

Education 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, Education groups have been defined as the sport or activity coached taking place in:
 - Primary schools
 - Secondary schools
 - Colleges and Universities



26% of Active Coaches coach in Education settings

55% of Education Coaches coach in primary schools

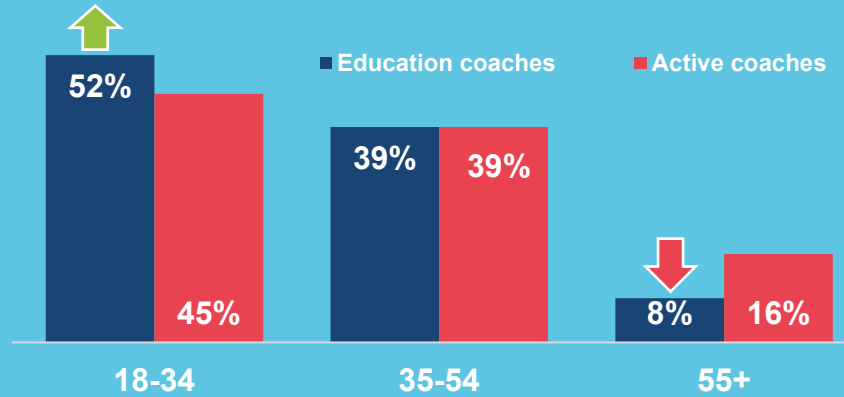
26% of Education Coaches coach in secondary schools

31% of Education Coaches coach in colleges and universities



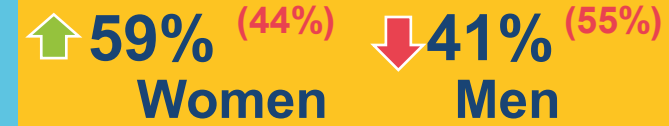
Age

Half of Education Coaches are 18-34, significantly higher than the proportion of Active Coaches in this age range.



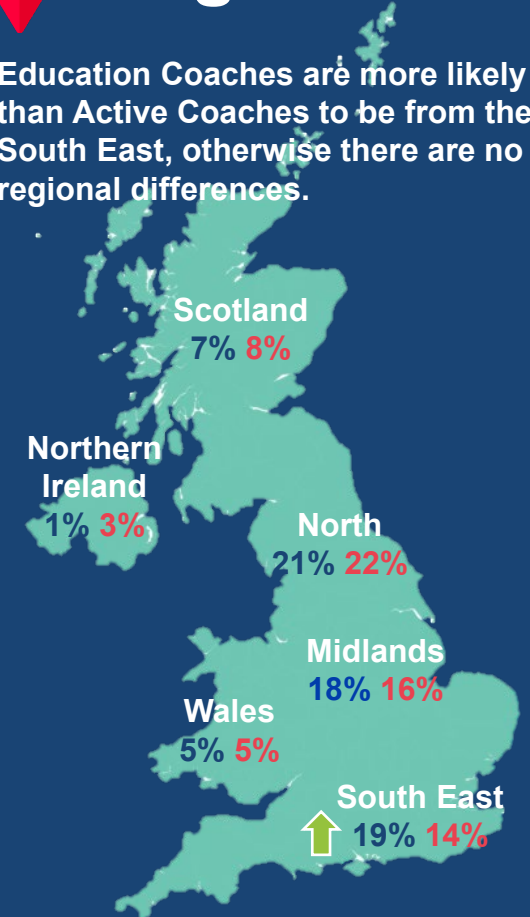
Gender

Education Coaches are more likely to be women than men.

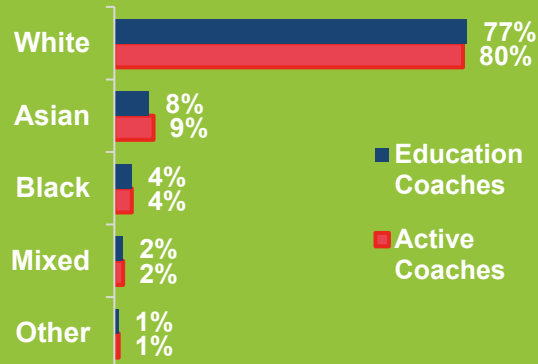


Region

Education Coaches are more likely than Active Coaches to be from the South East, otherwise there are no regional differences.

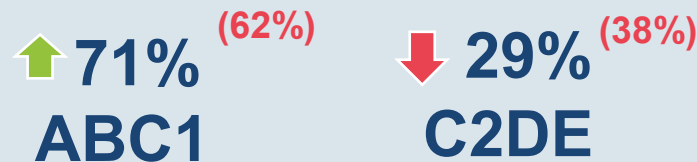


Ethnicity



Social Grade

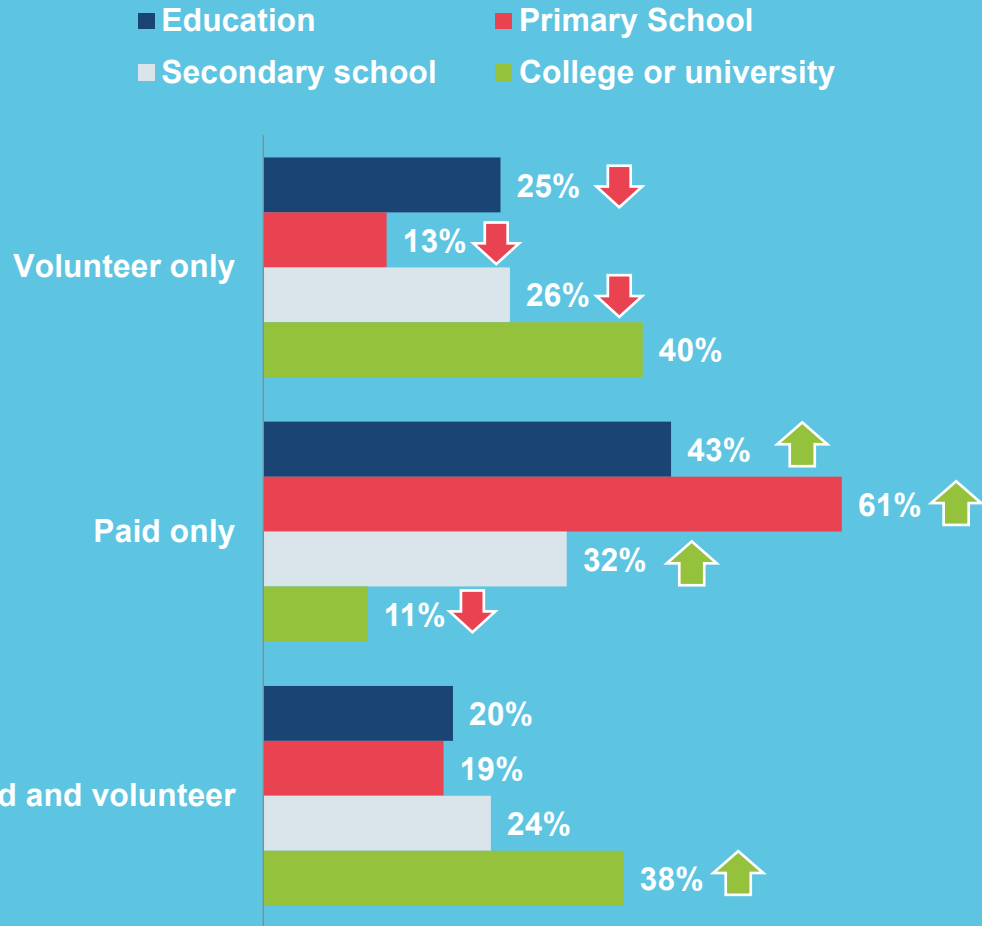
Education coaches are significantly more likely than active coaches to be in ABC1 social grades.



*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

Education Coaches are less likely than Active Coaches to be volunteers only, and more likely to be paid.



Primary school coaches are the most likely group to be paid, whilst college or university coaches are the most likely to be volunteers.



Time spent coaching each week



In a paid capacity:

↑ **6.6 hours** (4.0 hours)



In a volunteer capacity:

5.6 hours (6.3 hours)

■ Education coaches
■ Active coaches

Education Coaches on average do more paid coaching hours each week than volunteer hours.



What?

Two fifths (41%) of Education Coaches coach team sports, significantly higher than the proportion of Active Coaches.

Team sports
↑ 41% 26%



Dance
↑ 20% 10%

Net/ wall/ racquet games
↑ 19% 11%



Bat and ball sports
↑ 19% 8%



Track and field sports
↑ 17% 8%

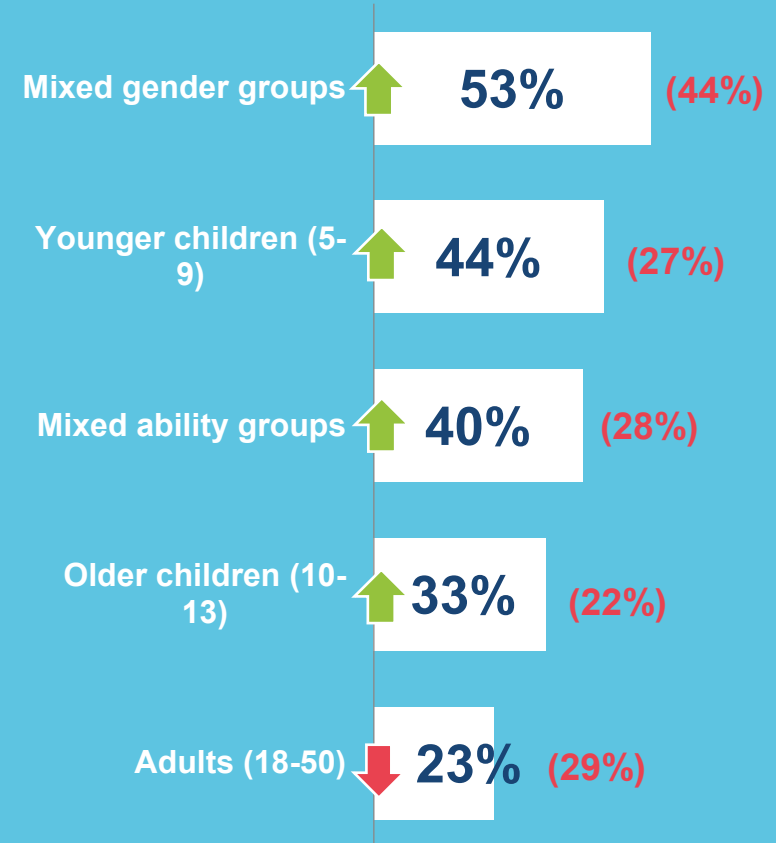
■ Education coaches
■ Active coaches

Education Coaches are more likely than Active Coaches to coach any of the top five of their activities.



Who?

Half of Education Coaches coach mixed gender groups, significantly more than Active Coaches.



Perhaps unsurprisingly, Education Coaches are more likely than Active Coaches to coach children.



29% of Education Coaches have done recent learning development

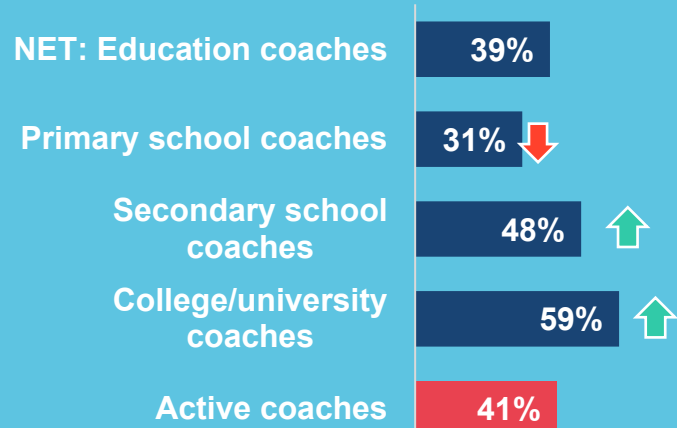
% in the last 12 months...



39% have formal coaching qualifications

Secondary school and college/university coaches more likely to have formal qualifications.

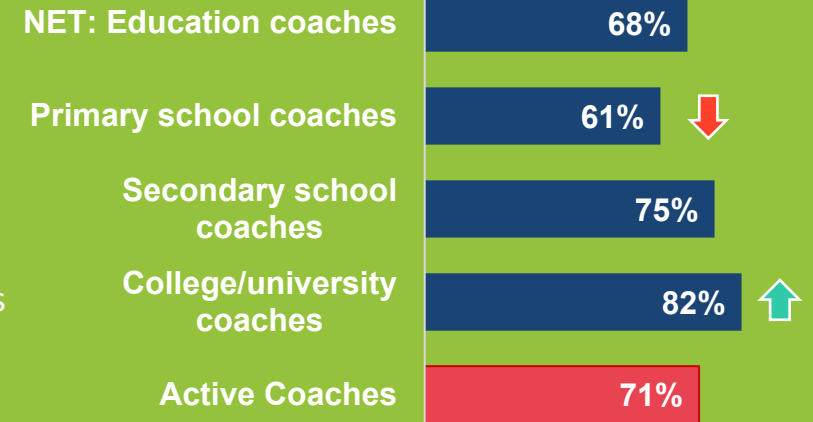
% with qualifications



68% feel confident when they coach



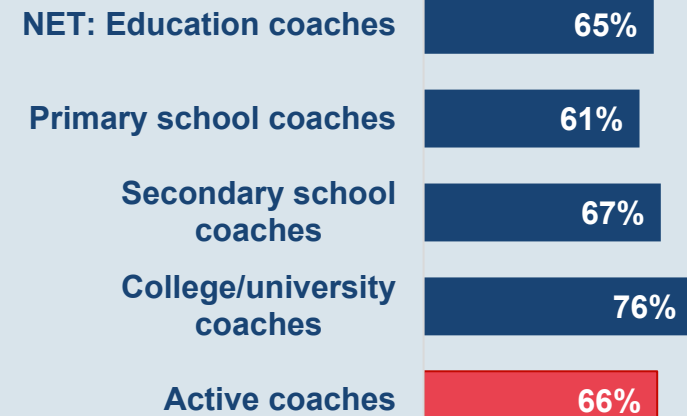
% who agree



Primary school coaches feel significantly less confident than other education coaches

65% coach to a standard they are pleased with

% who agree



54% have access to coaching support

...which is significantly higher than the proportion of Active Coaches who have access (45%).

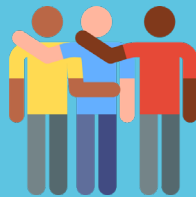
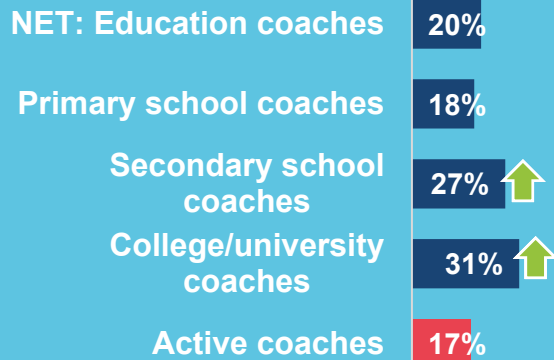


Access is lower amongst primary school coaches (52%) than secondary school (62%) or college/university (59%) coaches. It is most common for Education Coaches to have sourced their support through a club (26%).

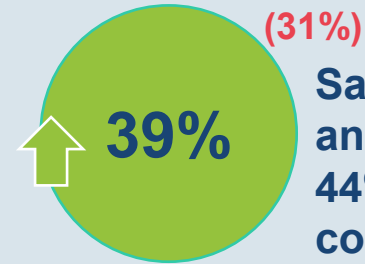
20% support other coaches themselves

...Secondary school and college/university coaches are more likely to support other coaches.

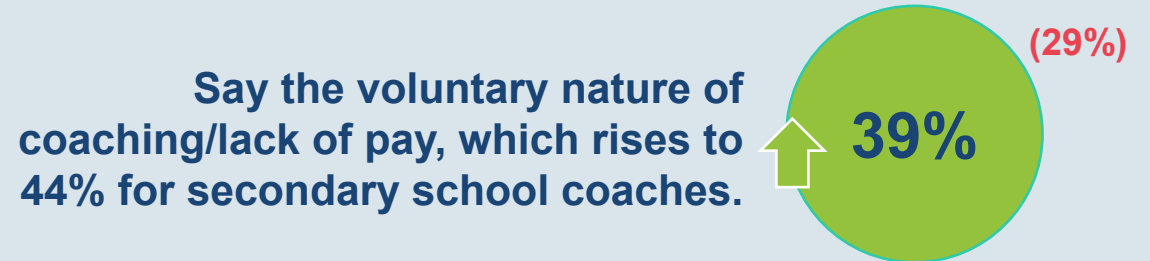
% who support other coaches



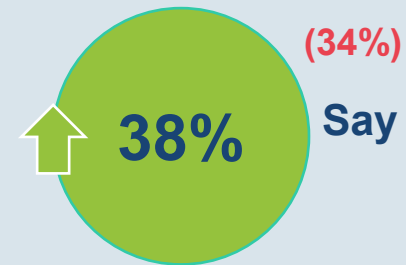
Top barriers to coaching



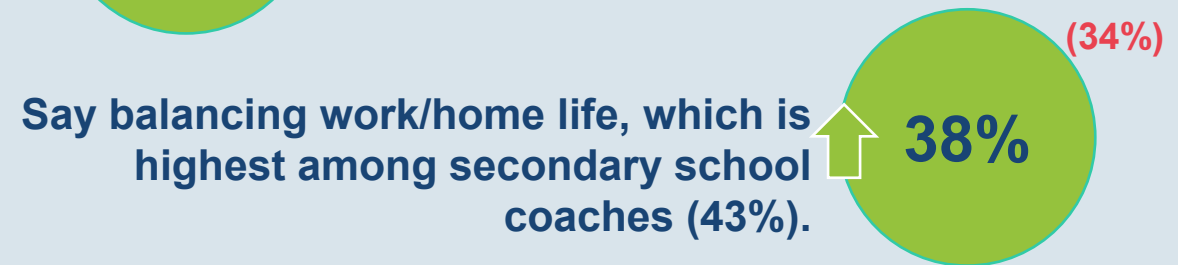
Say lack of investment in facilities and equipment, which rises to 44% of secondary school coaches.



Say the voluntary nature of coaching/lack of pay, which rises to 44% for secondary school coaches.



Say the cost of training/qualifications.



Say balancing work/home life, which is highest among secondary school coaches (43%).

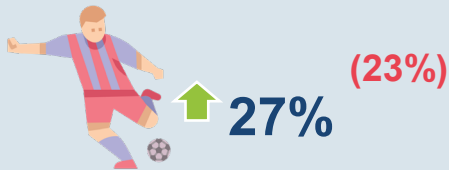
Education coaches are more likely than Active Coaches to cite barriers related to lack of investment, the voluntary nature, cost and balancing work/home life.



37% coached during lockdowns

There is no significant difference in likelihood to have coached during lockdowns compared to Active Coaches (33%).

In person coaching:



Virtual coaching:



Education coaches are more likely than Active Coaches to have coached in person.

- Education coaches
- All coaches

Participation in online learning



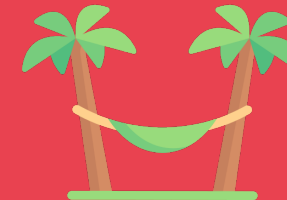
A majority of Education Coaches participated in online learning related to coaching/physical activity during lockdowns (58%).

A majority of Education Coaches also ran online/remote coaching sessions when in-person coaching was not possible (51%).



43% agree it was difficult to return to coaching

Which is similar to the proportion of all Active Coaches who agreed it was difficult to return to coaching after the final lockdown (45%).



% who enjoyed the break from coaching

45% 41%

Education coaches were equally likely to agree that they enjoyed the break as Active Coaches.

There is also no significant difference between Education Coaches and Active Coaches and their likelihood to say they missed coaching during lockdowns (59% vs. 62%).



Thank you

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