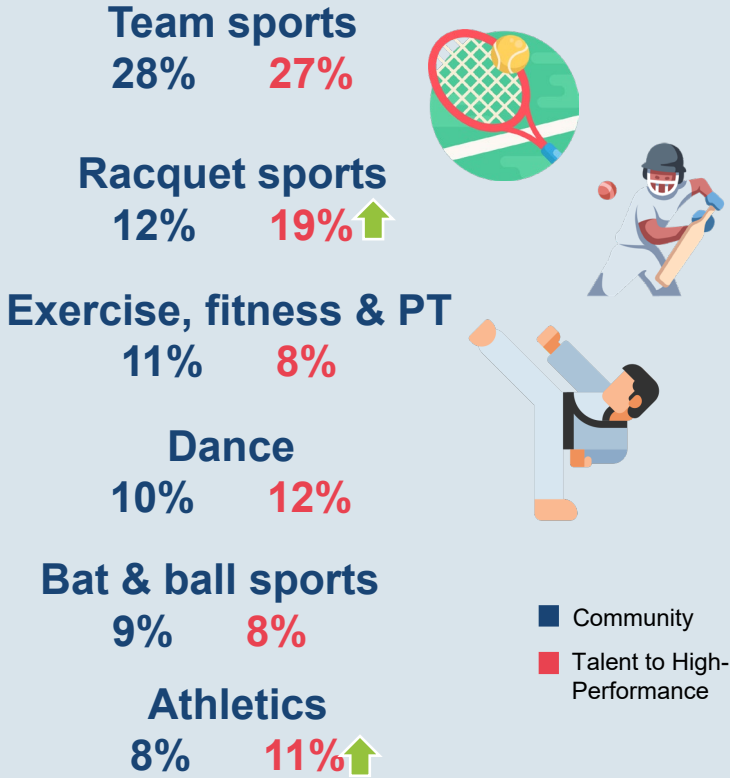
6.4 hours 9.7 hours ↑

■ Community
■ Talent to High-Performance

Talent to High Performance coaches do, on average, more hours per week of both paid and voluntary coaching than Community coaches.

What?

More than a quarter of both Community and Talent to High Performance coaches coach team sports.

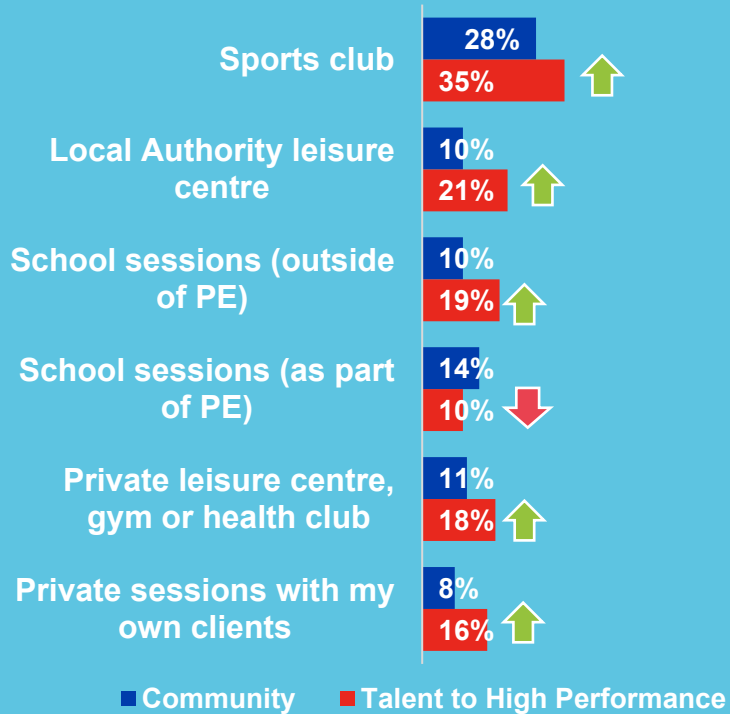


Talent to High Performance coaches are more likely to coach racquet games and Athletics than Community coaches.

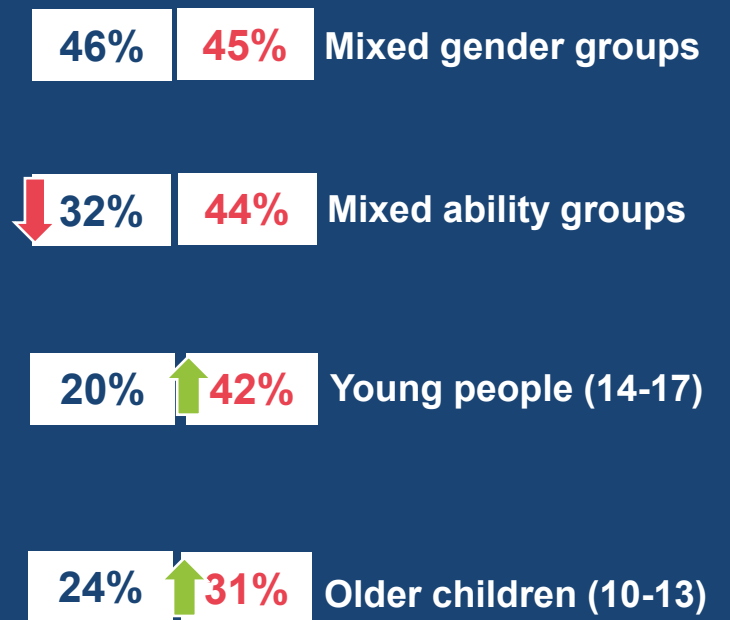
Where?

Both Community and Talent to High Performance coaches are most likely to coach at a Sports Club.

Talent to High Performance coaches are more likely to coach at all locations, except School sessions as part of PE where Community coaches are more likely.



Who?

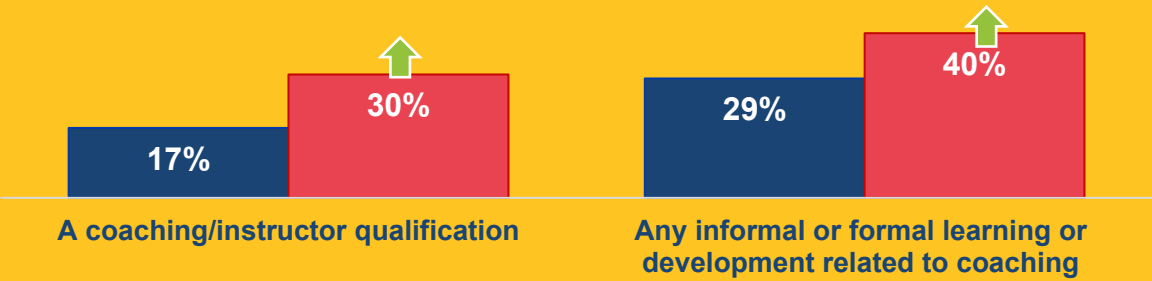


Talent to High Performance coaches are more likely to coach both Young people and Older children than Community coaches.

Talent to High Performance coaches are more likely to have completed a recent learning/ qualification than Community coaches



% in the last 12 months...



Talent to High Performance coaches are more likely to feel confident when coaching than Community coaches



% who agree

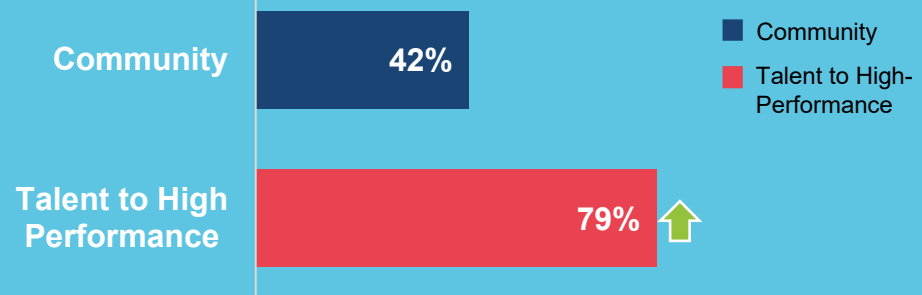


More than three quarters of Talent to High Performance coaches have coaching qualifications

This makes them more likely than Community coaches to have completed qualifications.

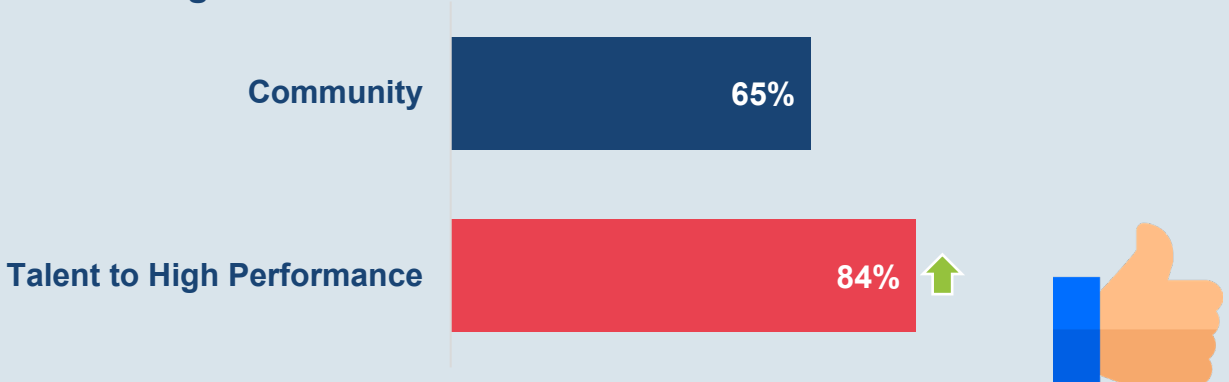


% with qualifications



Talent to High Performance coaches would be more likely to recommend coaching to a friend or colleague than Community coaches

% who agree



68% of Talent to High Performance coaches have access to a further coaching support

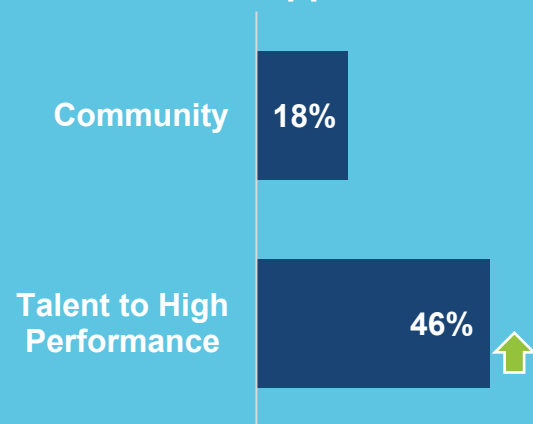
...which is significantly more than Community coaches, of whom 47% have access to coaching support.



It is most common for Talent to High Performance coaches to have sourced their further coaching support through a National Governing body (39%), whilst Community coaches most commonly source theirs through a club (36%).

Talent to High Performance coaches are more likely to support other coaches themselves

% who support other coaches



Top barriers to coaching



The cost of training/qualifications

35% 39%

35% 34%

Balancing work/home life

Lack of investment in facilities and equipment

33% 36%

31% 33%

The voluntary nature of coaching/lack of pay

■ Community
■ Talent to High-Performance

Dealing with parents

25% 29%

There are no significant differences between Talent to High Performance and Community coaches and their likelihood to cite the most common barriers.



Coaching during lockdowns

Talent to High Performance coaches were more likely than Community coaches to coach in person or virtual coaching during lockdowns.

In person coaching:



24% 41% ↑

Virtual coaching:



14% 32% ↑

■ Community
■ Talent to High-Performance

Participation in online learning during the lockdowns



A majority of both Talent to High Performance and Community coaches participated in online learning related to coaching during lockdowns (59% and 53% respectively).

Talent to High Performance coaches were more likely than Community coaches to have run online/remote coaching sessions during lockdowns (59% vs. 48%).



Talent coaches were more likely to find it difficult to return to coaching

More Talent to High Performance coaches agree they found it difficult to return to coaching after lockdowns than Community coaches (56% vs. 45%).



% who enjoyed the break from coaching

40% 41% ↑

Talent to High Performance coaches are also more likely to have enjoyed the break from coaching.

The majority of Community and Talent to High Performance coaches agree that it was exciting to return to coaching after the lockdowns (71% and 82% respectively).



Thank you

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