

Ethnicity 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, the term Ethnically Diverse Communities is used to describe people from a range of ethnic backgrounds, excluding those who are White.

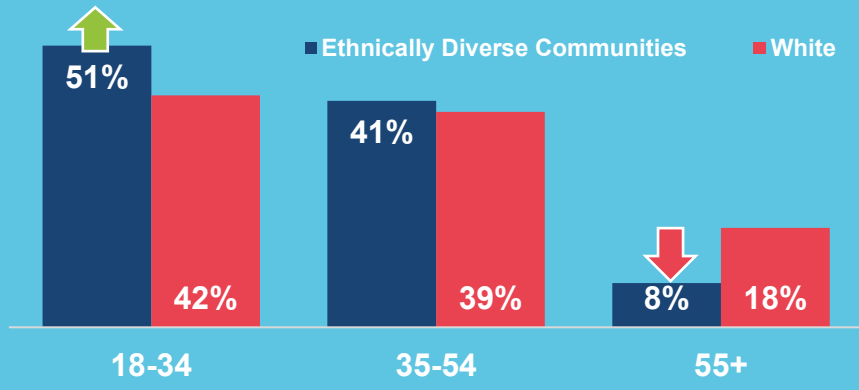


17% of active coaches are from **Ethnically Diverse Communities** compared to **11%*** of the UK population who are from **Ethnically Diverse Communities**.



Age

Coaches from an **Ethnically Diverse Community** are more likely to be younger than those from a **White** background, with a majority (51%) being 18-34.



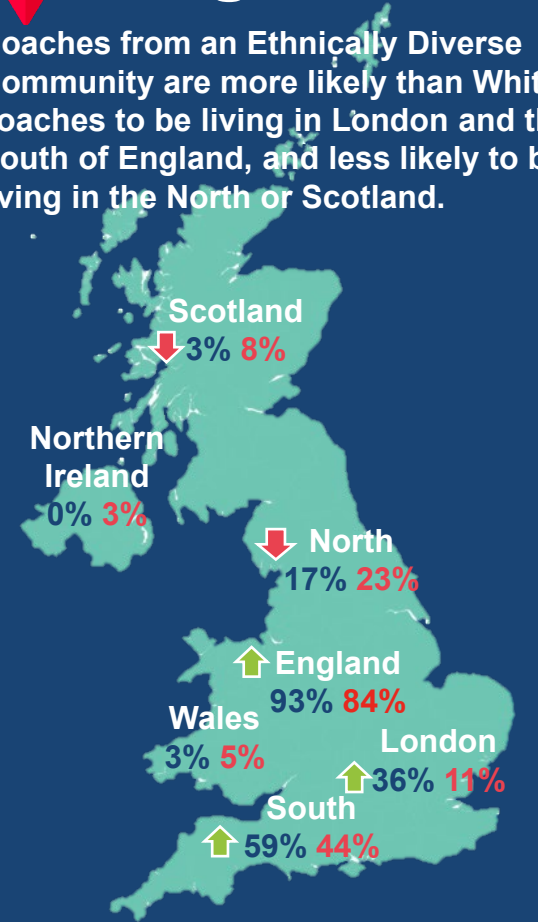
Gender

45% (44%) **Women** and **55%** (55%) **Men**



Region

Coaches from an **Ethnically Diverse Community** are more likely than **White** coaches to be living in **London** and the **South of England**, and less likely to be living in the **North** or **Scotland**.

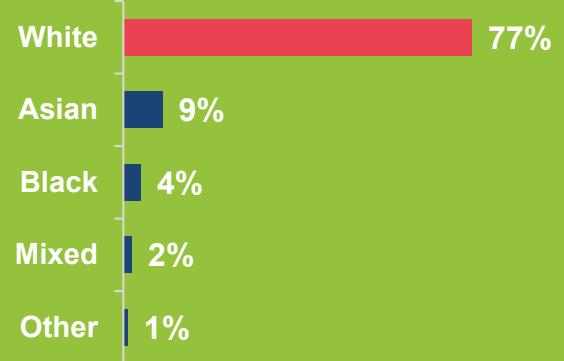


*2011 Census data



Ethnicity

9% of coaches are from an **Asian/Asian British** background.



Social Grade

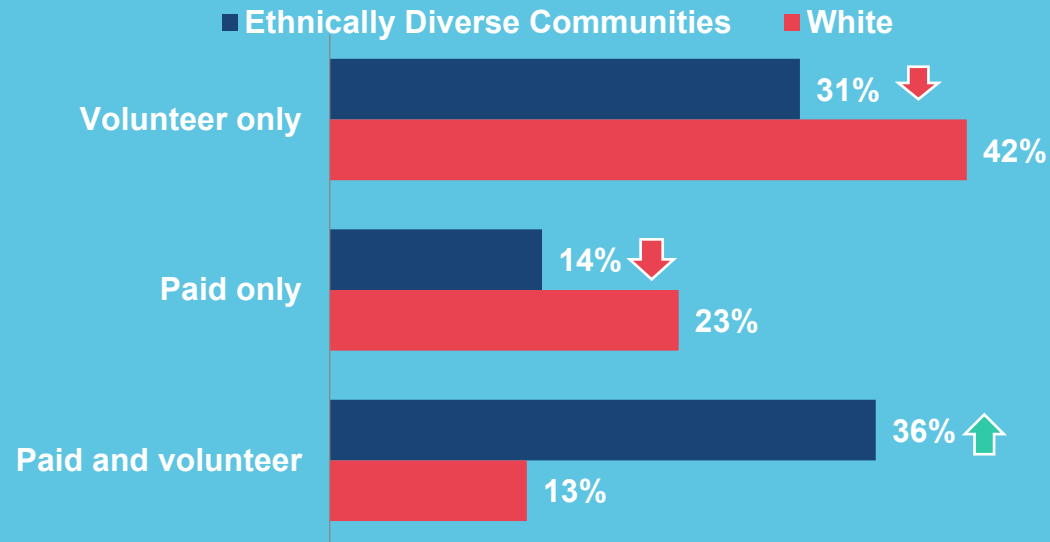
Coaches from an **Ethnically Diverse Community** are statistically more likely than **White** coaches to be from **ABC1** backgrounds.



*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

Coaches from Ethnically Diverse Communities are more likely than White coaches to be both paid and volunteer coaches.



15% of coaches from Ethnically Diverse Communities say coaching is their primary occupation, significantly more than White coaches do (8%).



50% of coaches from Ethnically Diverse Communities are paid, significantly more than White coaches (36%).



Time spent coaching each week

■ Ethnically Diverse Communities
■ White



In a paid capacity:

5.0 hours (3.9 hours)



In a volunteer capacity:

↑ 9.4 hours (5.8 hours)

Coaches from Ethnically Diverse Communities on average do significantly more hours a week of voluntary coaching than white coaches do.

There is, however, no significant difference in the hours spent coaching in a paid capacity.

What?

A third of coaches from an **Ethnically Diverse Community** coach team sports.

Team sports
33% **27%**

Racquet games
↑ 24% **10%**

Bat and ball games
↑ 16% **8%**

Swimming & aquatics
↑ 13% **7%**

Combat sports
↑ 12% **7%**



■ Ethnically Diverse Communities
■ White

Coaches from **Ethnically Diverse Communities** are significantly more likely than **White** coaches to coach racquet games, bat and ball games, swimming and aquatics and combat sports.



Where?

Asian/Asian British coaches are most likely to coach at a sports club (33%).



Black coaches are the most likely group to coach at a Local Authority leisure centre (31%)



Coaches from a **White** background are more likely to coach in an outdoor countryside setting (11% compared 6%).



Who?

Over a third of coaches from **Ethnically Diverse Communities** coach mixed gender groups.

↓ **36%** **(46%)**
Mixed gender groups

26% **(30%)**
Adults (18-50)

↓ **21%** **(30%)**
Mixed ability groups

↓ **7%** **(21%)**
People who are new to sport/ physical activity

White coaches are more likely to coach most types of groups.



28% have done recent learning development

% in the last 12 months...

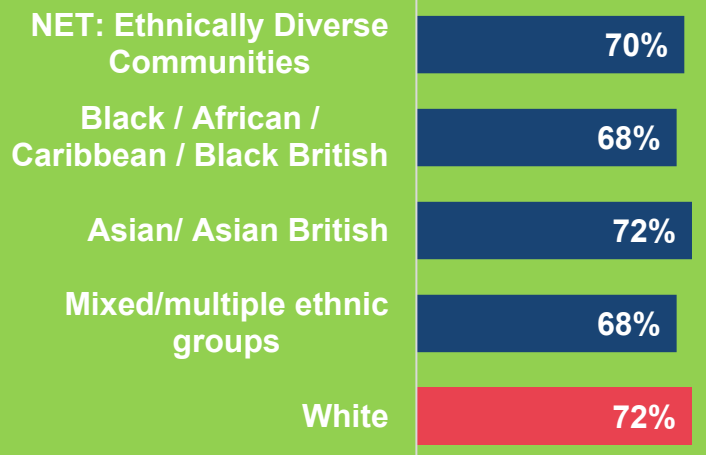
Significantly more coaches from Ethnically Diverse Communities have completed a coaching qualification than White coaches.



70% feel confident when they coach



% who agree

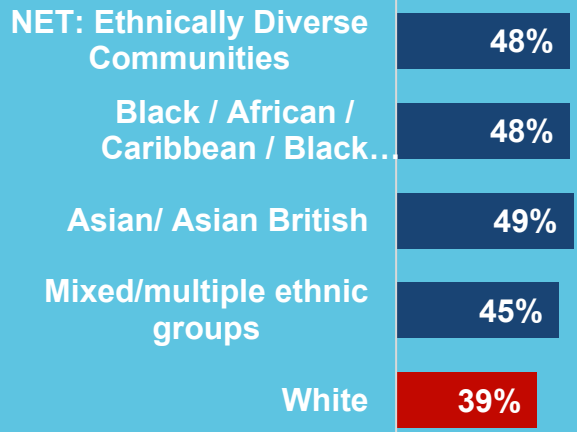


And there are similar levels of agreement across different ethnicities.

48% have formal coaching qualifications

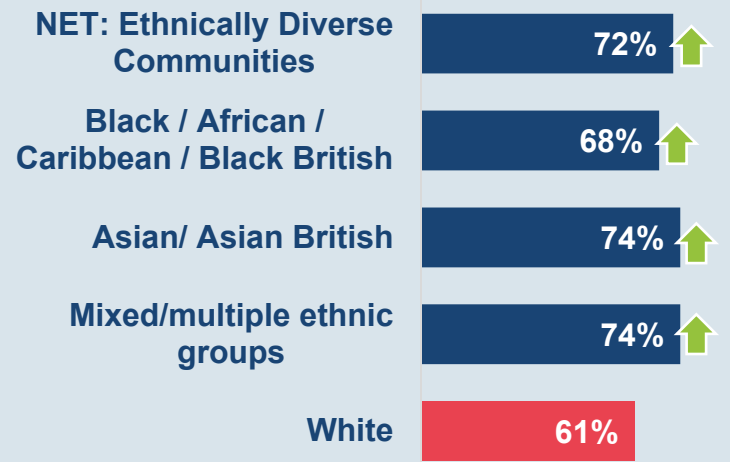
Conversely, 49% of those from Ethnically Diverse Communities have no formal qualifications. This is significantly less than the 55% of White coaches who have no formal qualifications.

% with qualifications



72% would recommend coaching to a friend or colleague

% who agree



Agreement levels are highest amongst coaches who are from mixed/multiple ethnic groups or who are Asian/ Asian British.



47% have access to coaching support

...which is not significantly different to the proportion of White coaches who have access (44%).



Access is highest amongst mixed or multiple ethnic groups (54%).

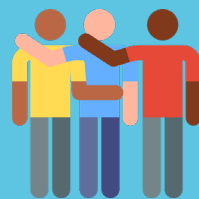
A third (33%) of those Ethnically Diverse coaches who have access to coaching support and have self-sourced this support.

28% support other coaches themselves

...which is double the proportion of White coaches who support other coaches (14%).

% who support other coaches

NET: Ethnically Diverse Communities	28%	↑
Black / African / Caribbean / Black...	23%	↑
Asian/ Asian British	30%	↑
Mixed/multiple ethnic groups	26%	↑
White	14%	



Top barriers to coaching



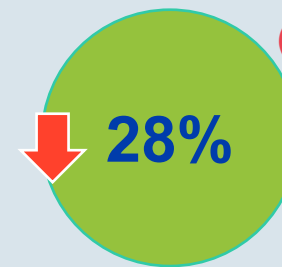
(35%)

Say balancing work and home life, which rises to 38% for Black coaches.



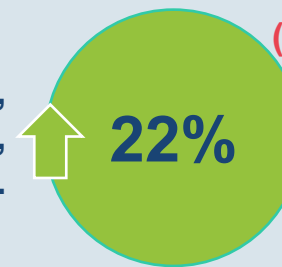
(35%)

Say the cost of training/qualifications, which rises to 37% for Black coaches.



(32%)

Say lack of investment in facilities and equipment.



(16%)

Say the lack of support from employers, clubs or national governing bodies, significantly more than White coaches.

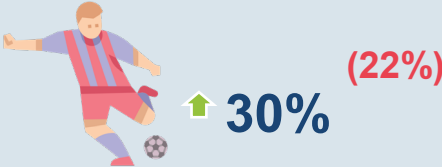
- Ethnically Diverse Communities
- White



43% coached during lockdowns

Those from Ethnically Diverse Communities were significantly more likely to have coached during lockdowns than White coaches (31%).

In person coaching:



Virtual coaching:



Those from Ethnically Diverse Communities were also more likely than White coaches to have coached both in person and virtually.

 Ethnically Diverse Communities
 White

Of those who coached during lockdowns, 63% participated in online learning



Those from Ethnically Diverse Communities were significantly more likely to participate in online learning related to coaching during lockdowns than White coaches were (45%).

Ethnically Diverse coaches were also significantly more likely to have run online or remote coaching sessions when in-person coaching was not possible than White coaches were (58% vs 45%).



65% agree it was difficult to return to coaching

Significantly more coaches from Ethnically Diverse Communities agree that it was difficult to return to coaching after the final lockdown from White coaches (39%).



Coaches from Ethnically Diverse Communities were also more likely to agree that they enjoyed the break than White coaches.

Asian / Asian British Coaches were most likely to agree that they missed coaching during lockdowns (74%)



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