

UK Coaching Population study 2022 North of 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 the North of England (the North East, the North West and Yorkshire and the Humber), 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 North of England, the survey reached 4,016 respondents who have ever been coached and 873 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 North of England largely mirror the overall UK results.
- 50% of people living in the North have taken part in sport and physical activity in the last 12 months, 14% have received coaching, and 5% have coached.

Participants

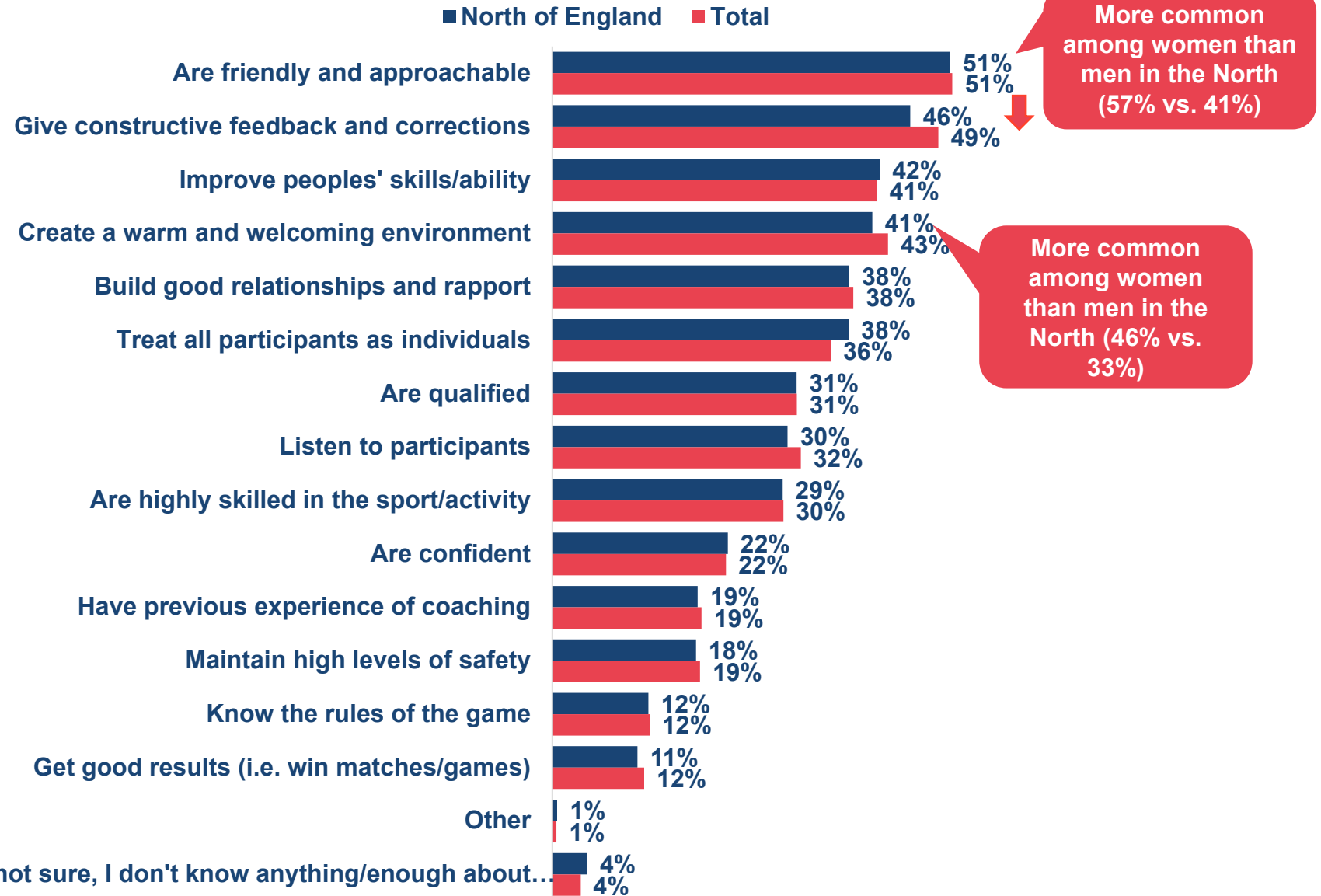
- According to participants, the most important trait that makes a great coach is 'being friendly and approachable' (51%). This is followed by giving 'constructive criticism and feedback' (46%) and helping 'improve peoples' skills/ability' (42%).
- The majority of participants do not do any checks on their coaches. Of those who do, the most common checks are of their experience (24%) and qualifications (15%).
- The majority of participants agree that their coach helps them to achieve their individual goals and helps to improve their physical and mental wellbeing.

Coaches

- 48% of coaches see their role as building confidence and self-esteem. This is followed by 37% saying it is to promote health and wellbeing.
- The majority of coaches in the North of England coach at recreational level (64%).
- Just under half (47%) have a formal coaching qualification.
- The majority of coaches (64%) did not deliver any type coaching during a COVID-19 lockdown.

Participants

What makes a great coach according to participants

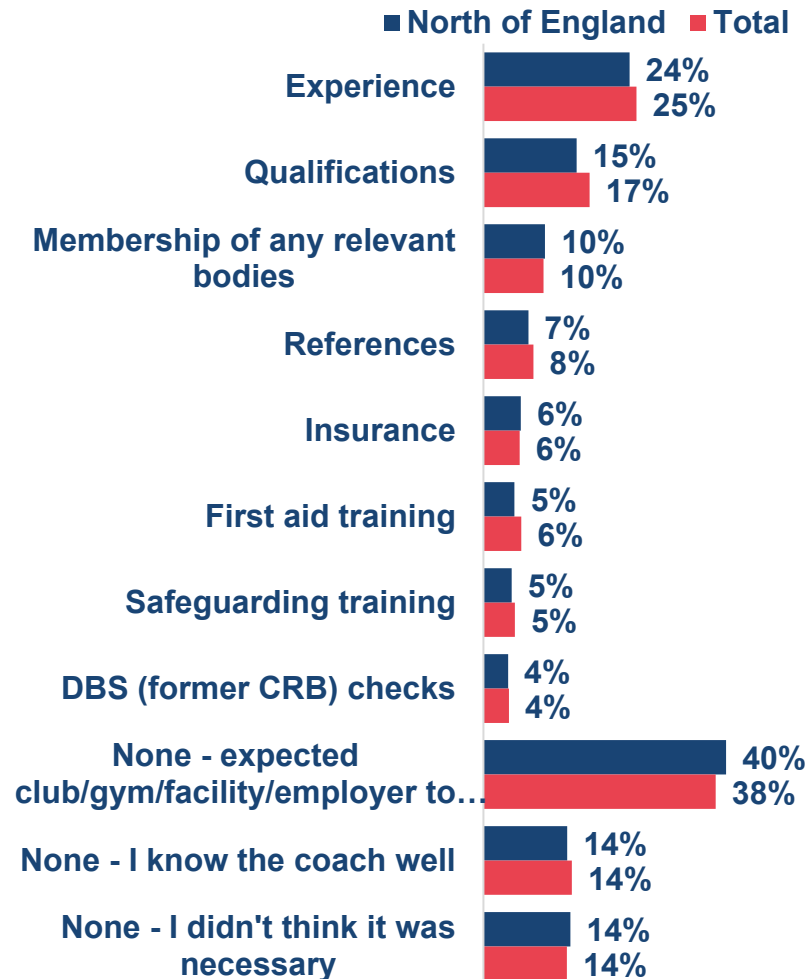


Half of participants in the North think being friendly and approachable is what makes a great coach

- Compared to the UK as a whole, participants in the North are slightly less likely to prioritise giving constructive feedback and corrections.

In line with the rest of the UK, the majority of participants in the North 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 – North of England (n=987), 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 – North of England (n=987), Total (n=4,808)

Coaches



Paid/ Voluntary

Paid only 18%

Volunteer only 42%

Paid and volunteer 17%

Net Paid: 35%

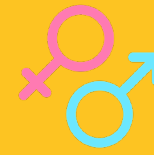


Age

18 to 34 46%

35 to 54 36%

55+ 18%



Gender

Women 41%

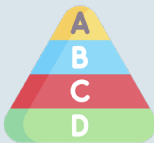
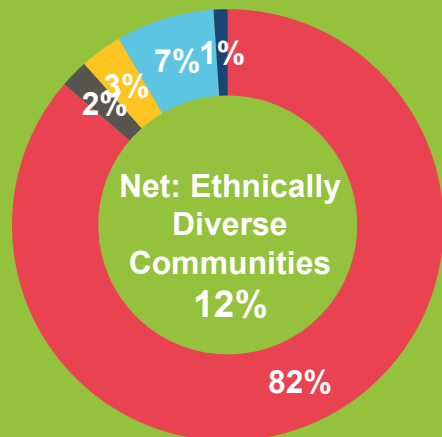
Men 59%

In another way 1%



Ethnicity

White Mixed Black Asian Other



Social grade

60% 40%
ABC1 C2DE

Disability/ Long term health condition

25% With
75% 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](#)

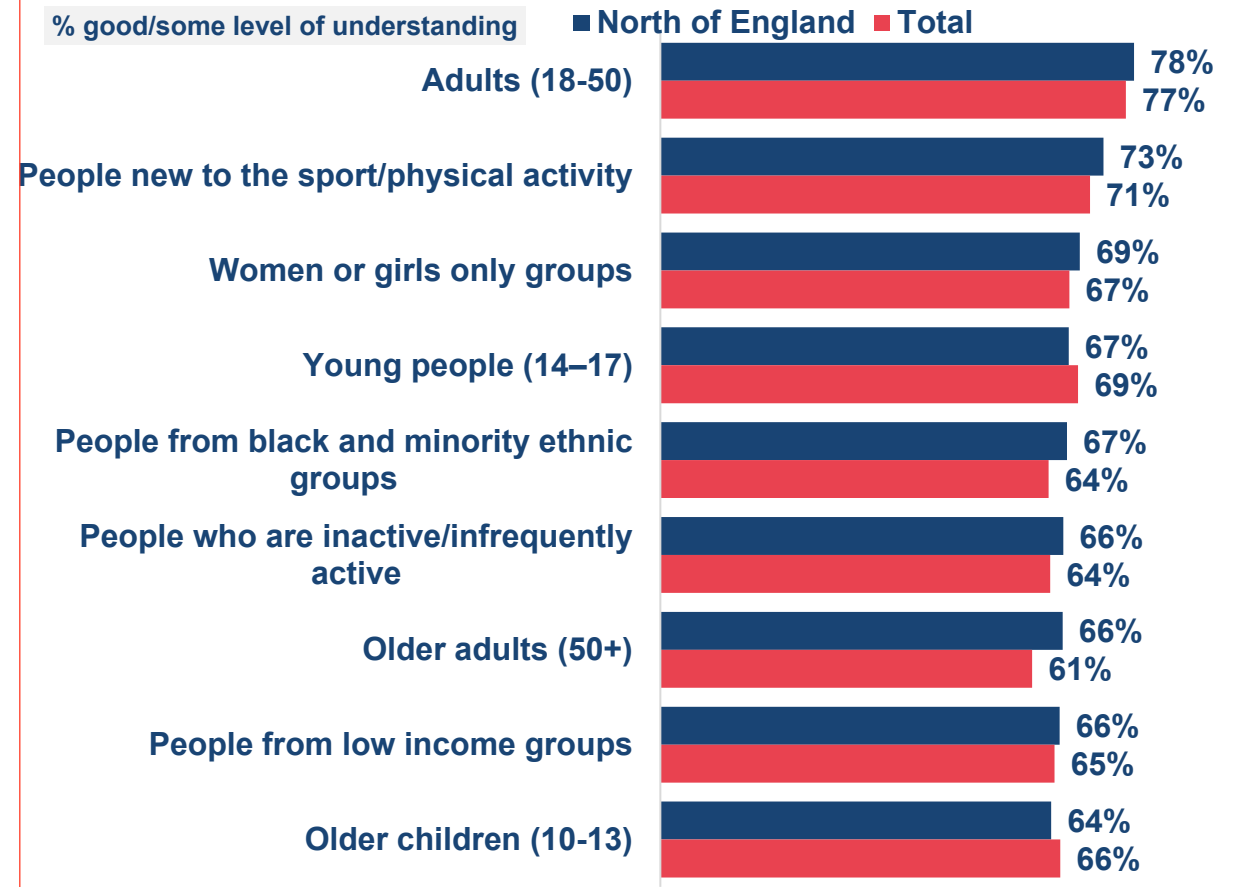


In line with the rest of the UK, Coaches in the North see their role as to build confidence and self-esteem in participants

Primary roles as a coach according to coaches



Understanding the needs of different groups

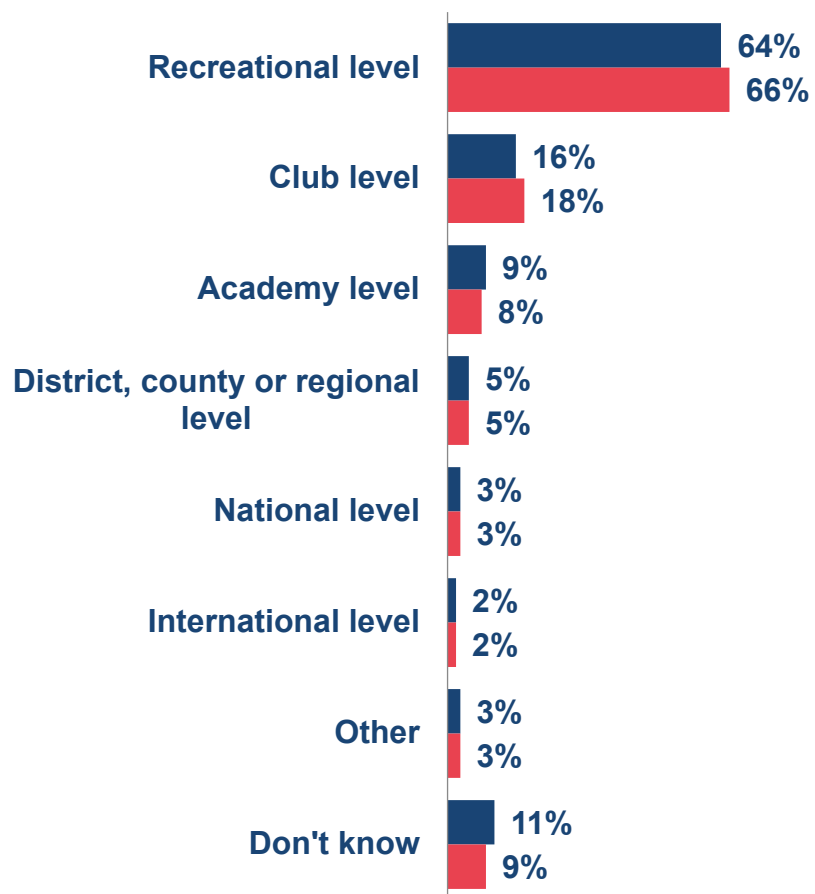


Q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options. Base: All who have coached in the last 12 months – North of England (n=348), Total (n=1,681)

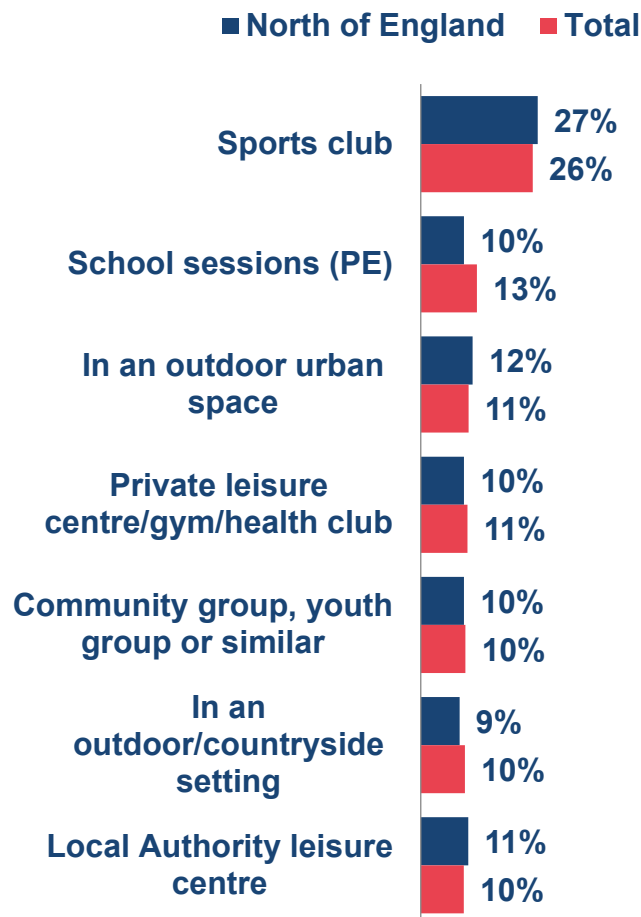
Q34. To what extent do you feel that you understand the specific sport and physical activity needs of each of the following? Base: All who have coached in the last 12 months – North of England (n=348), Total (n=1,681)

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

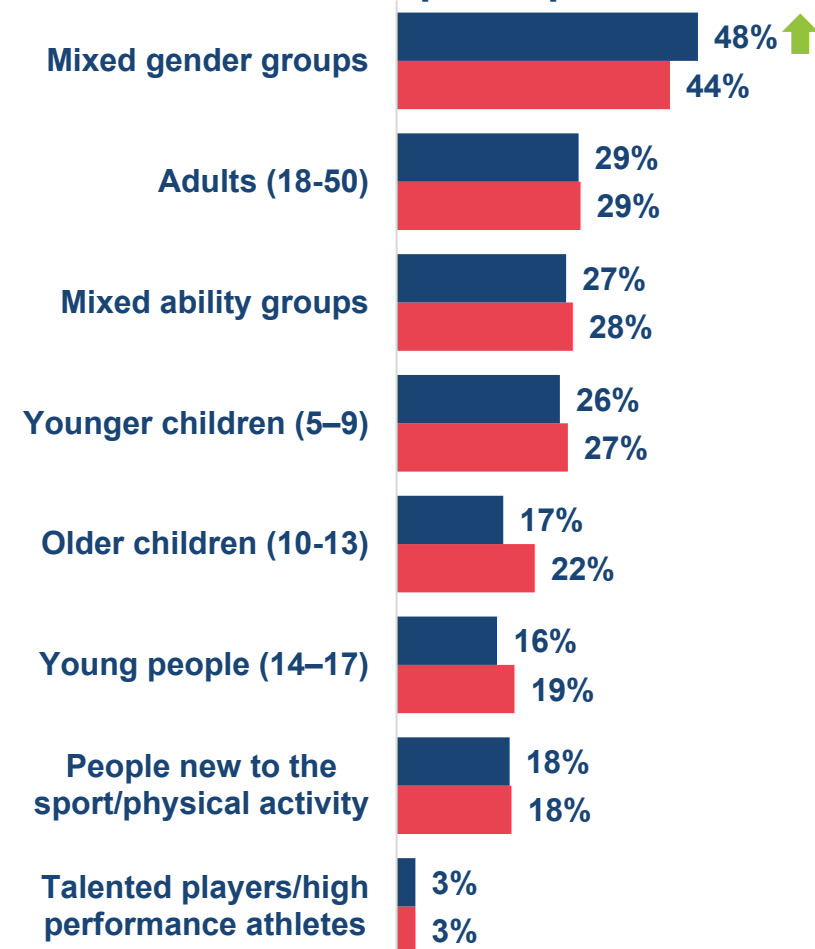
Level of Coaching Activity



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 – North of England (n=348), Total (n=1,681)

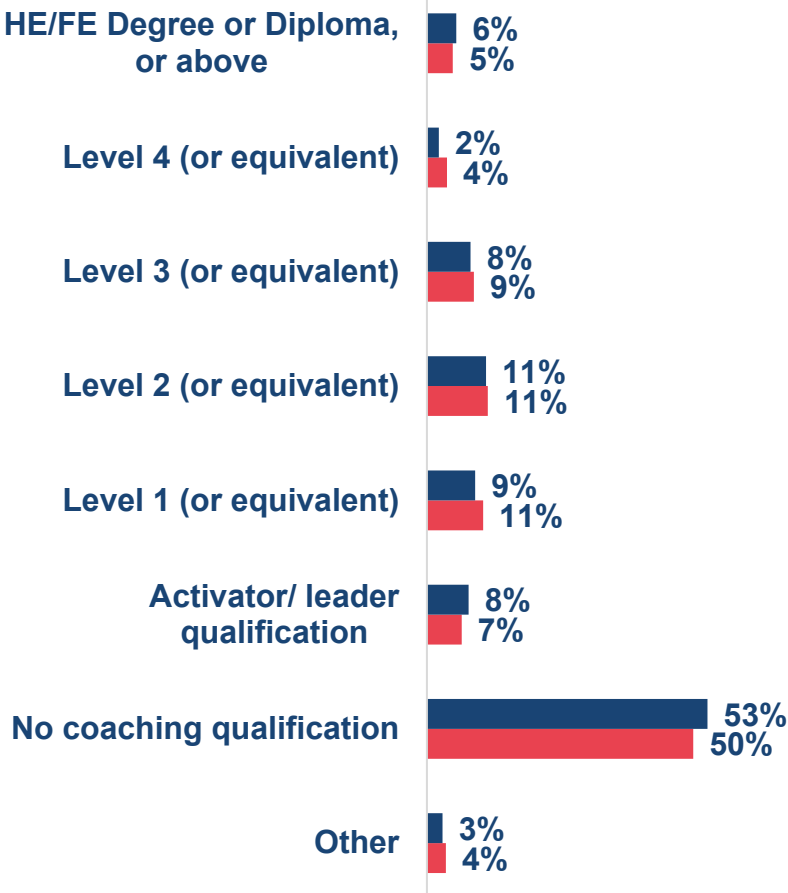
Q32. Where do you coach? Please tick all that apply. Base: All who have coached in the last 12 months – North of England (n=348), Total (n=1,681)

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 – North of England (n=348), Total (n=1,681)

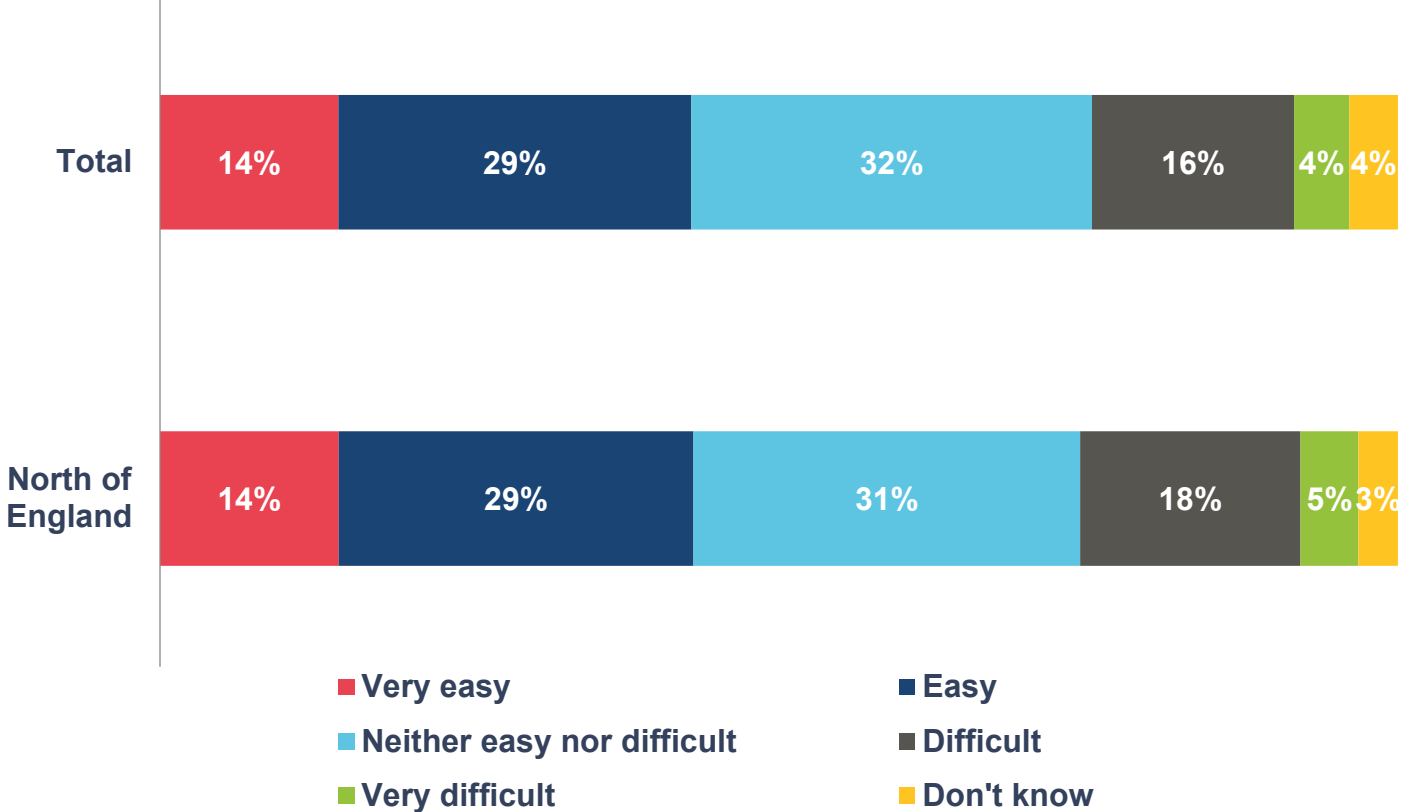
There are no significant differences between coaches in the North and the UK as whole when it comes to highest level of qualifications and ease of earning them

Highest level of qualification

■ North of England ■ Total



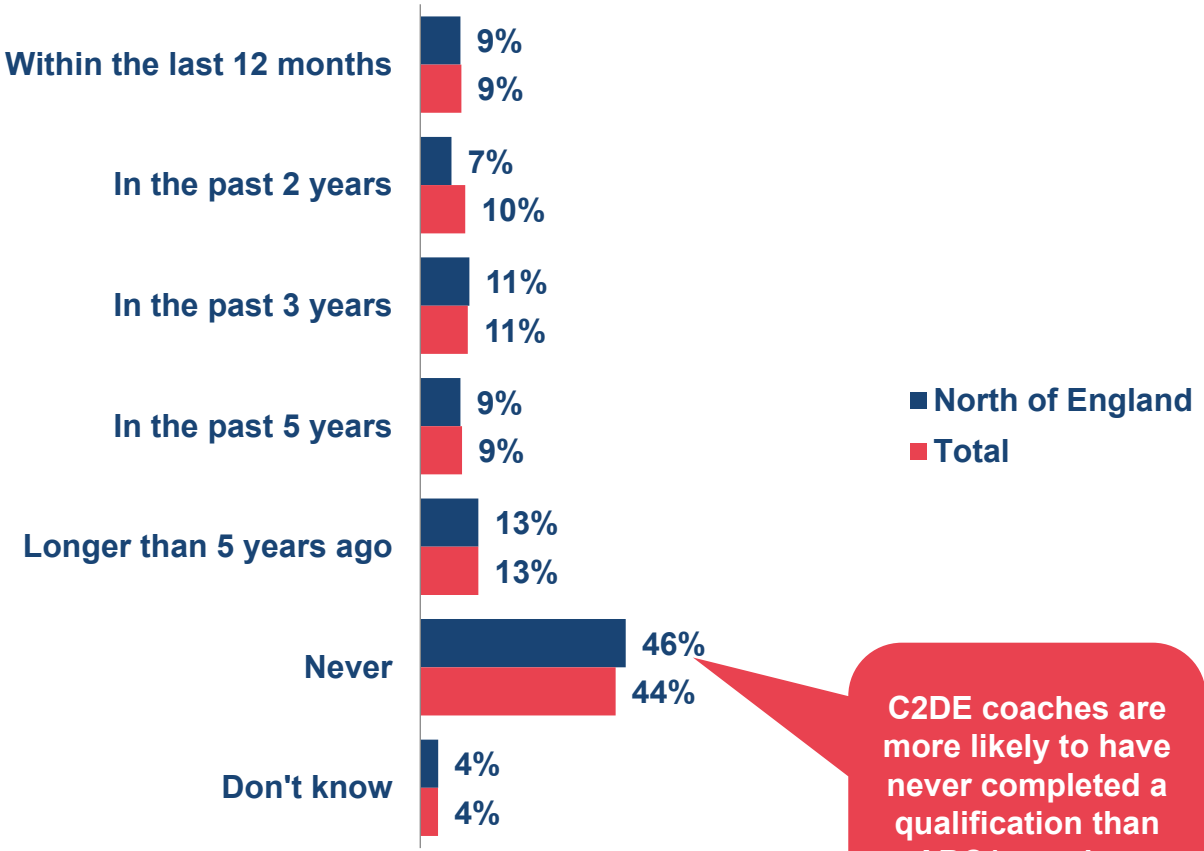
Ease of earning their qualification



q40. What is your highest level of coaching qualification? Base: All who have coached in the last 5 years – North of England (n=806), 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 – North of England (n=381), Total (n= 1,839)

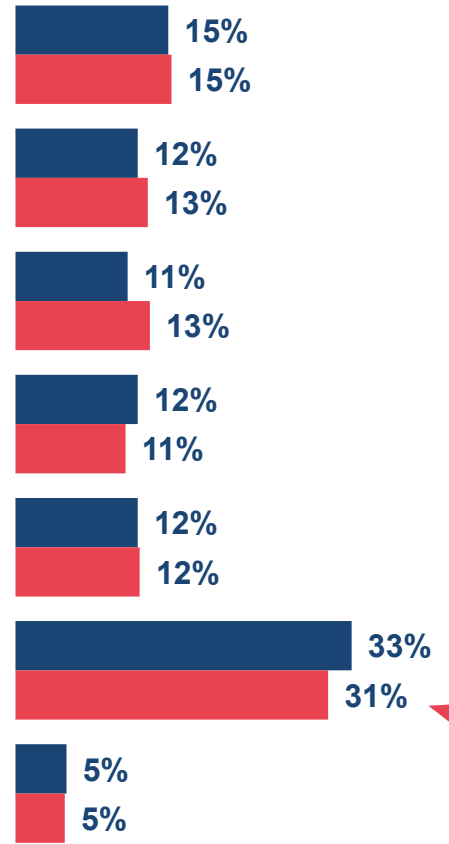
Similarly, the North of England is in line with the rest of the UK when it comes to the time since completing their last qualification or learning

A coaching/ instructor qualification



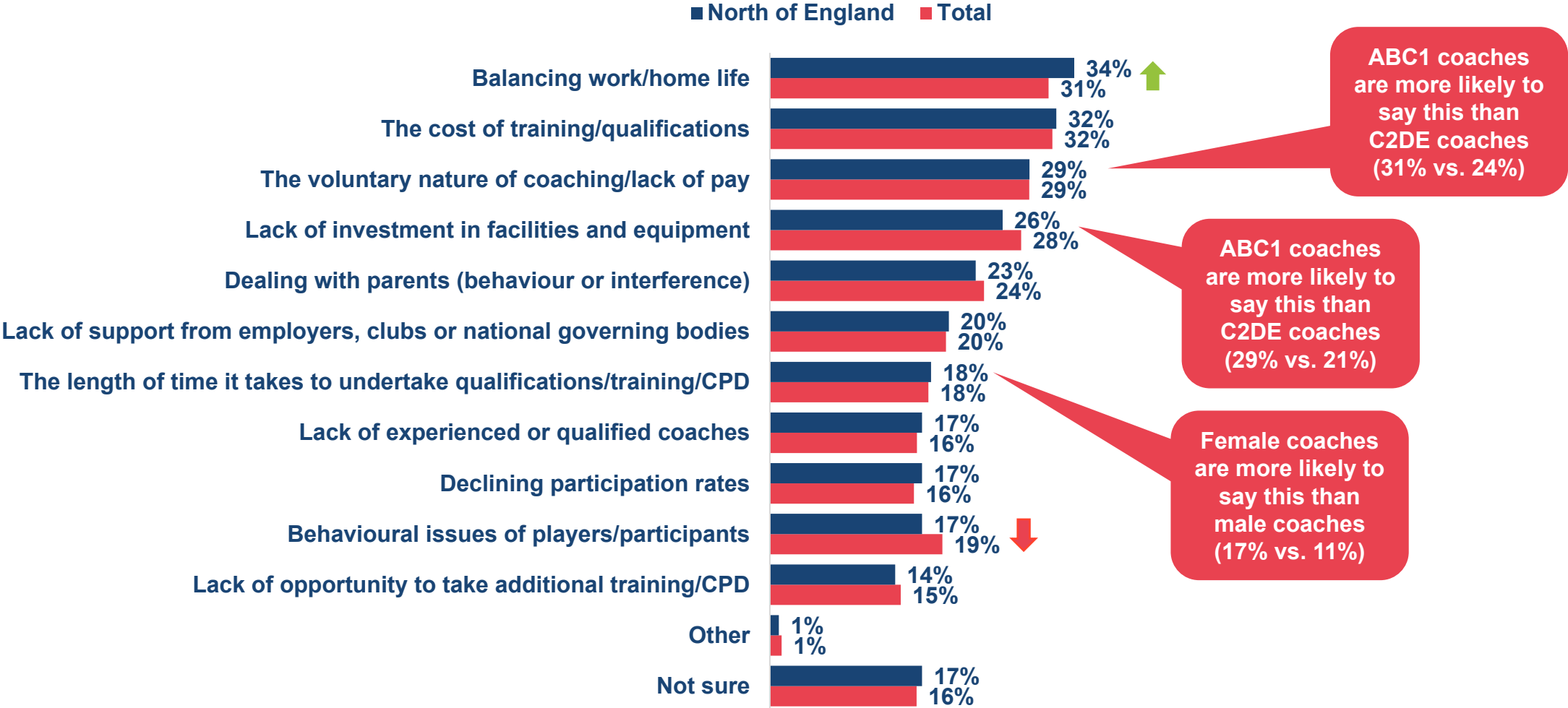
C2DE coaches are more likely to have never completed a qualification than ABC1 coaches (52% vs. 42%)

Any informal/ formal learning or development related to coaching



C2DE coaches are more likely to have never completed learning related to coaching compared to ABC1 coaches (39% vs. 30%)

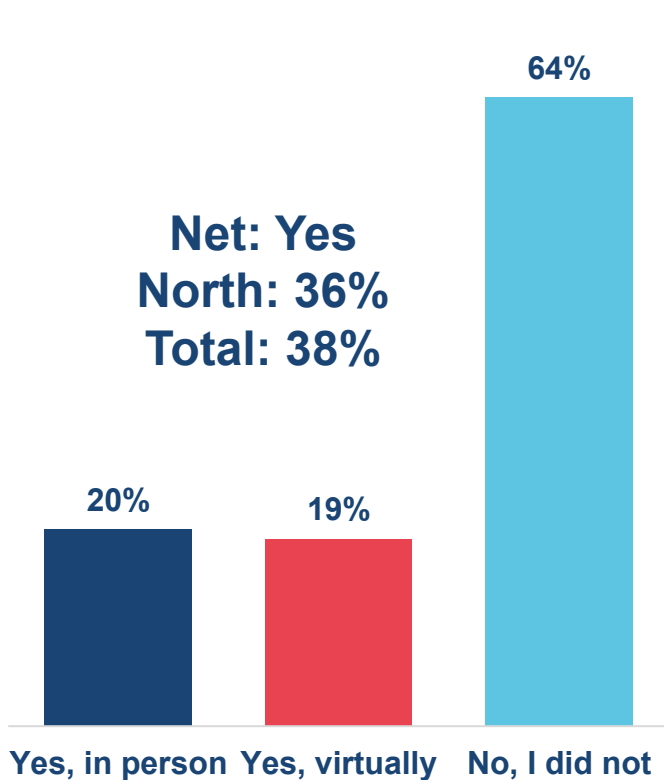
A third of coaches in the North of England consider balancing work and home life as the biggest barrier to coaching, with a similar proportion citing the cost of training and qualifications



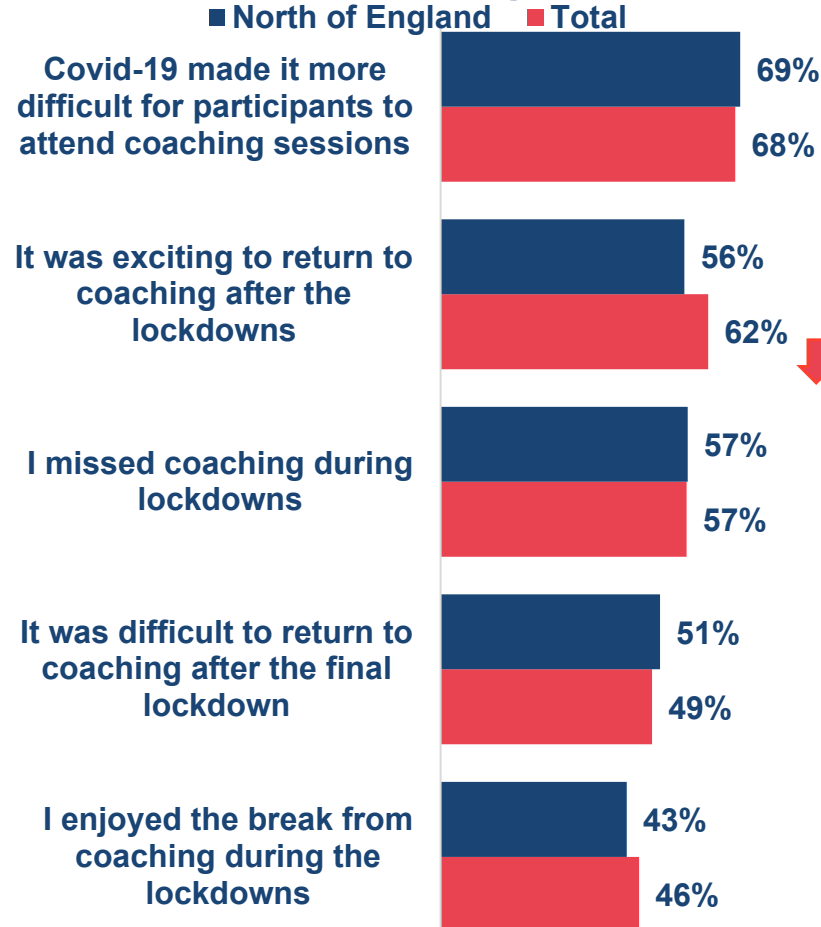
Q46. What do you think are the main challenges or barriers facing coaches in the United Kingdom? Please tick all that apply. Base: All who have coached in the last 5 years – North of England (n=806), Total (n=3,743)

Coaches in the North were significantly less likely to agree it was exciting to return to coaching after lockdowns

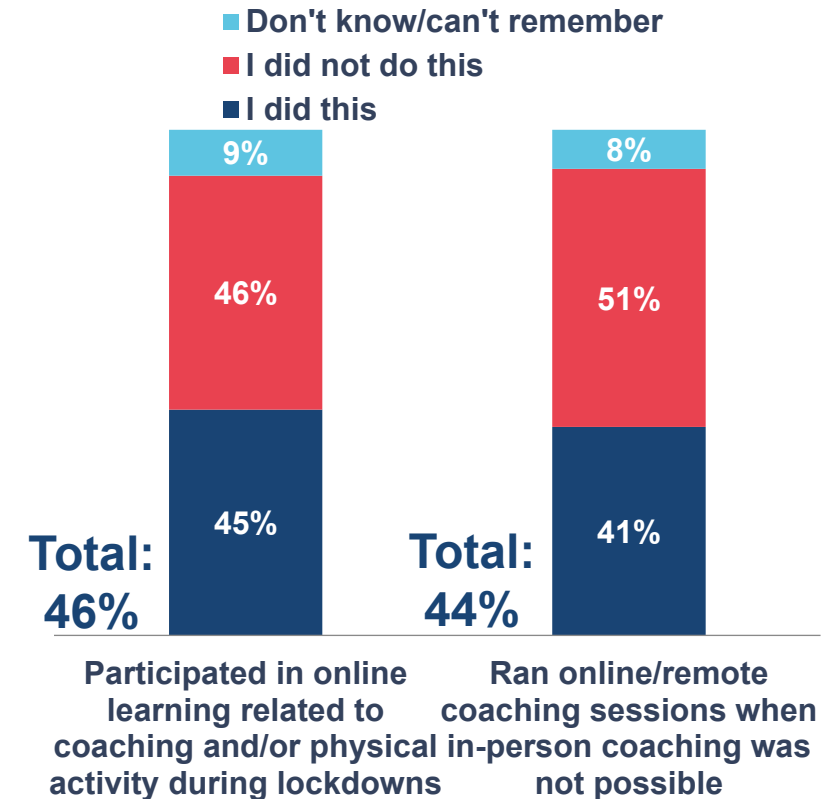
Coaching during lockdowns



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 – North of England (n=640), 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 – North of England (n=224), 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 – North of England (n=224), Total (n=1,105)

Thank you

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