

UK Coaching Population study 2022 Midlands – 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 the Midlands (the East Midlands and the West Midlands), 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 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. For those living in the Midlands, the survey reached 2,813 respondents who have ever been coached and 1,188 respondents who have ever 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 the Midlands largely mirror the overall UK results.
- 50% of people living in the Midlands have taken part in sport and physical activity in the last 12 months, 14% have received coaching, and 6% have coached.

Participants

- The majority of participants in the Midlands think a great coach is one who gives constructive feedback and corrections (51%).
- Participants in the Midlands are less likely than across the UK as a whole to think a great coach is one who treats all participants as individuals (31% vs. 36%).
- Participants in the Midlands are less likely than those across the UK as a whole to expect their gym or club to make checks on their coach (33% vs. 38%).

Coaches

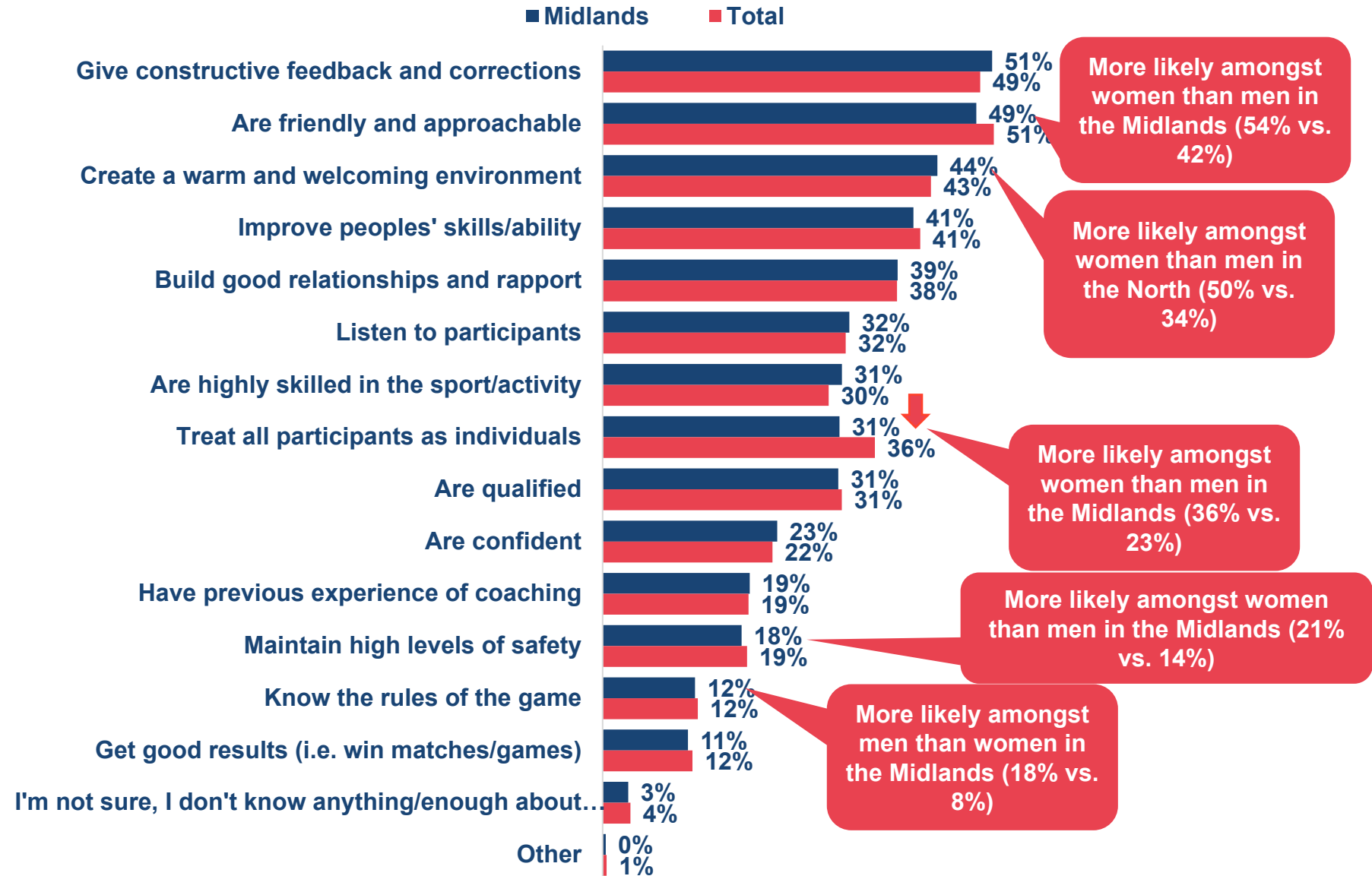
- Active Coaches in the Midlands most commonly see their role as to build confidence and self-esteem (46%).
- A majority of Active Coaches in the Midlands coach at recreational level (63%). A quarter (26%) coach at sports clubs, and 4 in 10 (40%) coach mixed gender groups.
- A majority of Coaches in the Midlands have no coaching qualification (53%).
- Coaches in the Midlands are more likely than those across the UK as a whole to have coached virtually during lockdowns (24% vs. 20%).

Participants

What makes a great coach according to participants?

Half of participants in the Midlands think a great coach is one who gives constructive feedback

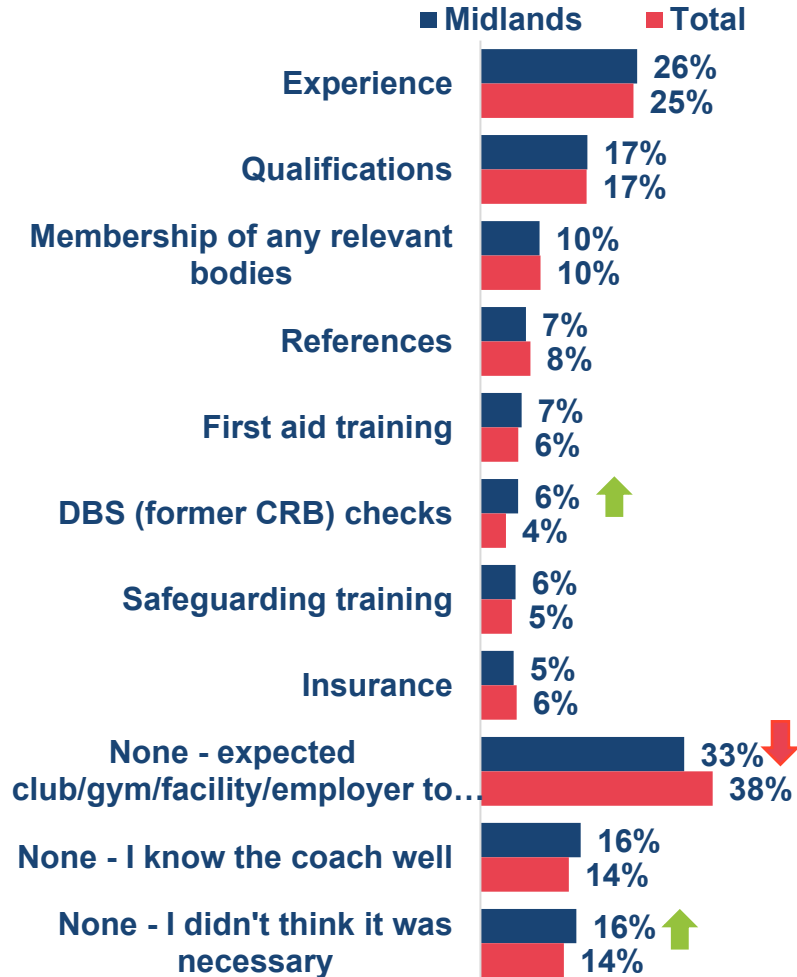
- Compared to the UK as a whole, participants in the Midlands are slightly less likely to prioritise treating all participants as individuals.



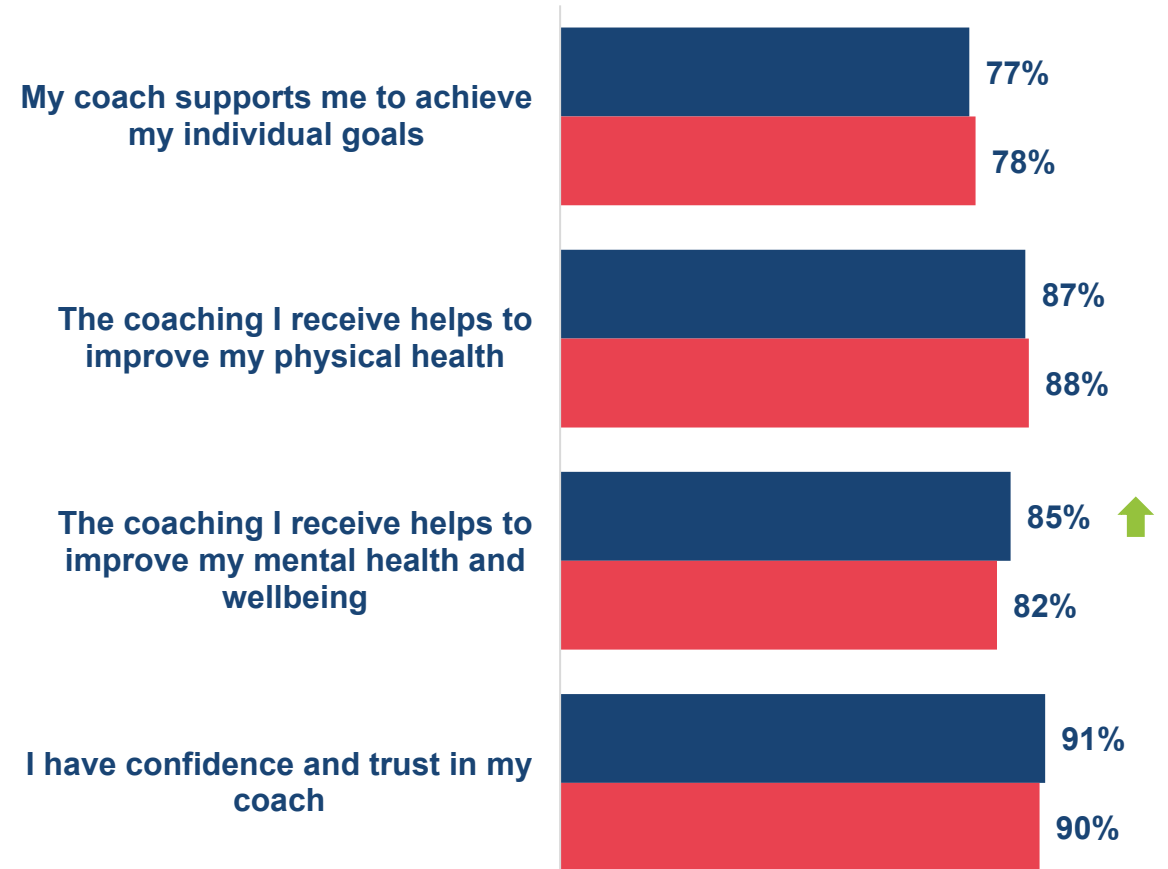
Participants in the Midlands are slightly less likely than in the UK as a whole to expect their gym/club to make checks on their coach



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 – Midlands (670), 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 – Midlands (670), Total (n=4,808)

Coaches



Paid/ Voluntary

Paid only 28%

Volunteer only 37%

Paid and volunteer 16%

Net Paid: 44%



Age

18 to 34 45%

35 to 54 40%

55+ 15%



Gender

Women 48%

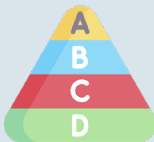
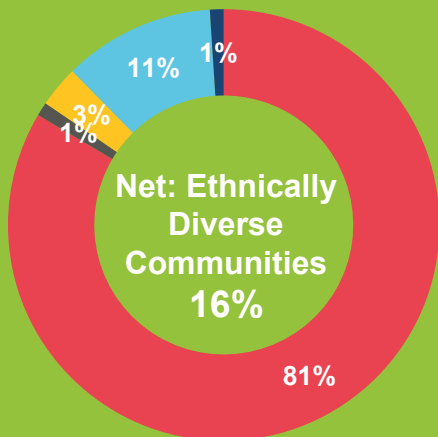
Men 51%

In another way 1%



Ethnicity

White Mixed Black Asian Other



Social grade

67% 33%

ABC1 C2DE

Disability/ Long term health condition

24% With

76% 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](#)



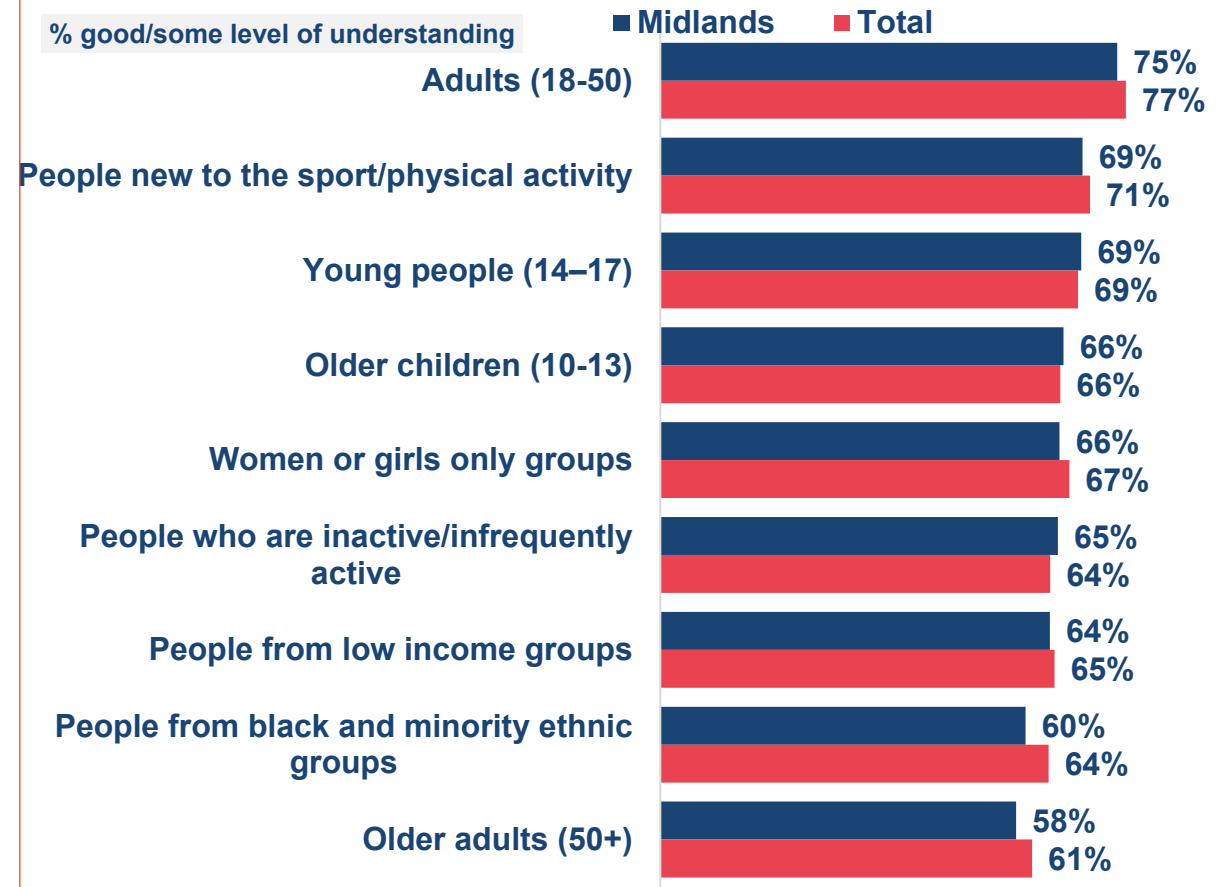
In line with the rest of the UK, Active Coaches in the Midlands most commonly see their role as being to build confidence and self-esteem in participants



Primary roles as a coach according to coaches



Understanding the needs of different groups



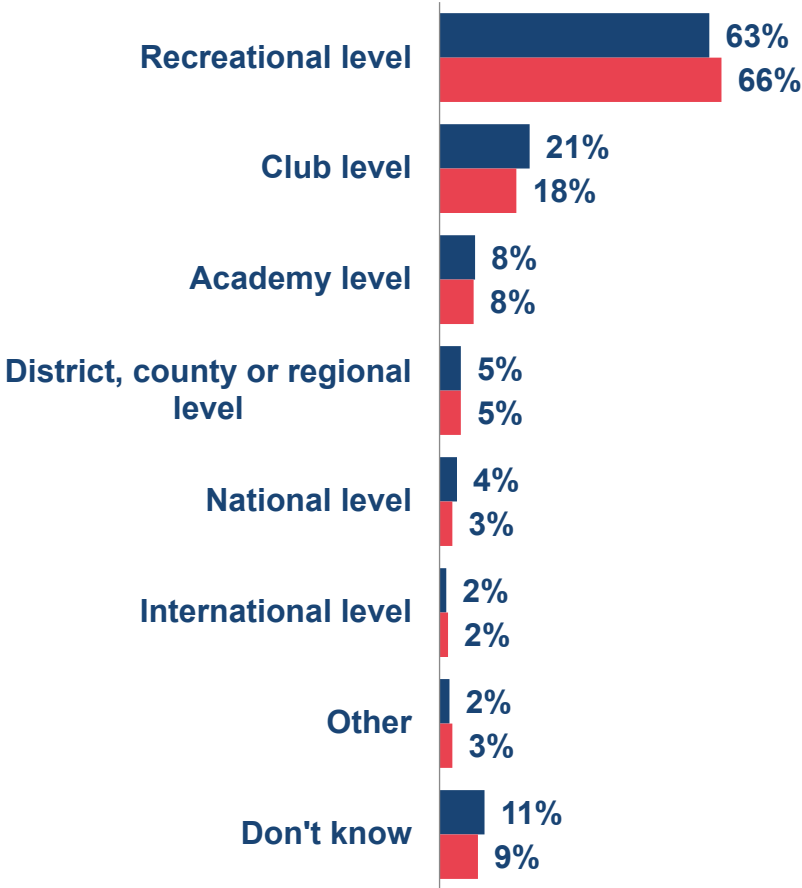
Q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options. Base: All who have coached in the last 12 months – Midlands (n=281), Total (n=1,681)

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 – Midlands (n=281), Total (n=1,681)

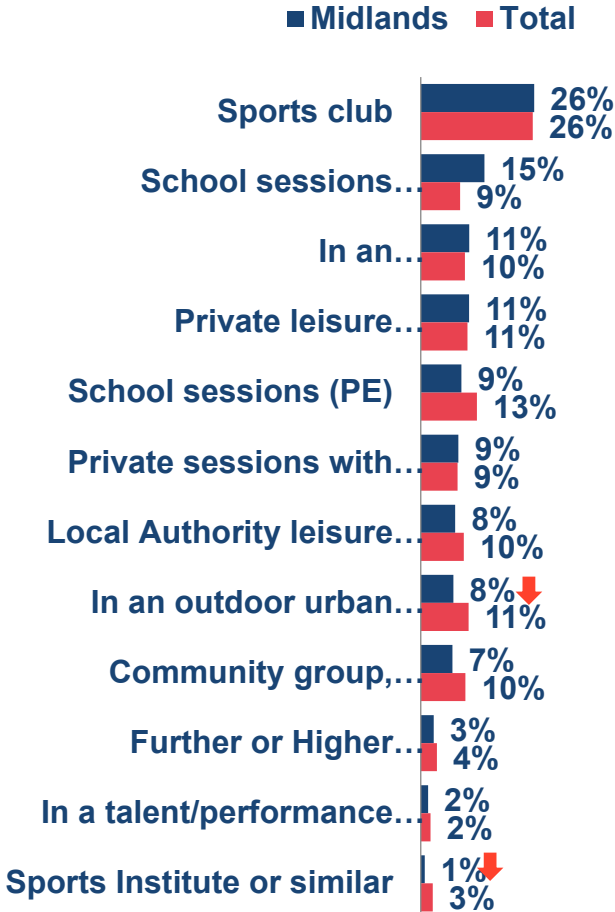
Similar to the UK as a whole, it is most common for Active Coaches in the Midlands to coach at a recreational level, at a sports club, and to coach mixed gender groups



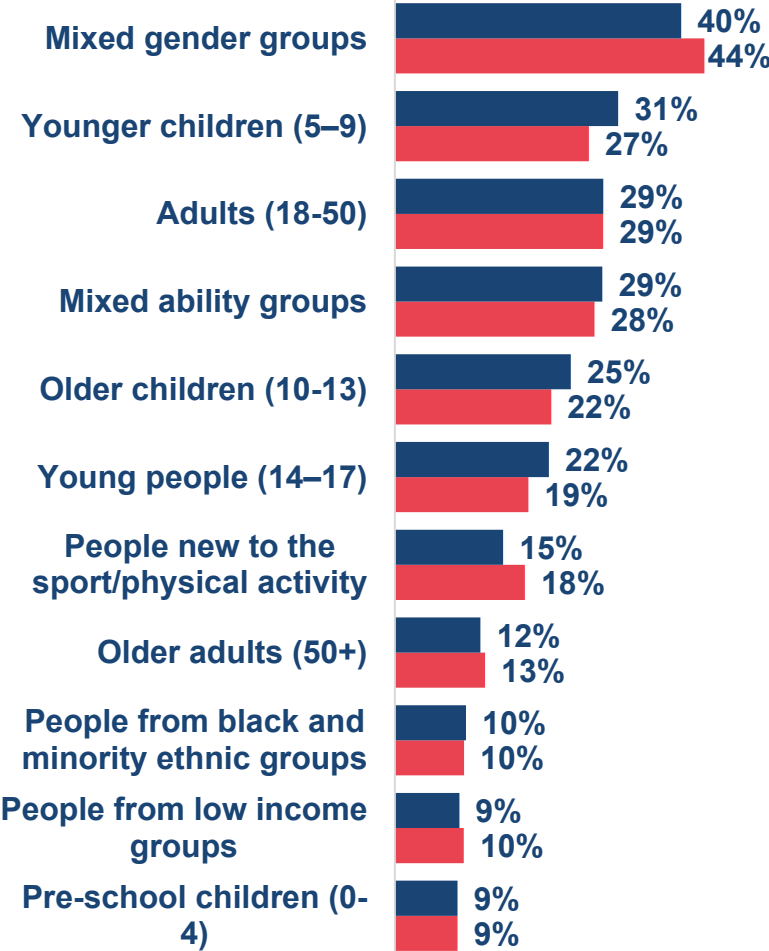
Level of Coaching Activity



Location of Coaching



Level of participants

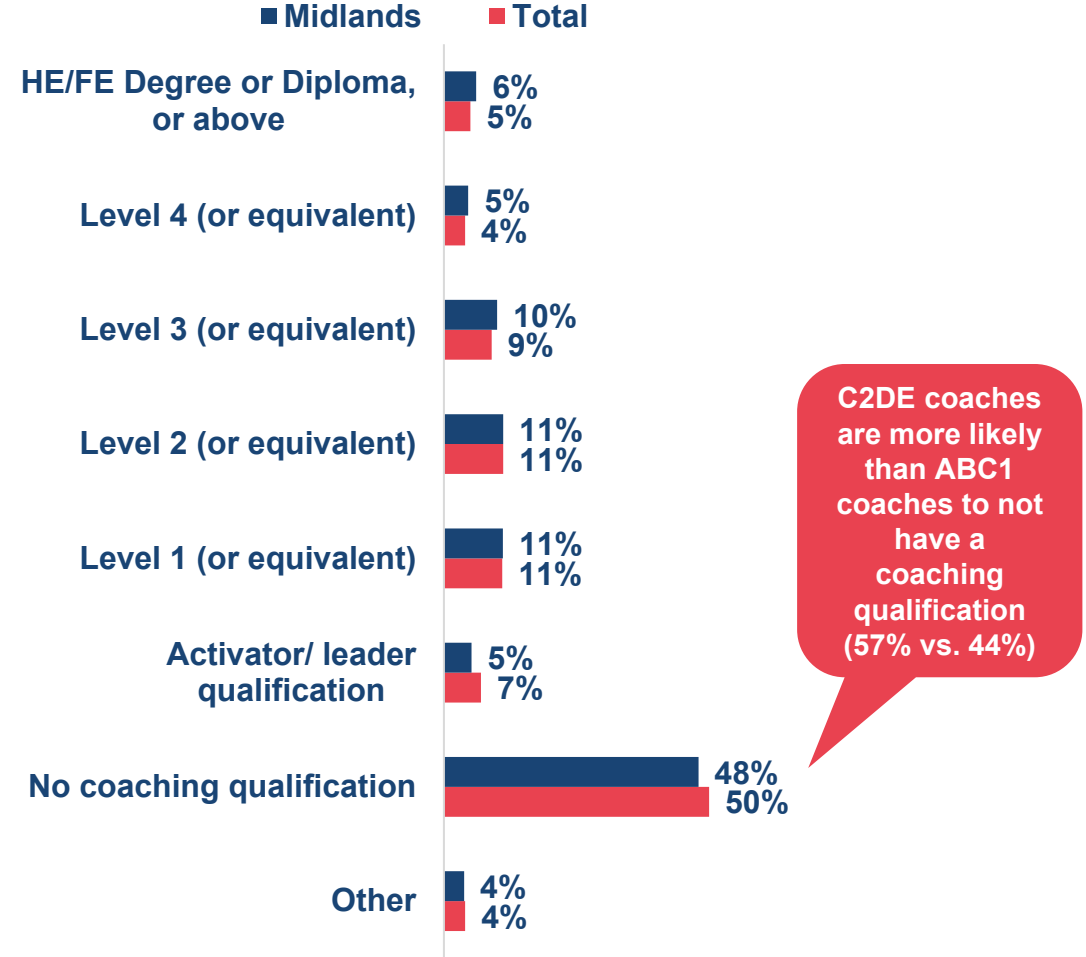


NT_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – Midlands (n=281), Total (n=1,681)
 Q32. Where do you coach? Please tick all that apply. Base: All who have coached in the last 12 months – Midlands (n=281), 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 – Midlands (n=281), Total (n=1,681)

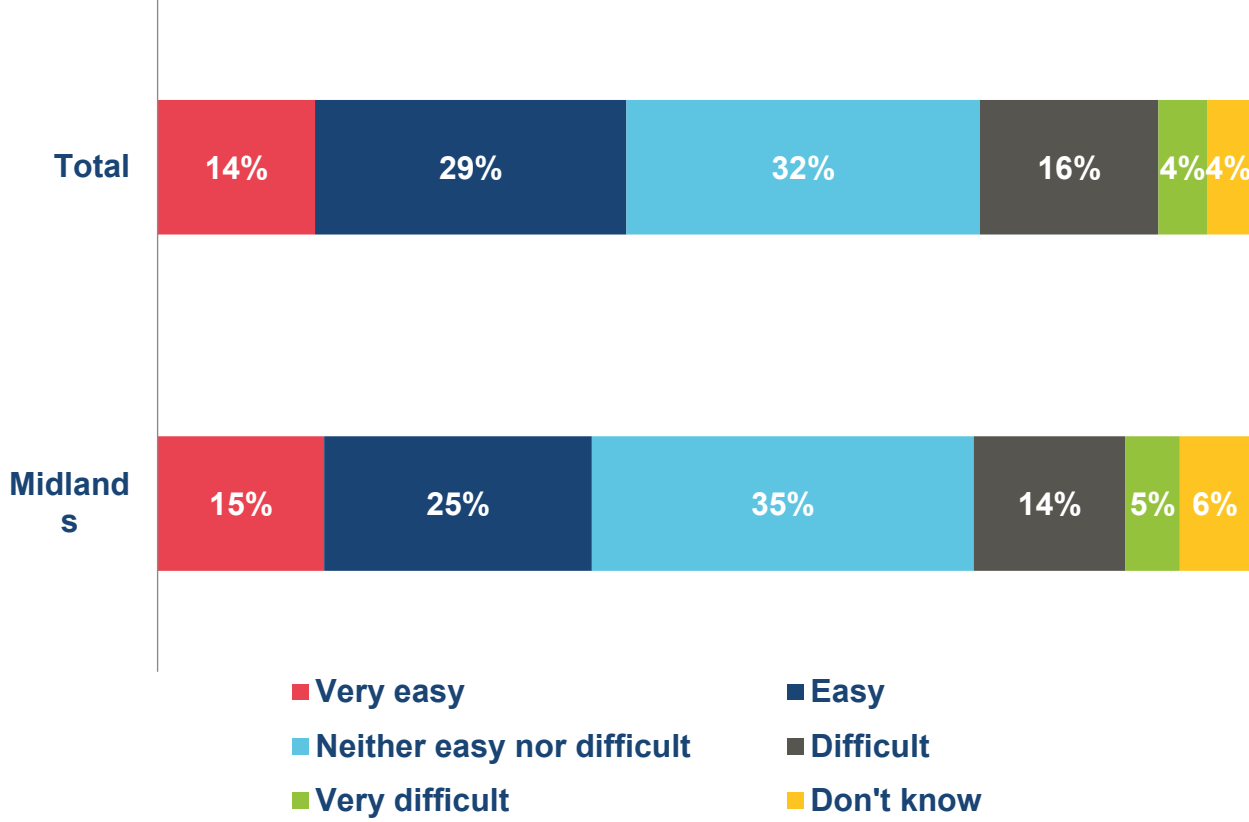
There are no significant differences between coaches in the Midlands and the UK as whole when it comes to highest level of qualifications and ease of earning them



Highest level of qualification



Ease of earning their qualification

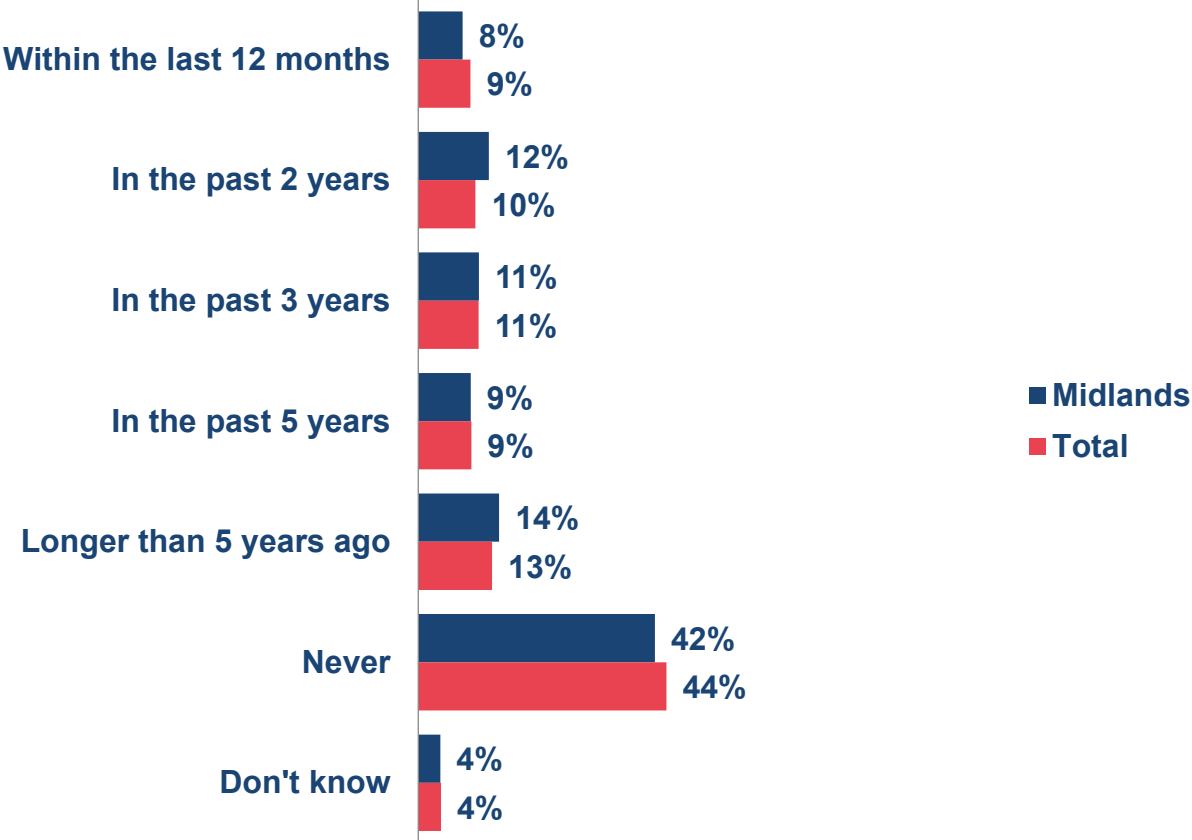


q40. What is your highest level of coaching qualification? Base: All who have coached in the last 5 years – Midlands (n=588), Total (n=3,743)
 q40b. And when you obtained your qualification, how easy or difficult did you find this? Base: All who have coached in the last 5 years and have a formal coaching qualification – Midlands (n=305), Total (n=3,743)

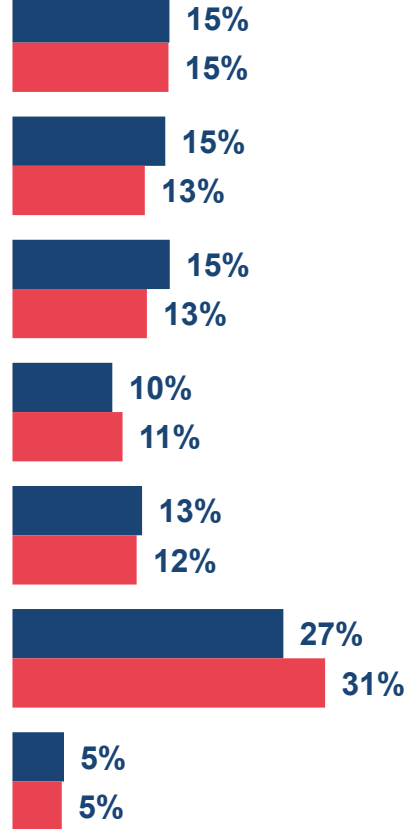
Similarly, the Midlands are in line with the UK as a whole when it comes to the time since completing their last coaching qualification or learning



A coaching/ instructor qualification

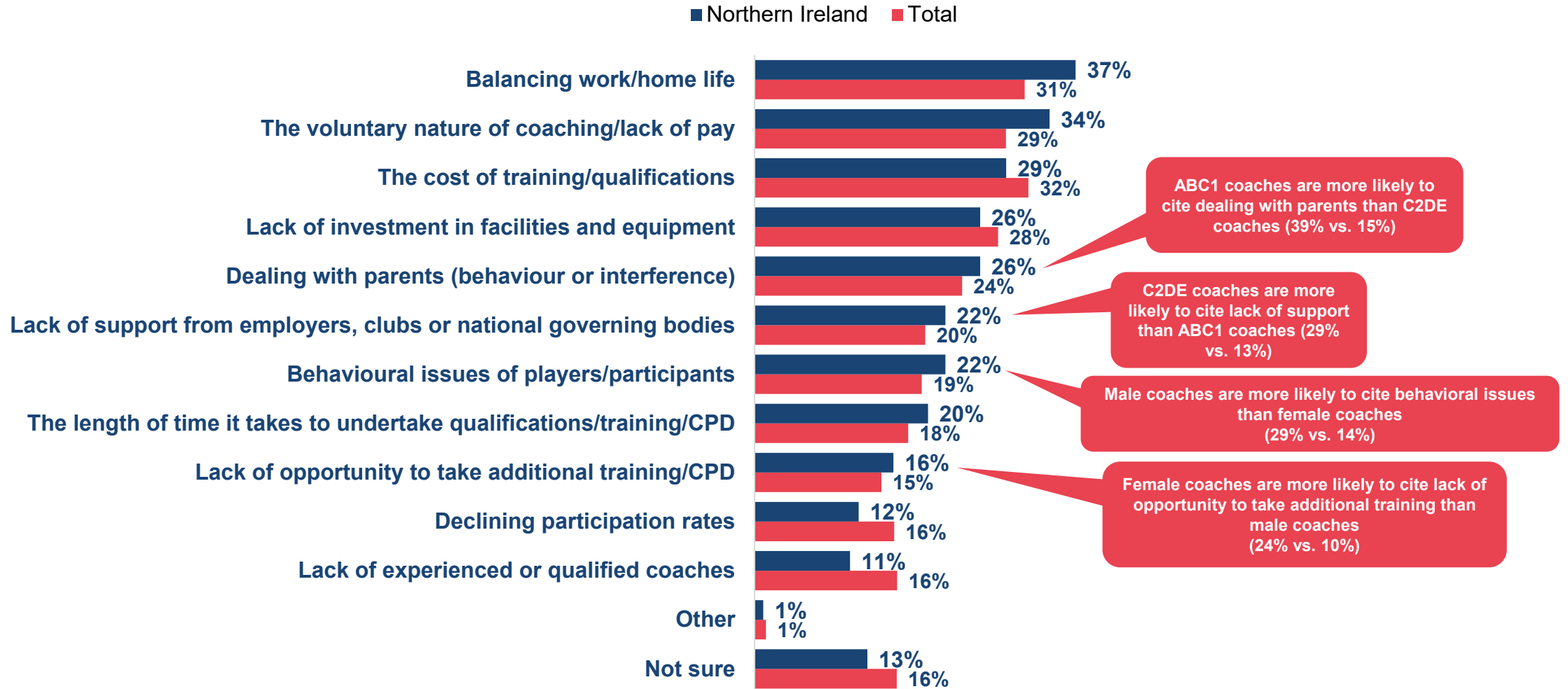


Any informal/ formal learning or development related to coaching

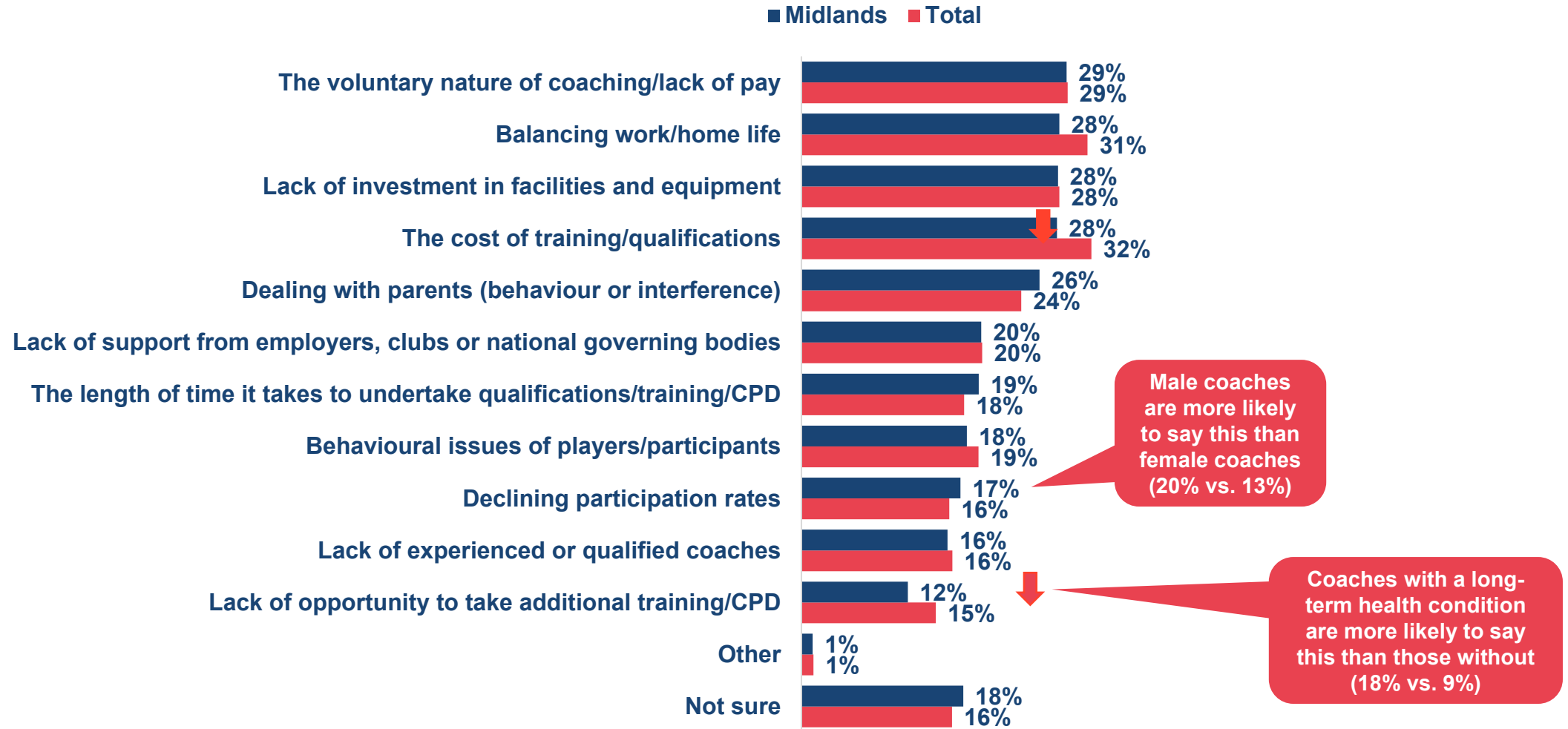


MT_8. When, if at all, was the last time you completed...? Base: All who have coached in the last 5 years – Midlands (n=588), Total (n=3,743)

Over a third of coaches in the Midlands think the biggest barrier facing coaches is balancing work/home life, along with the voluntary nature of coaching/lack of pay

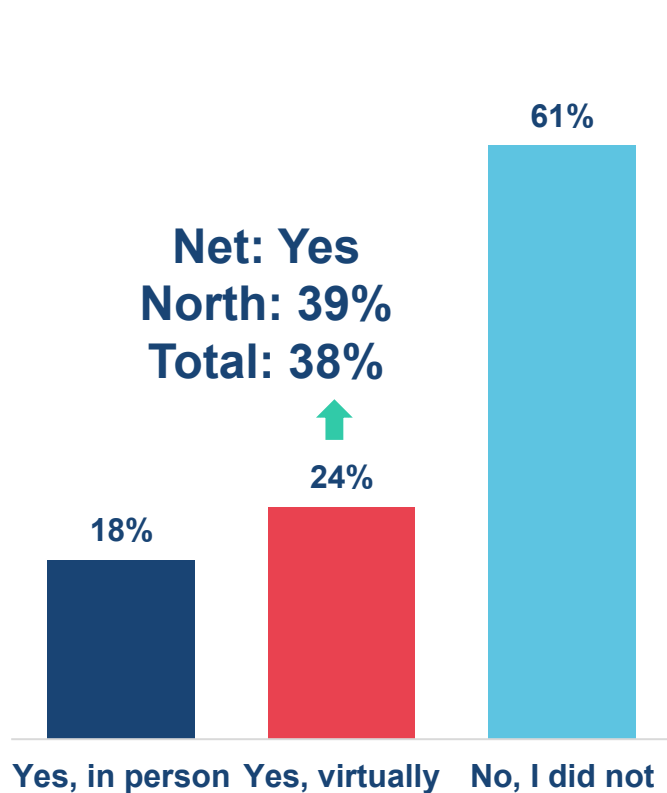


Coaches in the Midlands most commonly cite the voluntary nature/lack of pay as the biggest barrier to coaching. They are less likely than coaches in the UK as a whole to cite reasons related to training

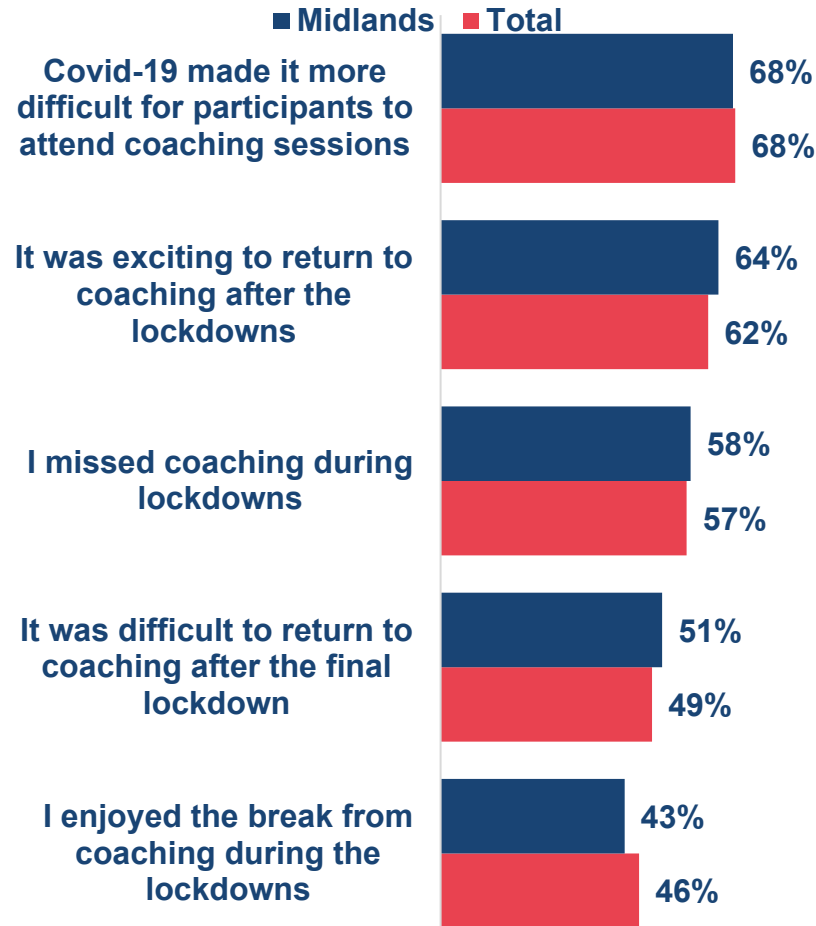


Coaches in the Midlands were more likely than across the UK as a whole to have coached virtually during lockdowns

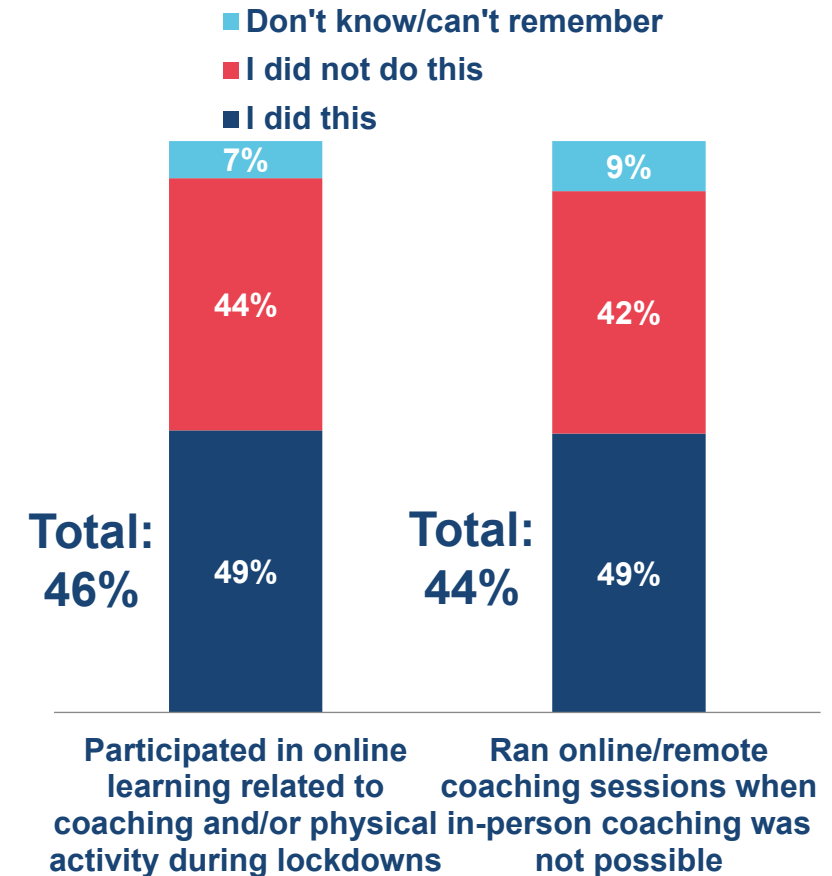
Coaching during lockdowns



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 – Midlands (n=475), 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 – Midlands (n=179), 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 – Midlands (n=179), Total (n=1,105)

Thank you

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