

# UK Coaching Population study 2022 England – Report

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# Background

- This report presents the key findings from a study commissioned by UK Coaching to estimate the number of coaches and participants in England, as well as to explore their activities, perceptions and demographic characteristics.
- In 2022, a survey of 30,088 UK adults aged 18+ was conducted online between 20<sup>th</sup> September and 19<sup>th</sup> October 2022. The results were weighted to be representative of the UK population by gender, age, region, social grade and ethnicity. For those living in England, the survey reached 15,322 respondents who have been coached and 6,373 respondents who have coached.
- For this report, 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.”
- For this report, participants have been defined as people who have received Sport and Physical Activity coaching. 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.”



# Key Findings



- Findings regarding coaches and participants living in England largely mirror the overall UK results.
- 52% of people living in the North have taken part in sport and physical activity in the last 12 months, 16% have received coaching, and 6% have coached.

## Participants

- The majority of participants in England think a great coach is one who is friendly and approachable, with women being more likely than men to cite this (56% vs. 43%).
- Men are more likely than women to say a great coach is one who knows the rules of the game (18% vs. 9%) and gets good results (16% vs. 10%).
- In line with the rest of the UK, the majority of participants in England haven't performed any checks on their coaches, with more than a third (38%) saying they expect their club, gym, facility or employer to do so.

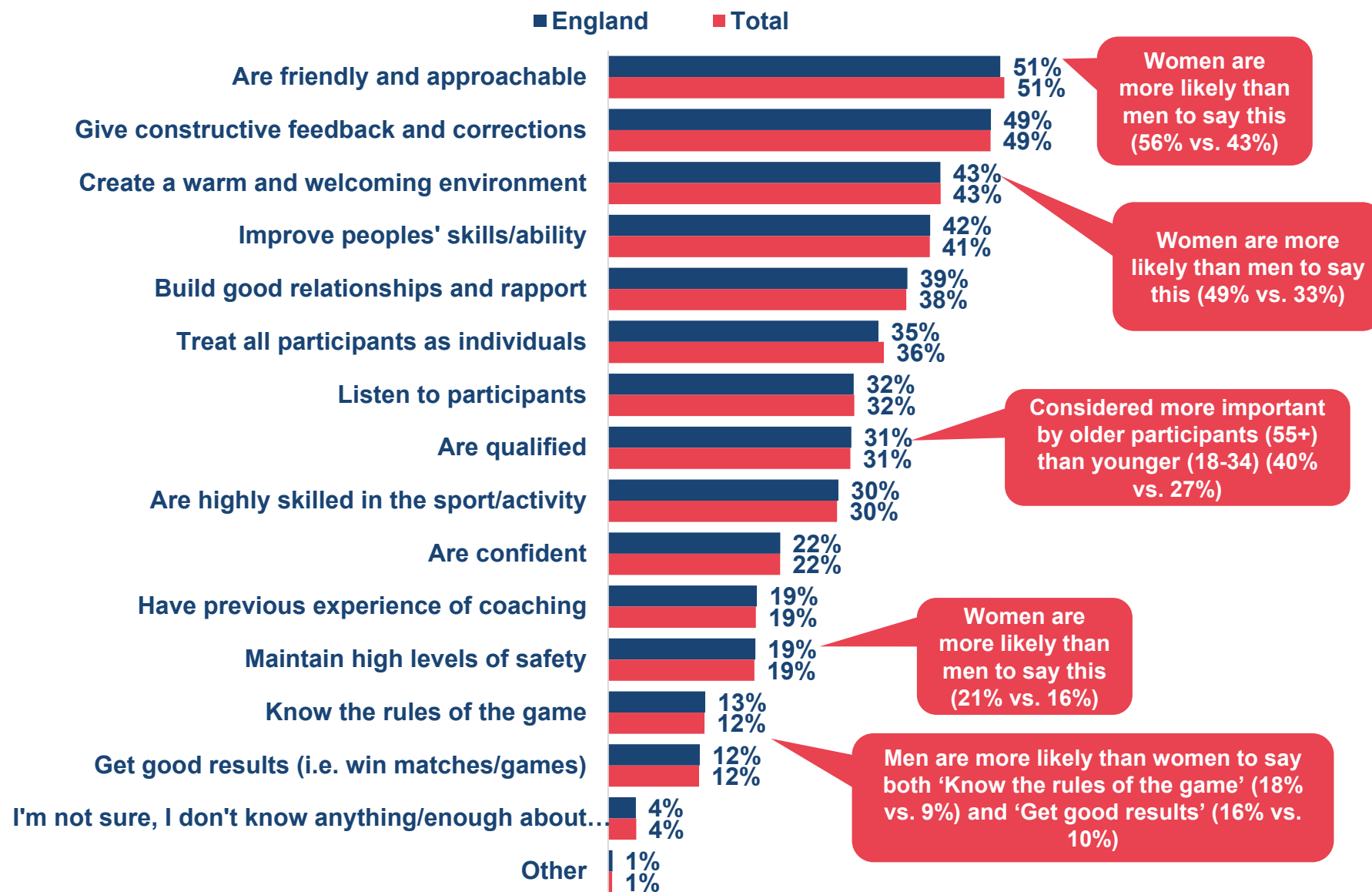
## Coaches

- Just under half of active coaches in England see their role as to build confidence and self-esteem in participants, followed by a third who say promoting health and personal wellbeing.
- It is most common for coaches to coach at a recreational level (65%), at a sports club (26%) and to coach mixed gender groups (44%).
- Half of coaches do not have a coaching qualification (50%), with female coaches being more likely than male coaches to not have a qualification (53% vs. 49%).
- Just over a third of coaches in England coached during a Covid-19 lockdown (39%), with half (50%) agreeing it was difficult to return to coaching after the final lockdown.

# Participants

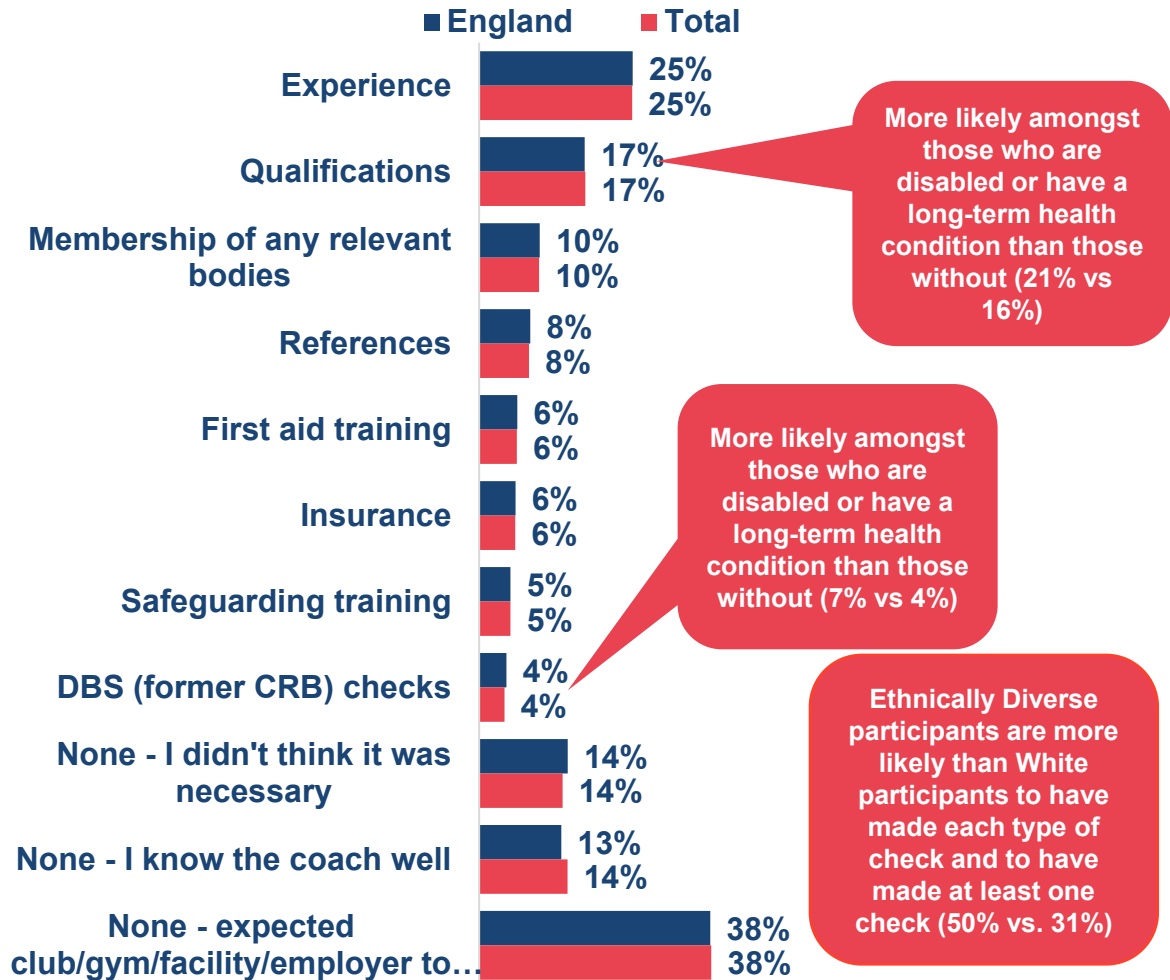
Similar to the UK as a whole, participants in England are most likely to think a great coach is one who is friendly and approachable

## What makes a great coach according to participants



# In line with the rest of the UK, the majority of participants in England haven't performed any checks on their coaches

## Checks on coaches by participants



## Agreement with statements about coach



q15. When choosing or selecting your coach(es), did you check any of the following? Please tick all that apply. Base: Participants of coaching in last 12 months – England (n=4,007), Total (n=4,808)

Q17. And thinking specifically about your coach and the coached-sessions you attend, how much do you agree or disagree with the following statements? Base: Participants of coaching in last 12 months - England (n=4,007), Total (n=4,808)

# Coaches



# Paid/ Voluntary

Paid only 22%

Volunteer only 39%

Paid and volunteer 18%

**Net Paid: 40%**



# Age

18 to 34 45%

35 to 54 39%

55+ 16%



# Gender

Women 44%

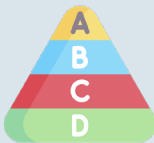
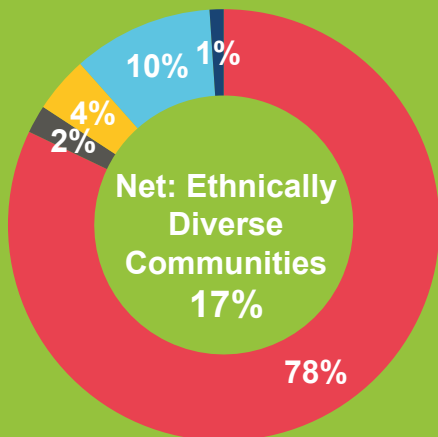
Men 55%

In another way 1%



# Ethnicity

White Mixed Black Asian Other



# Social grade

64% 36%  
ABC1 C2DE

# Disability/ Long term health condition

23% With  
77% Without

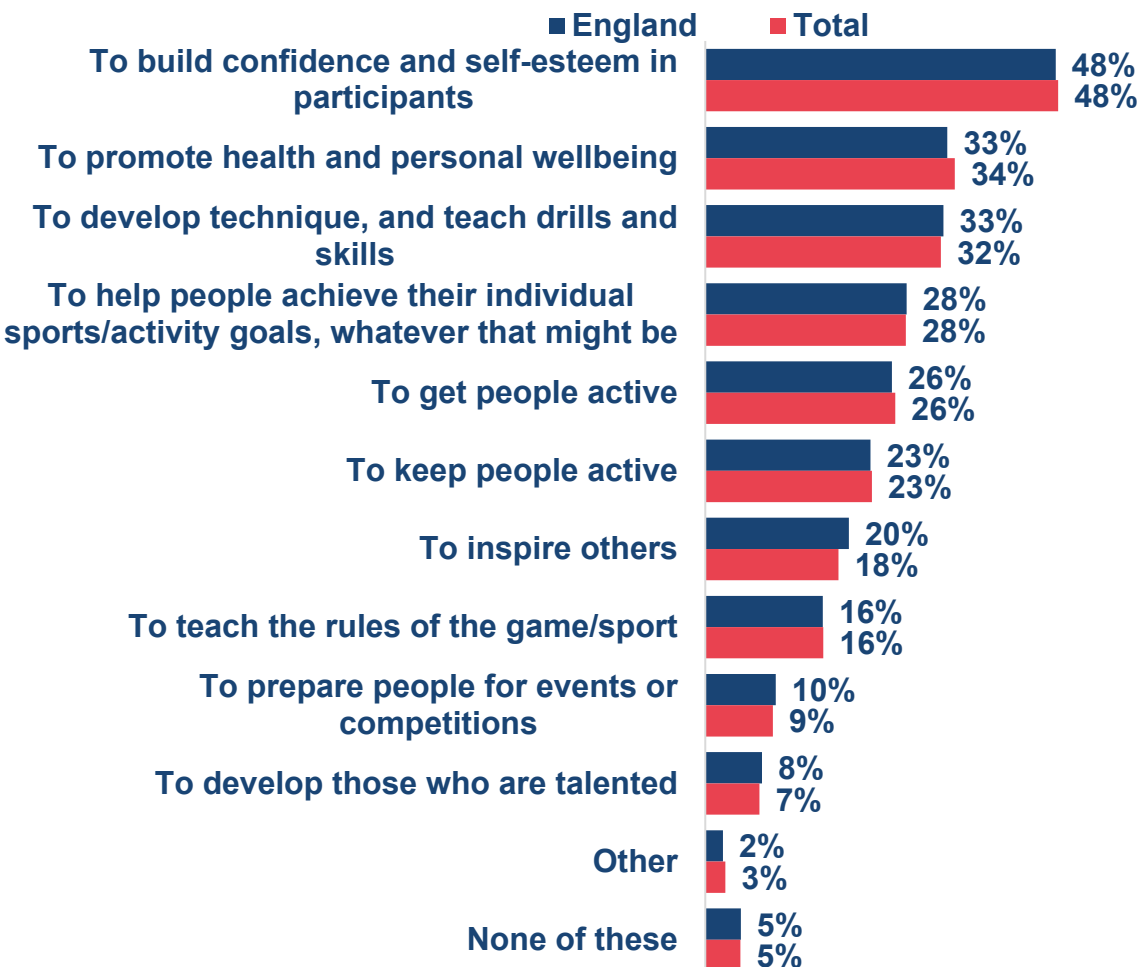
\*Social grade is defined by the occupation of a household's Chief Income Earner (CIE). It factors in the CIE's job as well as details such as their qualifications and the number of people they are responsible for. More information can be found [here](#)



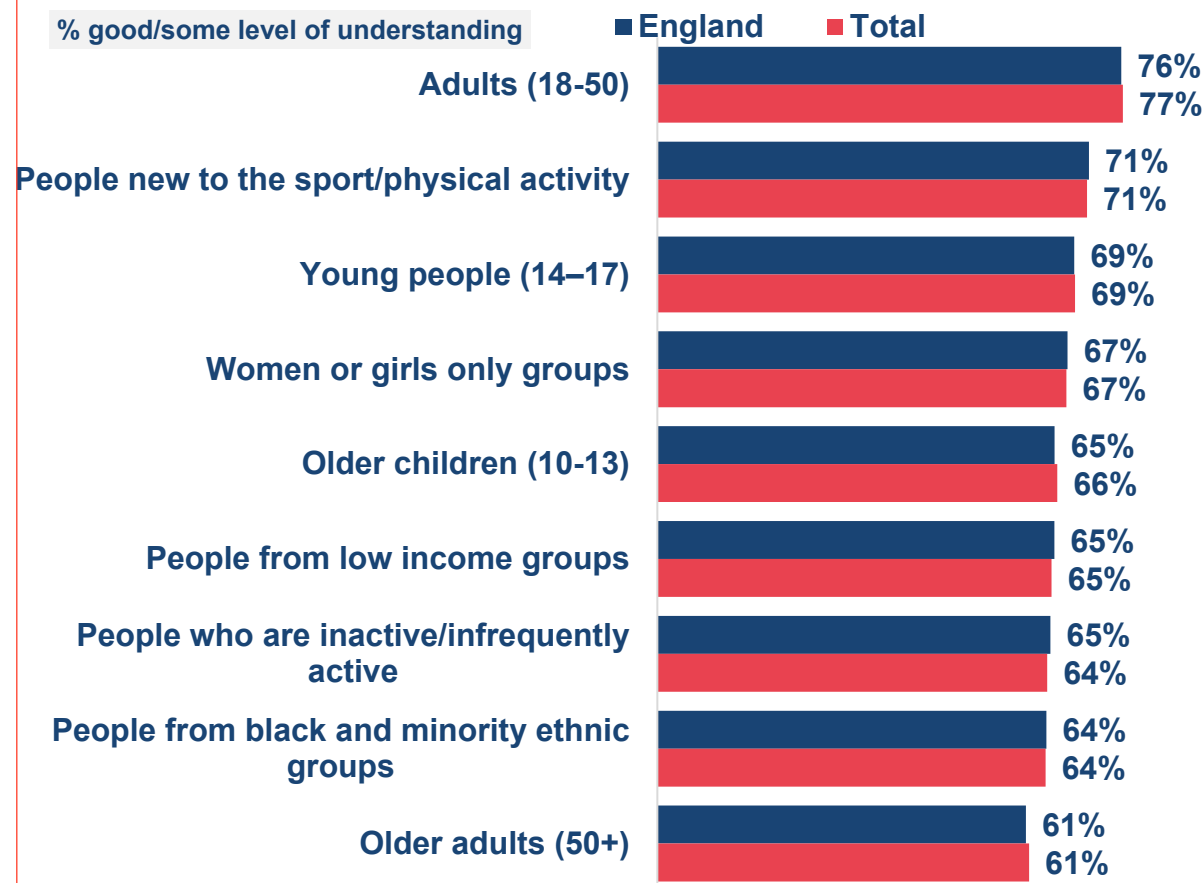


# In line with the rest of the UK, Active Coaches in England see their role as being to build confidence and self-esteem in participants

## Primary roles as a coach according to coaches



## Understanding the needs of different groups

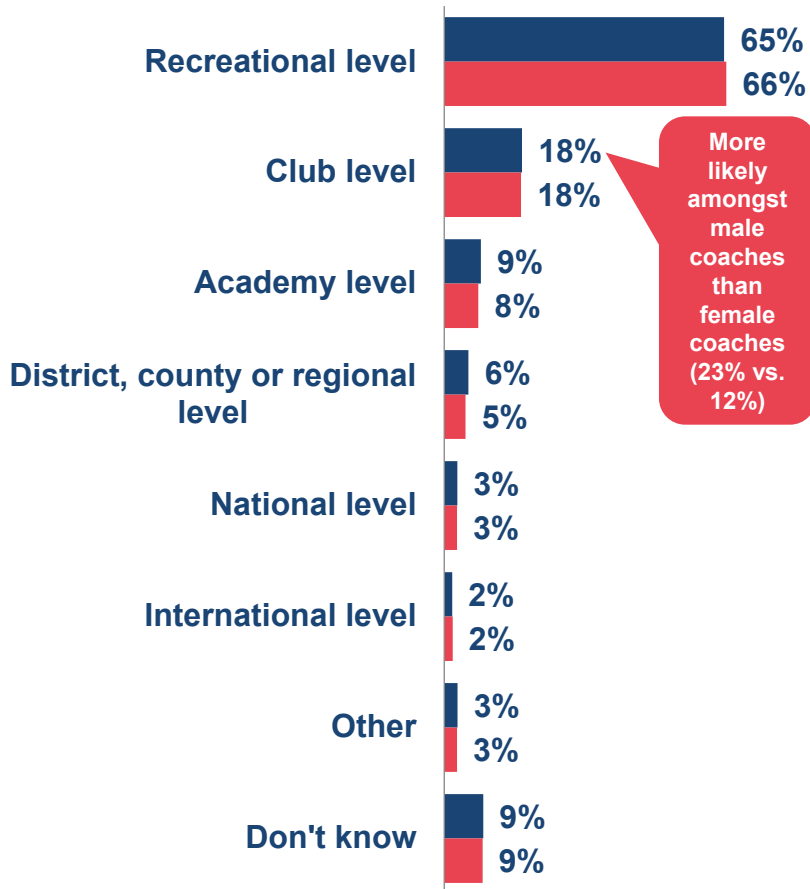


Q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options. Base: All who have coached in the last 12 months – England (n=1,401), Total (n=1,681)

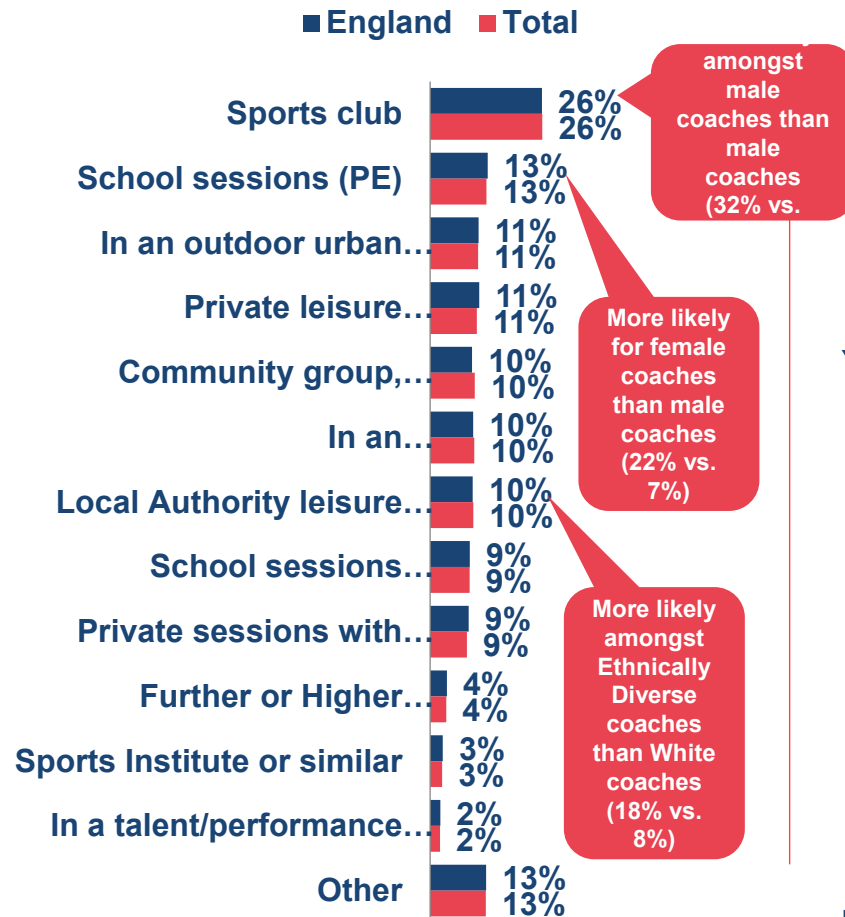
Q34. To what extent do you feel that you understand the specific sport and physical activity needs of each of the following? Base: All who have coached in the last 12 months – England (n=1,401), Total (n=1,681)

# As with the rest of the UK, it is most common for Active Coaches in England to coach at the recreational level, at a sports club, and to coach mixed gender groups

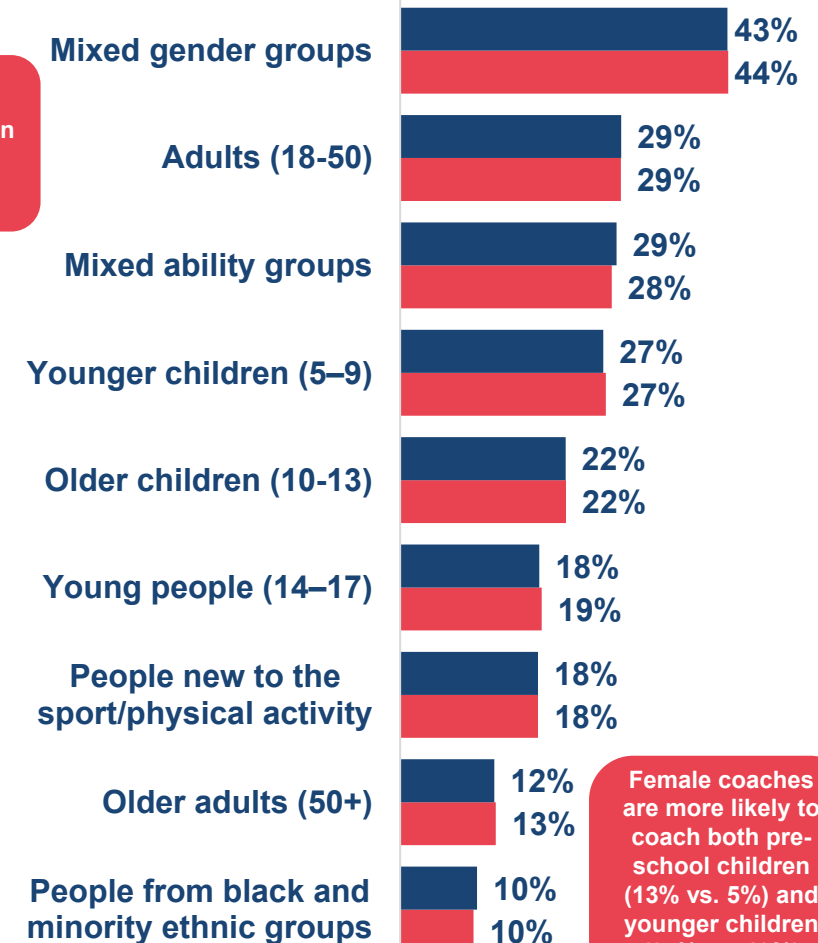
## Level of Coaching Activity



## Location of Coaching



## Level of participants



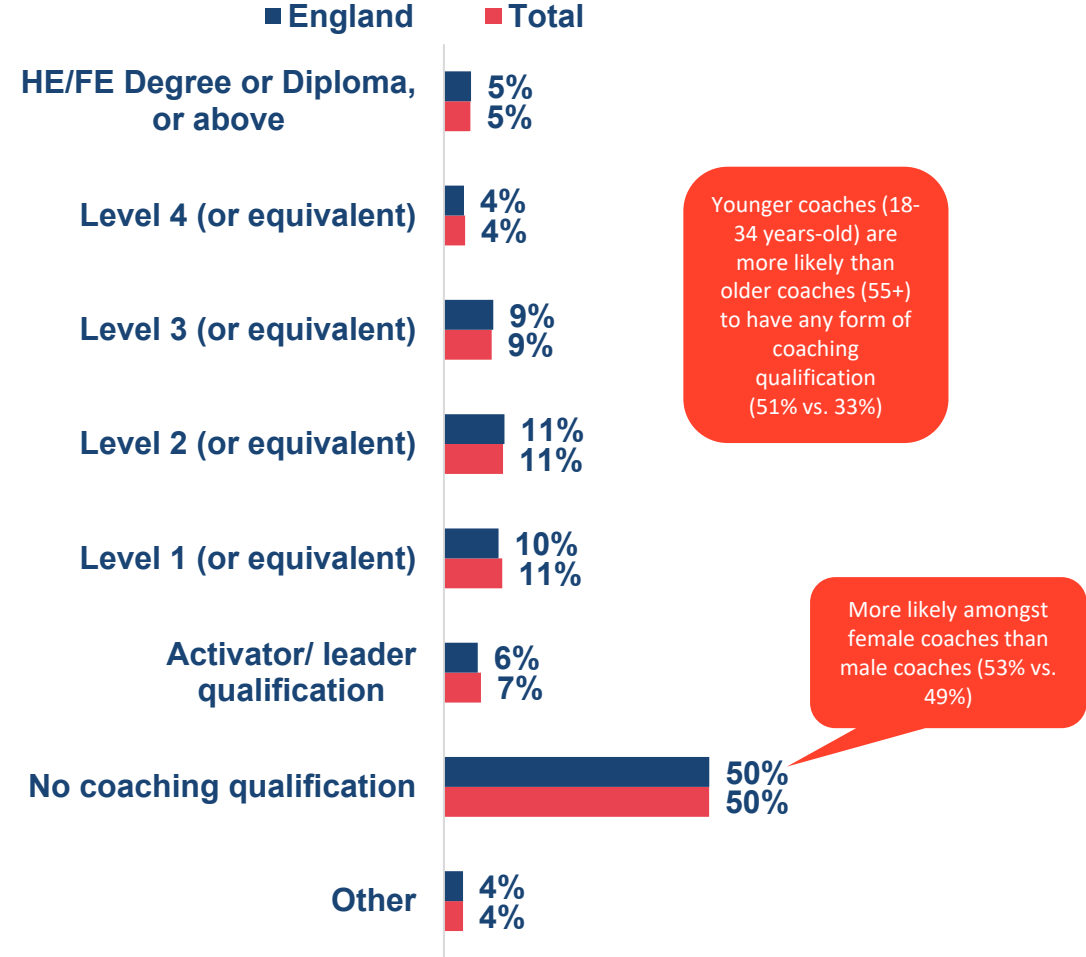
NT\_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – England (n=1,401), Total (n=1,681)

Q32. Where do you coach? Please tick all that apply. Base: All who have coached in the last 12 months – England (n=1,401), Total (n=1,681)

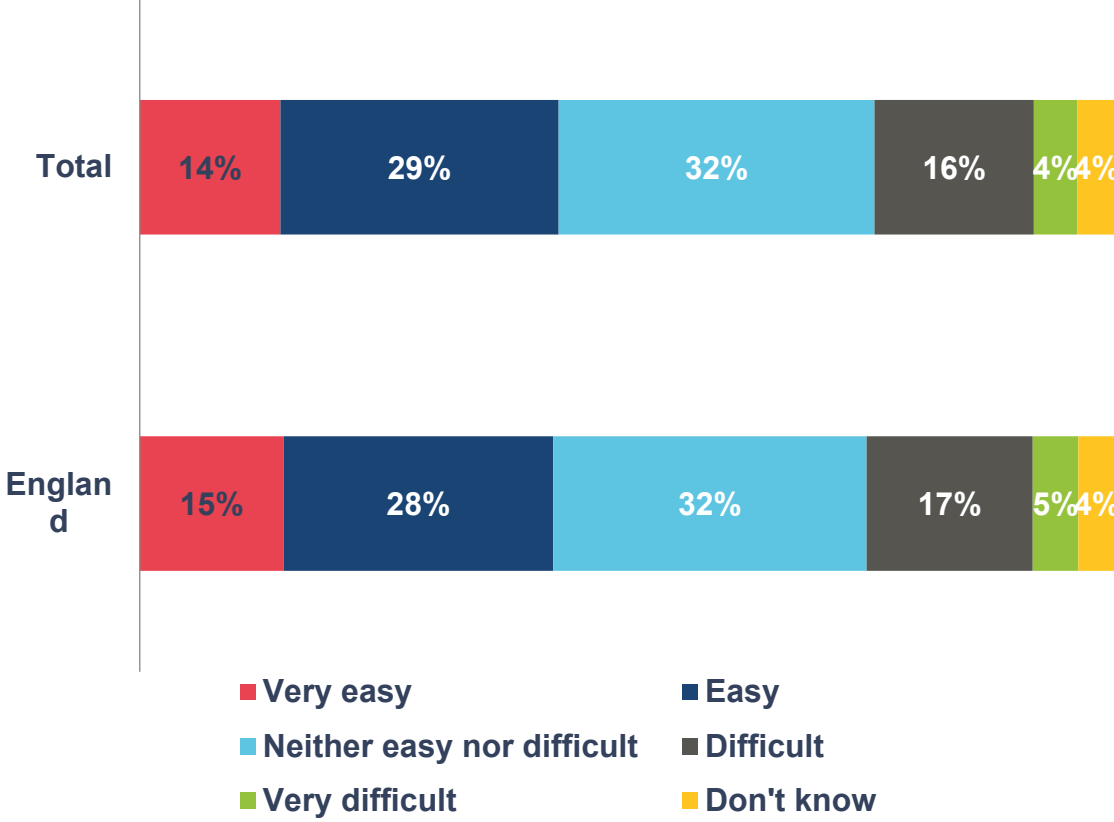
NT\_1. Which, if any, of the following groups do you currently coach or instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – England (n=1,401), Total (n=1,681)

# There are no significant differences between coaches in England and the UK as a whole when it comes to highest level of qualifications and perceived ease of earning them

## Highest level of qualification



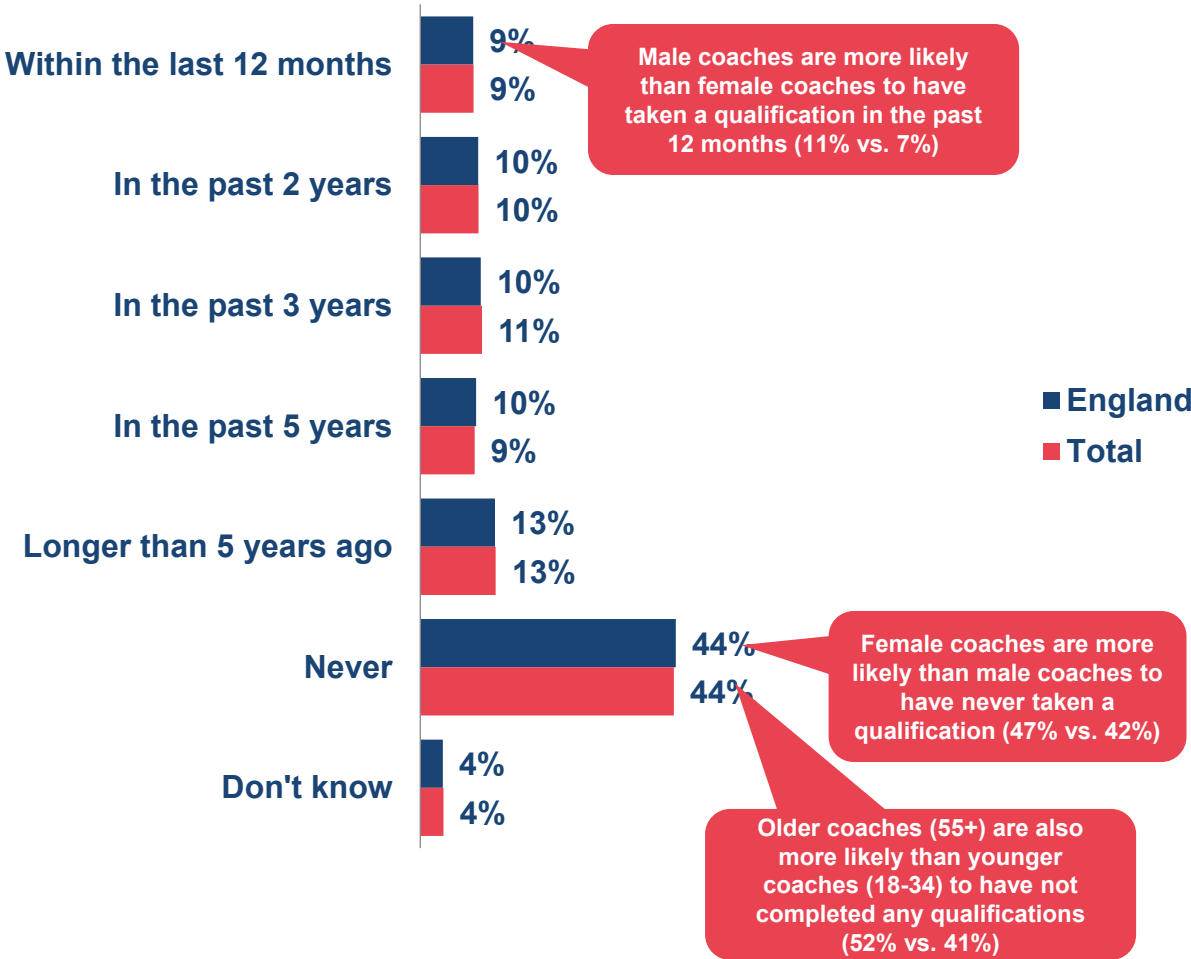
## Ease of earning their qualification



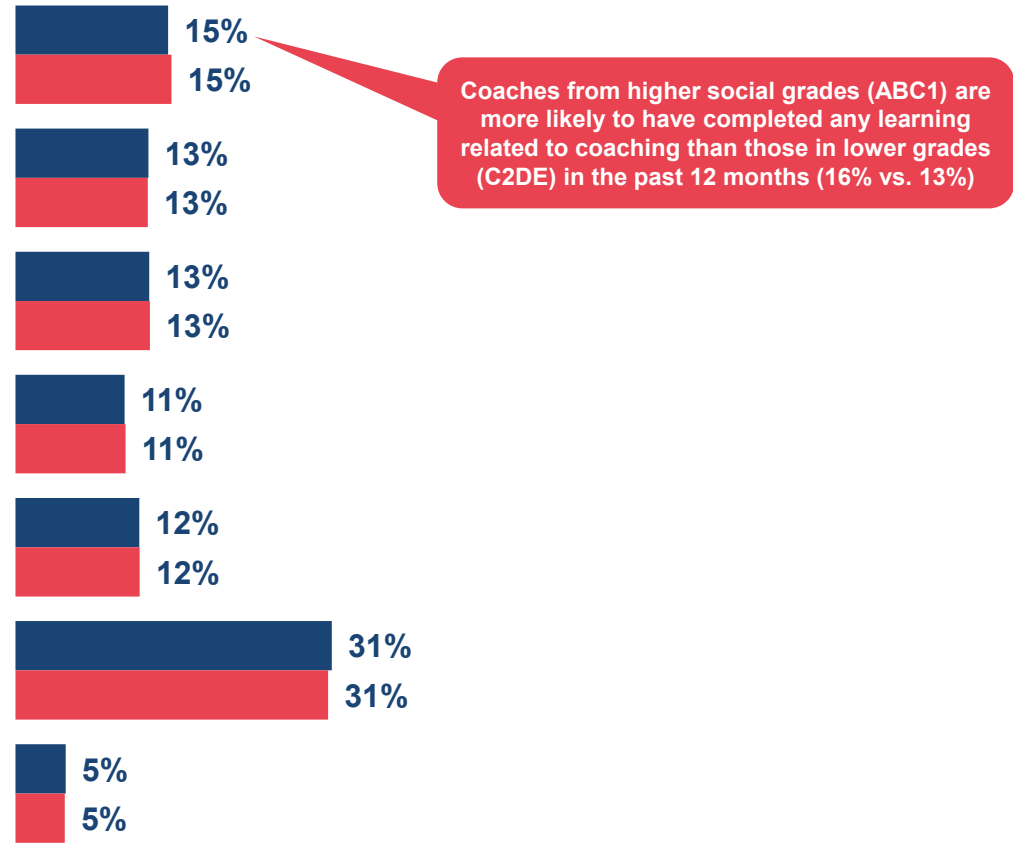
q40. What is your highest level of coaching qualification? Base: All who have coached in the last 5 years – England (n=3,121), Total (n=3,743)  
 q40b. And when you obtained your qualification, how easy or difficult did you find this? Base: All who have coached in the last 5 years and have a formal coaching qualification – England (n=1,545), Total (n=1,839)

# In line with the UK as a whole, it is most common for coaches in England to have never completed a coaching/instructor qualification or any learning related to coaching

## A coaching/ instructor qualification

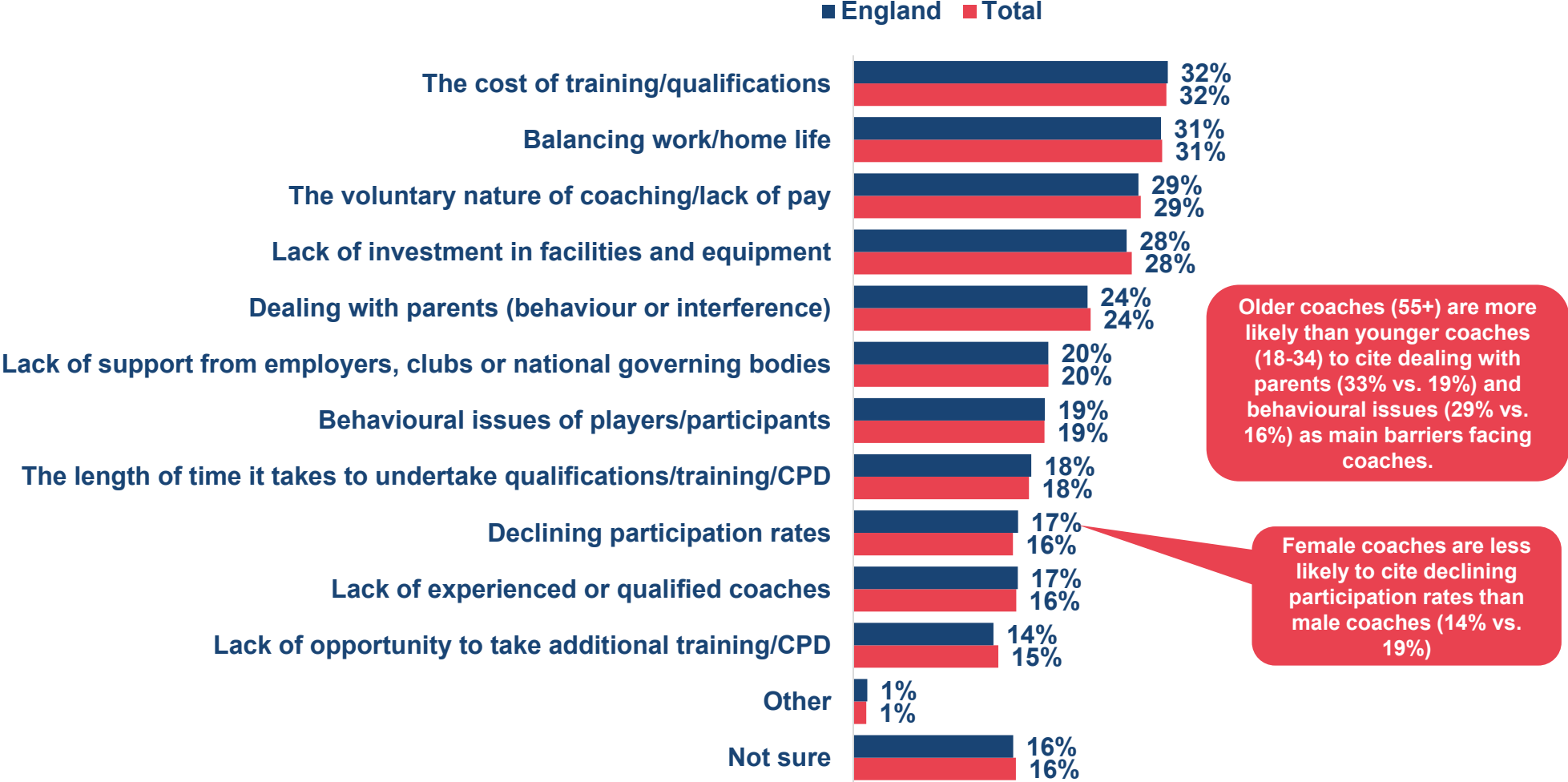


## Any informal/ formal learning or development related to coaching



MT\_8. When, if at all, was the last time you completed...? Base: All who have coached in the last 5 years - England (n=3,121), Total (n=3,743)

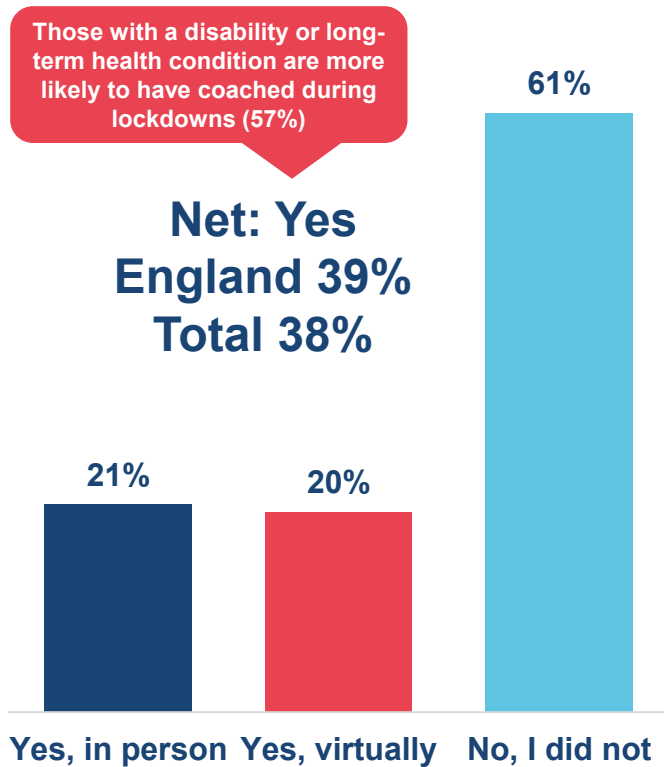
# Just under a third of coaches in England, the same as the proportion across the UK as a whole, see the cost of training/qualifications as a main barrier facing coaches



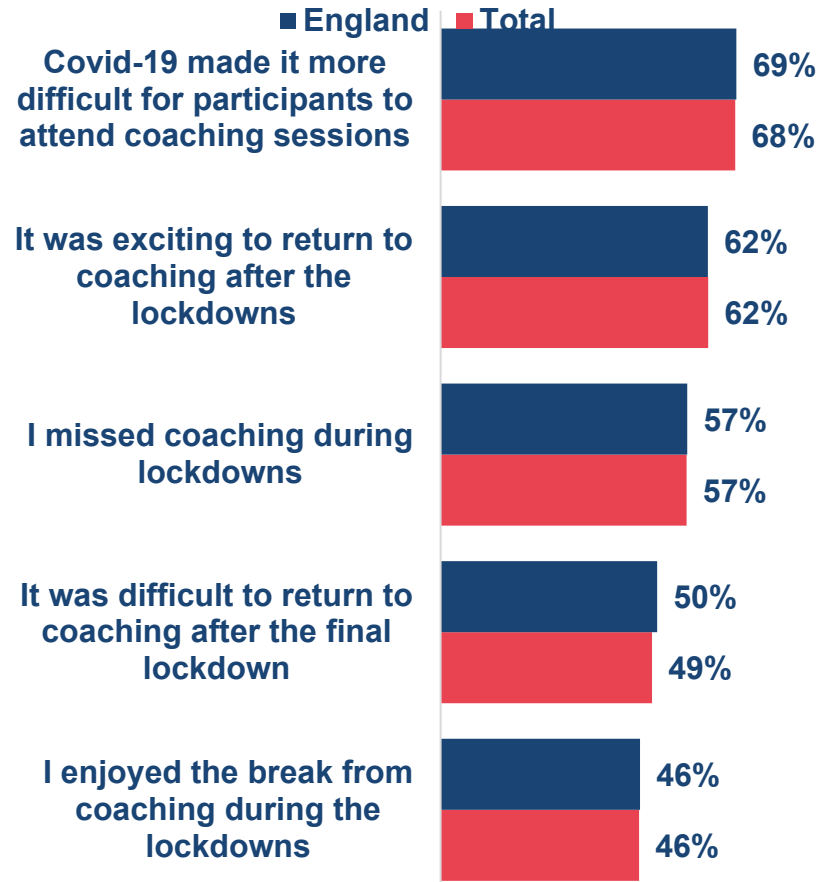
Q46. What do you think are the main challenges or barriers facing coaches in the United Kingdom? Please tick all that apply. Base: All who have coached in the last 5 years - England (n=3,121), Total (n=3,743)

# Just over a third of coaches across England coached during a Covid-19 lockdown, with two thirds agreeing Covid-19 made it more difficult for participants to attend sessions

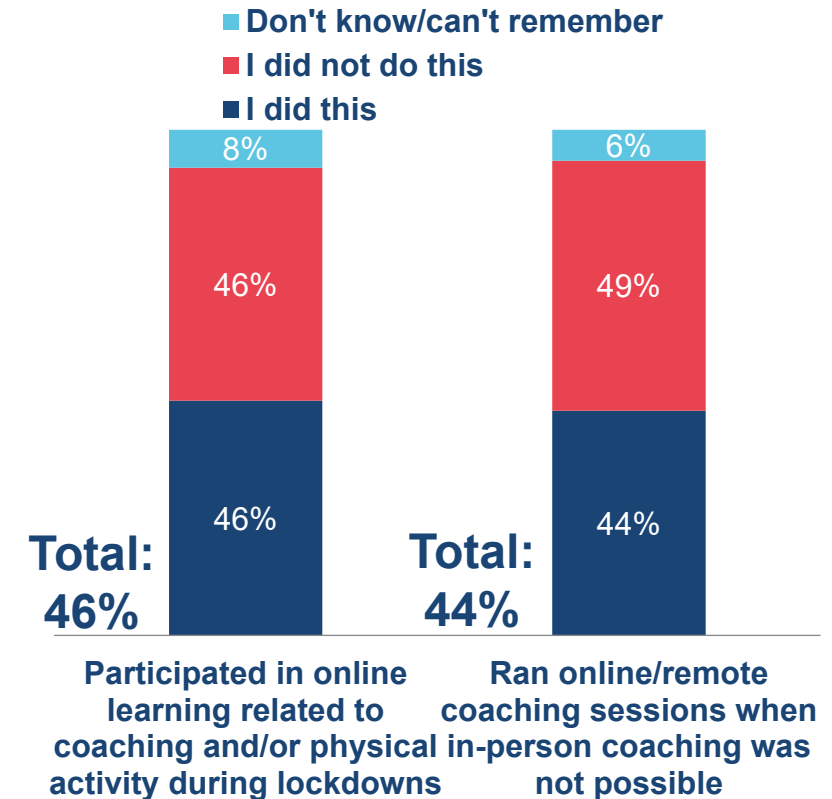
## Coaching during lockdowns



## Effects of the pandemic on coaching



## Online/remote coaching during the pandemic



CovidCoaching1. Did you coach, instruct, train, teach or lead any sport or physical activity to children or adults during any of the Covid-19 lockdowns? Base: All who have coached in the last 3 years – England (n=2478), Total (n=2,982)  
 Covid1. Thinking about the effect of the Covid-19 pandemic and the lockdowns on coaching, to what extent do you agree or disagree with the following statements? Base: All who have ever coached in a COVID-19 lockdown – England (n=935), Total (n=1,105)  
 Covid2. Thinking about during the Covid-19 pandemic, for each of the following please indicate whether you did or did not do them during lockdowns. Base: All who have ever coached in a COVID-19 lockdown – England (n=935), Total (n=1,105)

# Thank you

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