

UK Coaching Population study 2022 Wales – 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 Wales, 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 Wales, the survey reached 889 respondents who have been coached and 383 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 Wales largely mirror the overall UK results.
- In the last 12 months, 46% of people living in Wales have taken part in sport and physical activity, 13% have received coaching, and 6% have coached.

Participants

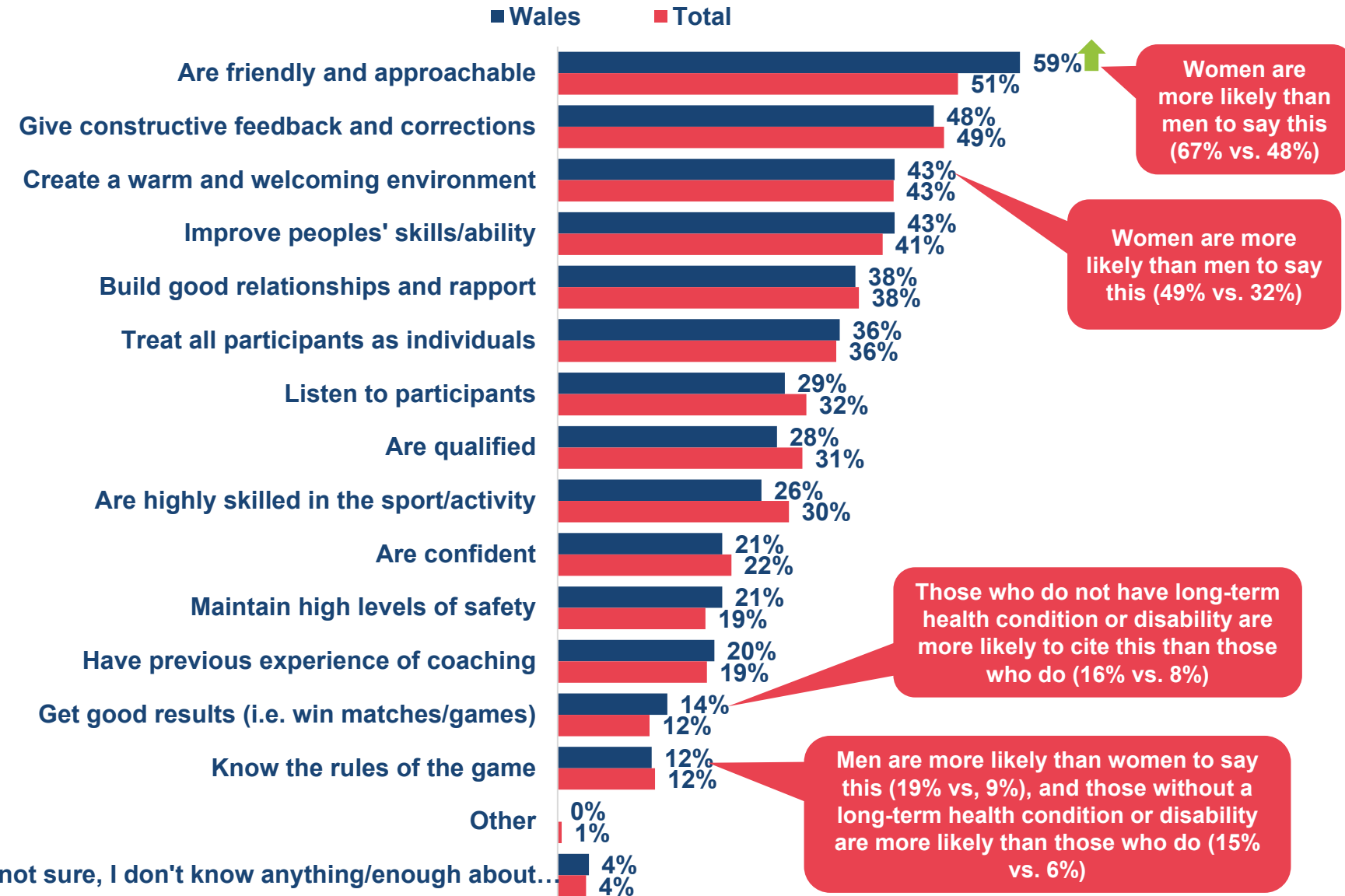
- A majority of participants in Wales (59%) think a great coach is one who is friendly and approachable, significantly higher than the UK as a whole (51%).
- A majority (64%) of participants in Wales haven't made any checks on their coaches, with 37% expecting the club/facility to do this.
- 9 in 10 participants have confidence and trust in their coach, and agree that the coaching they receive helps to improve their physical health.

Coaches

- A majority of Active Coaches in Wales (54%) see their primary role as building confidence and self-esteem.
- Coaches in Wales are less likely than the UK as a whole to see their role as to prepare participants for events or competitions (3% vs. 9%).
- The majority of Active Coaches in Wales (68%) coach at recreational level, and male coaches are more likely than female coaches to coach at club level (23% vs. 12%).
- Coaches in Wales are significantly more likely than coaches in the UK as a whole to cite the lack of investment in facilities and equipment as a top barrier to coaching (37% vs. 28%).

Participants

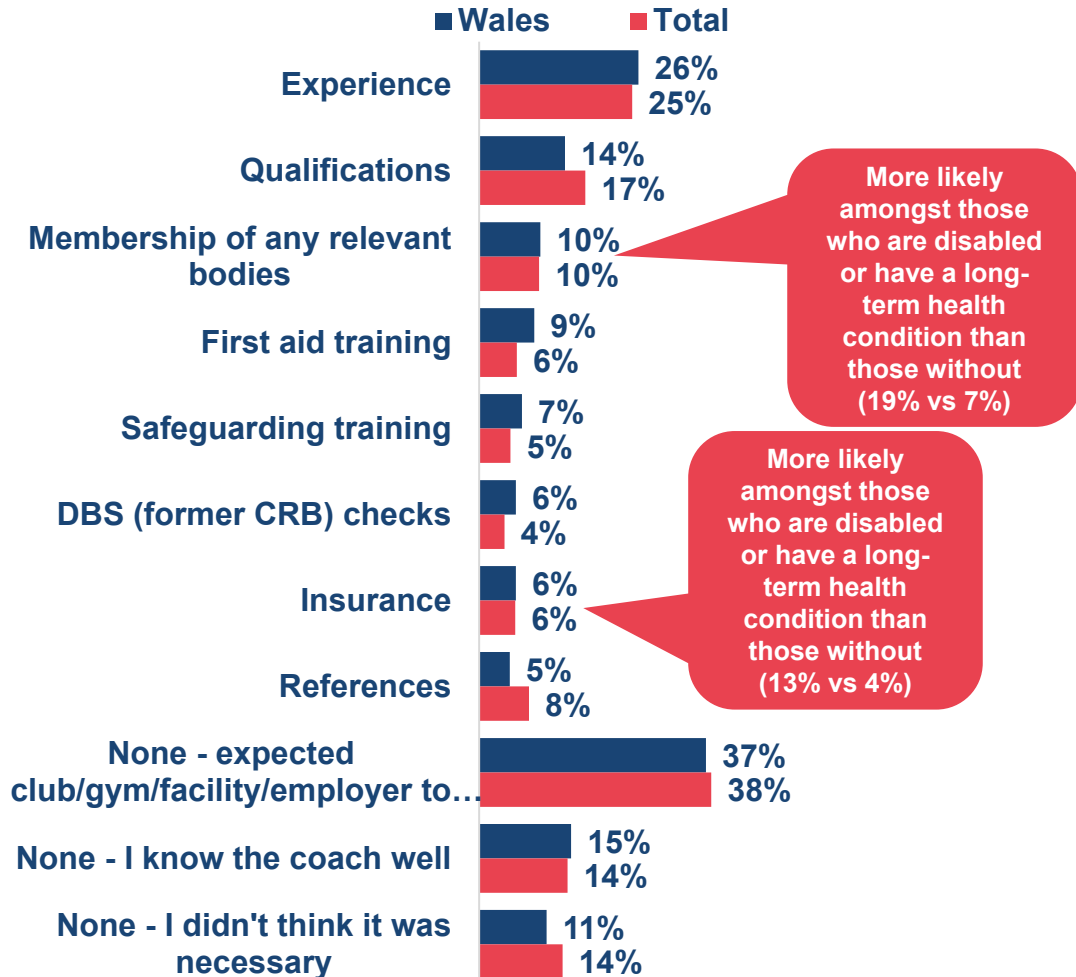
What makes a great coach according to participants



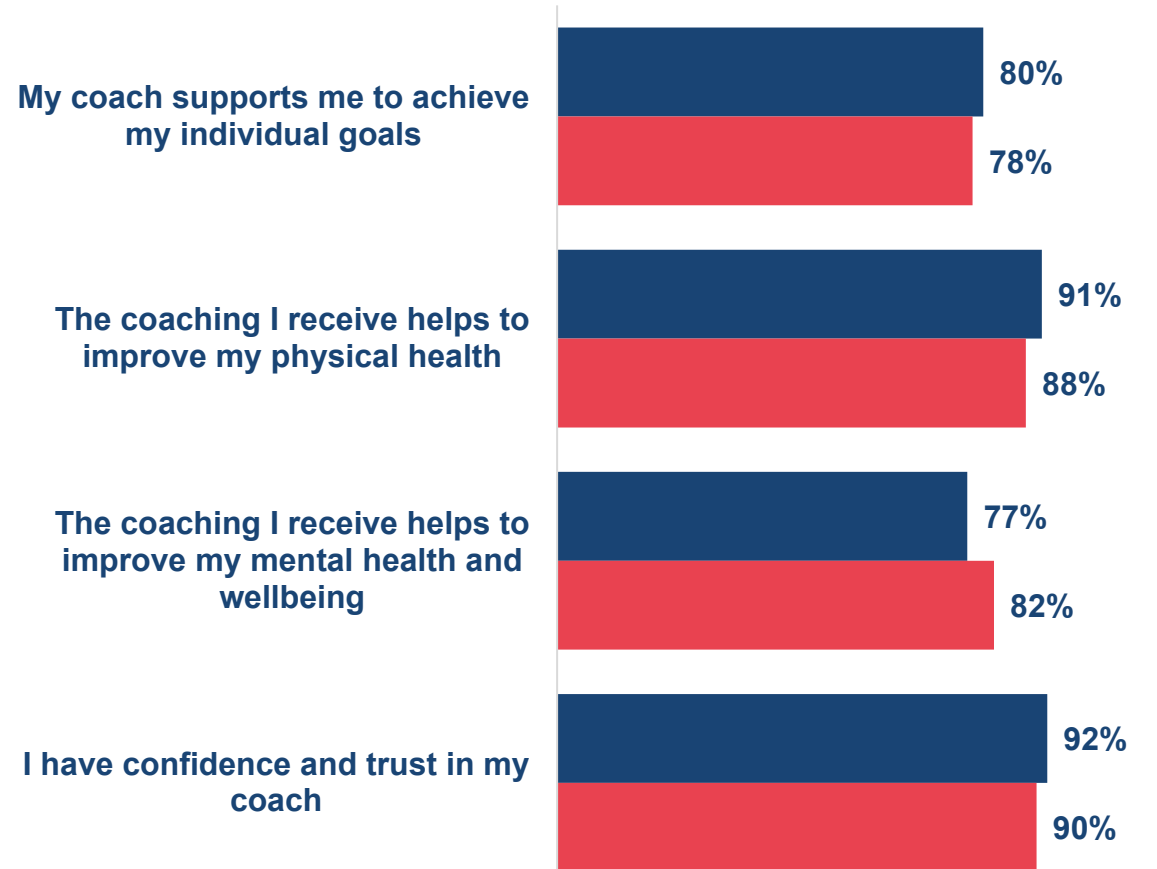
Participants in Wales are more likely than those across the UK as a whole to think that a great coach is one who is friendly and approachable

In line with the rest of the UK, the majority of participants in Wales 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 – Wales (n=265), 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 - Wales (n=265), Total (n=4,808)

Coaches



Paid/ Voluntary

Paid only 11%

Volunteer only 54%

Paid and volunteer 14%

Net Paid: 25%

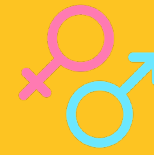


Age

18 to 34 47%

35 to 54 40%

55+ 13%



Gender

Women 47%

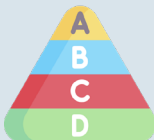
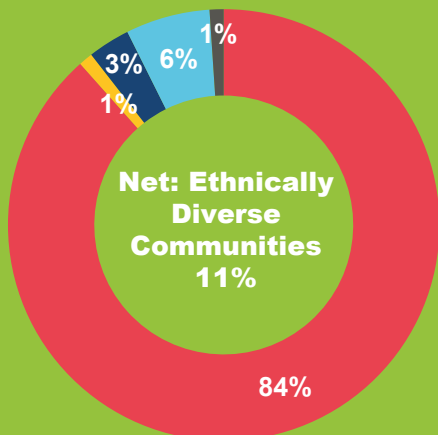
Men 50%

In another way 2%



Ethnicity

White Mixed Black Asian Other



Social grade

51% ABC1

49% 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](#)

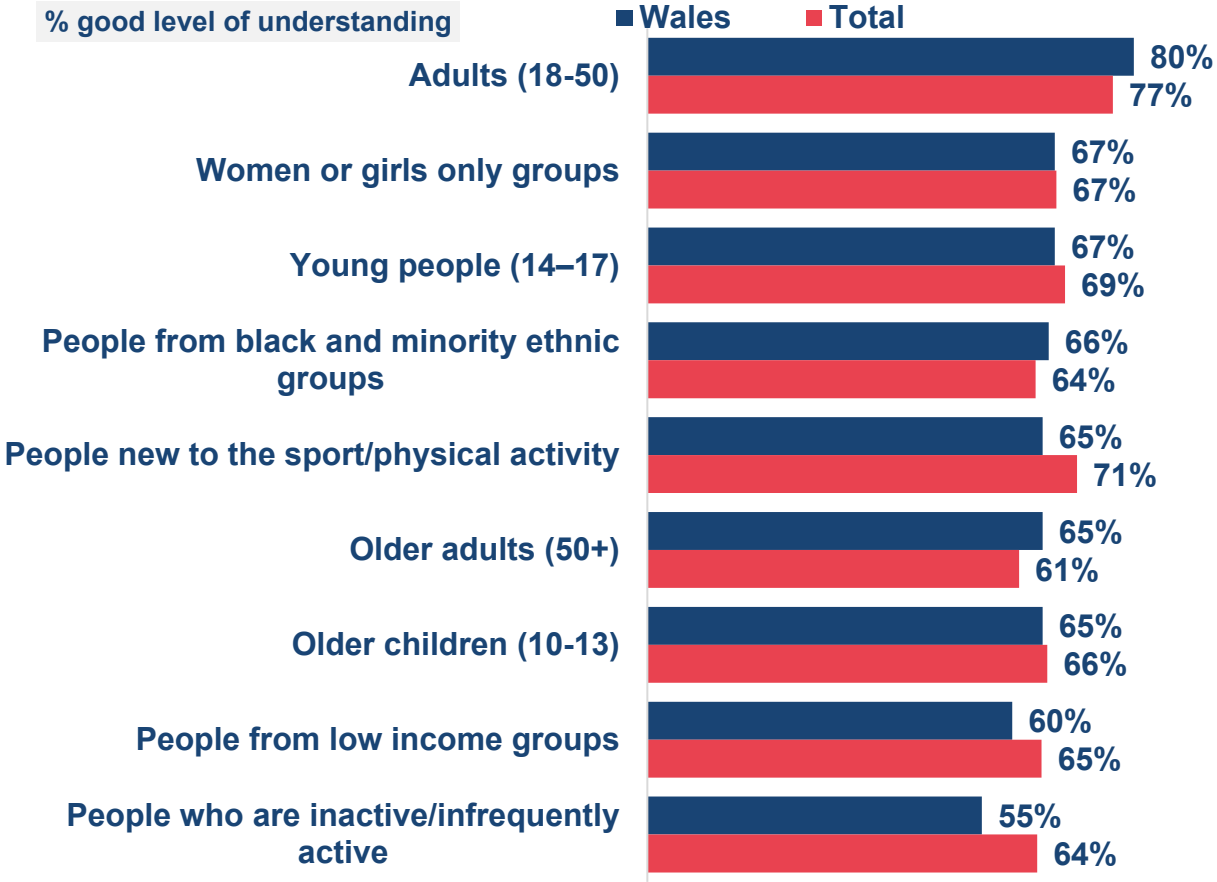


In line with the rest of the UK, Active Coaches in Wales see their role as being to build confidence and self-esteem in participants

Primary roles as a coach according to coaches



Understanding the needs of different groups

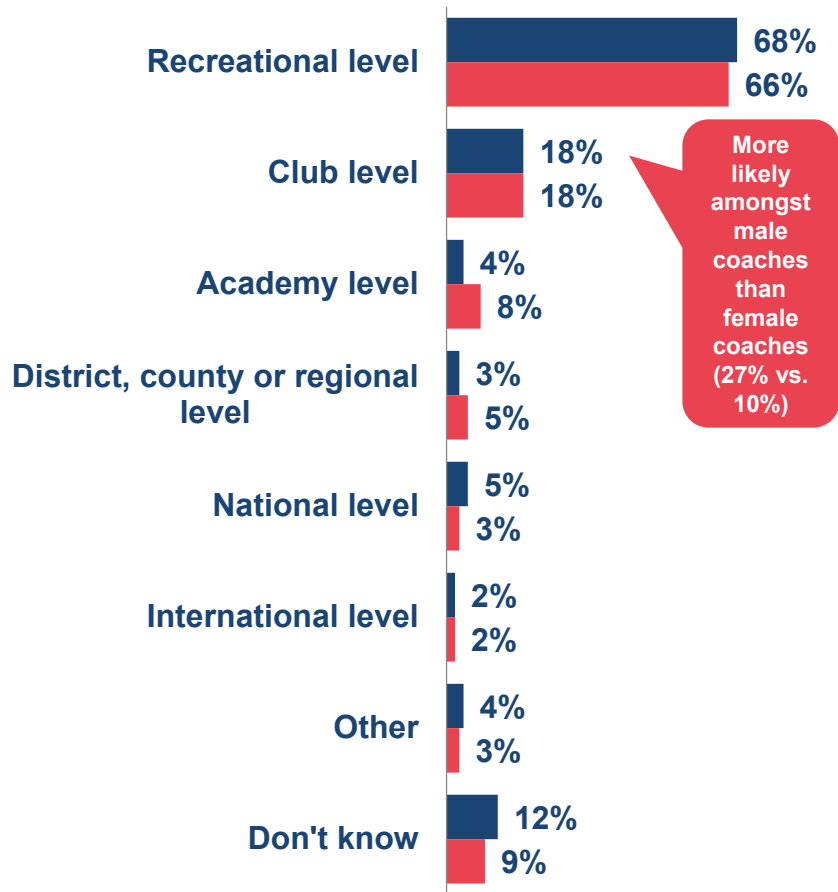


Q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options. Base: All who have coached in the last 12 months – Wales (n=107), Total (n=1,681)

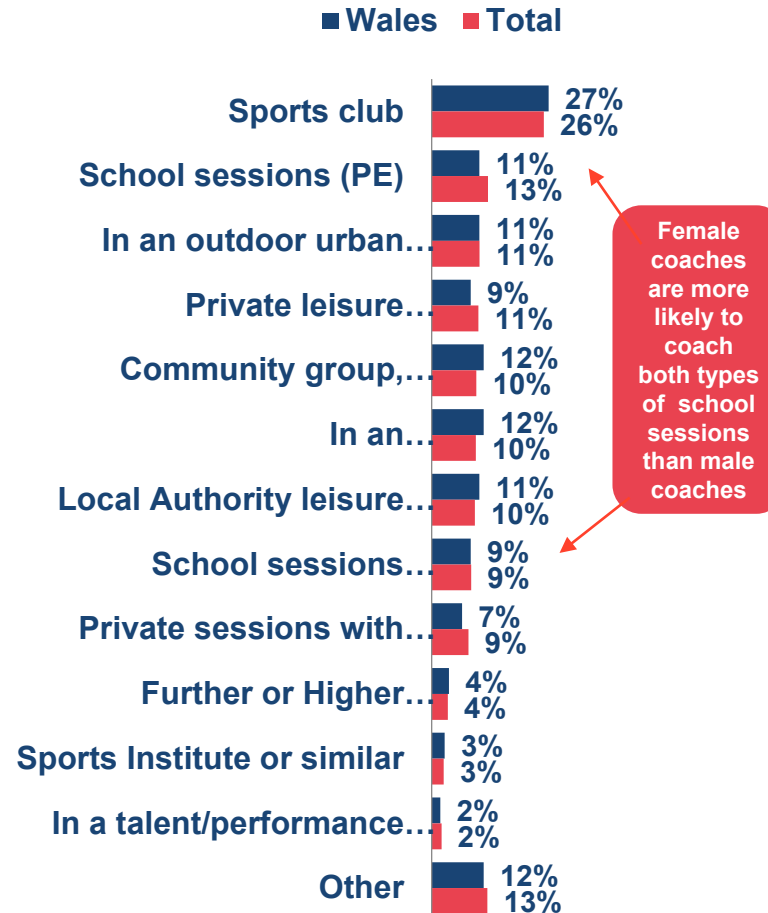
Q34. To what extent do you feel that you understand the specific sport and physical activity needs of each of the following? Base: All who have coached in the last 12 months – Wales (n=107), Total (n=1,681)

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

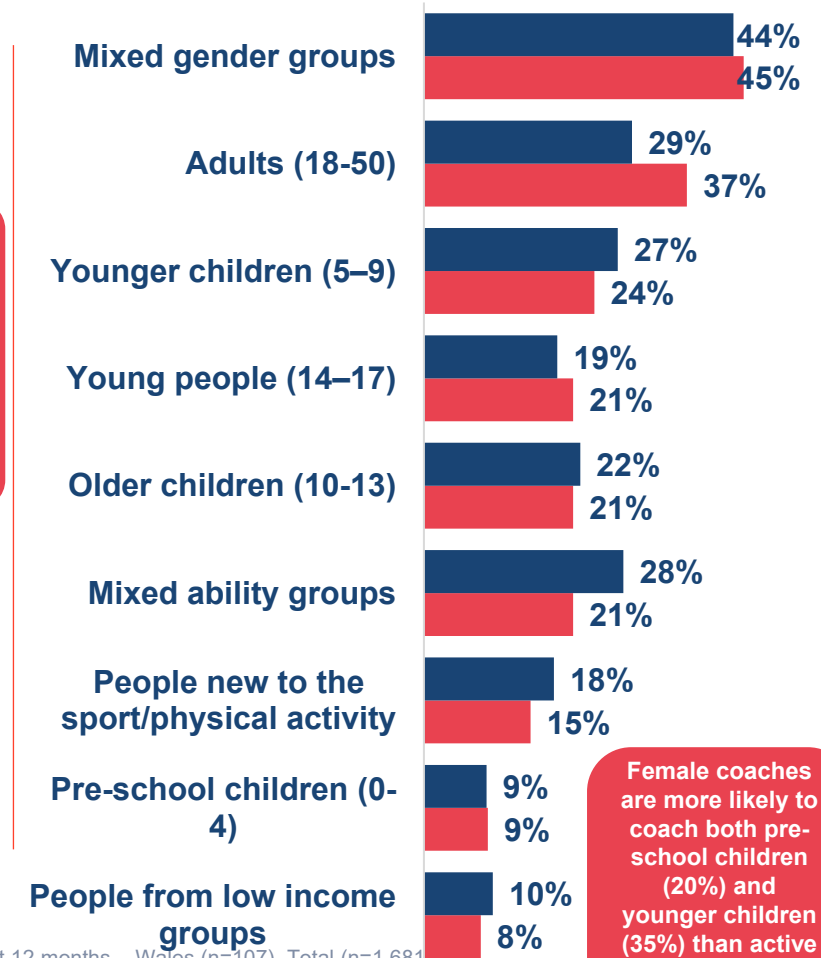
Level of Coaching Activity



Location of Coaching



Level of participants



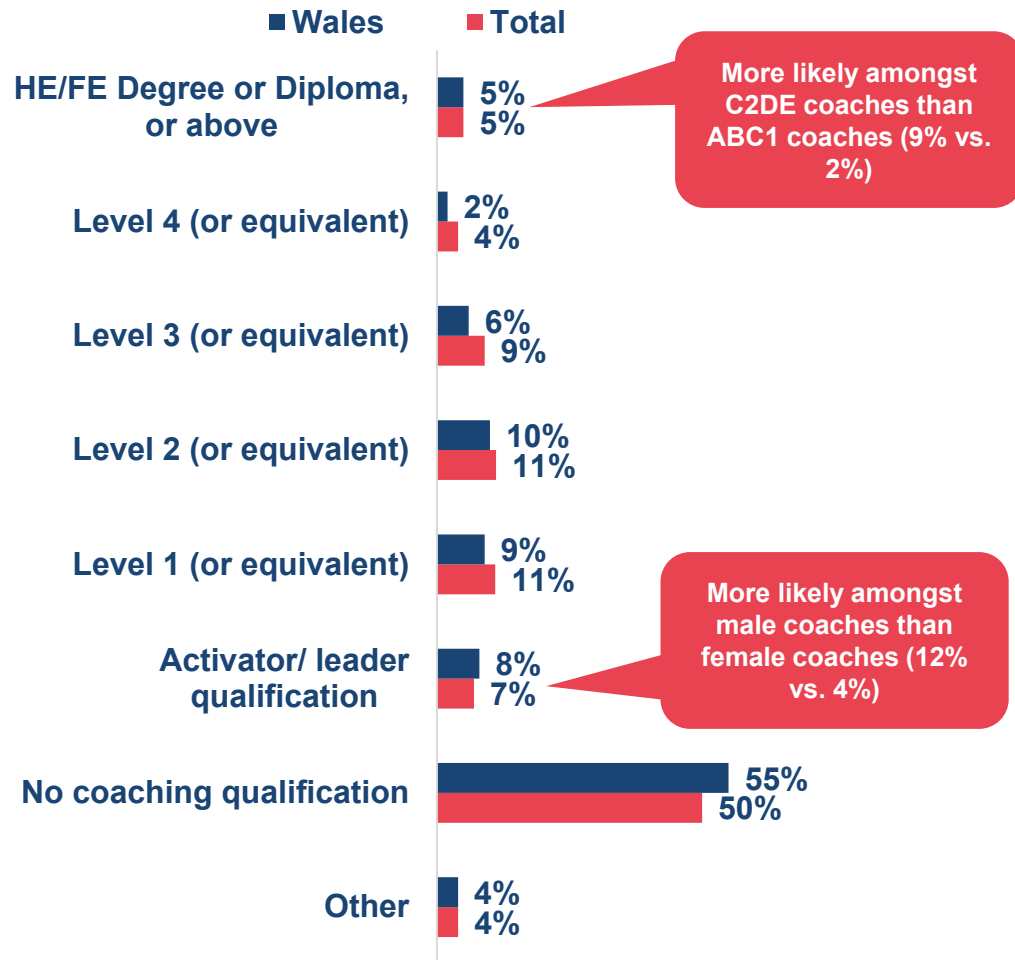
NT_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – Wales (n=107), Total (n=1,681)

Q32. Where do you coach? Please tick all that apply. Base: All who have coached in the last 12 months – Wales (n=107), Total (n=1,681)

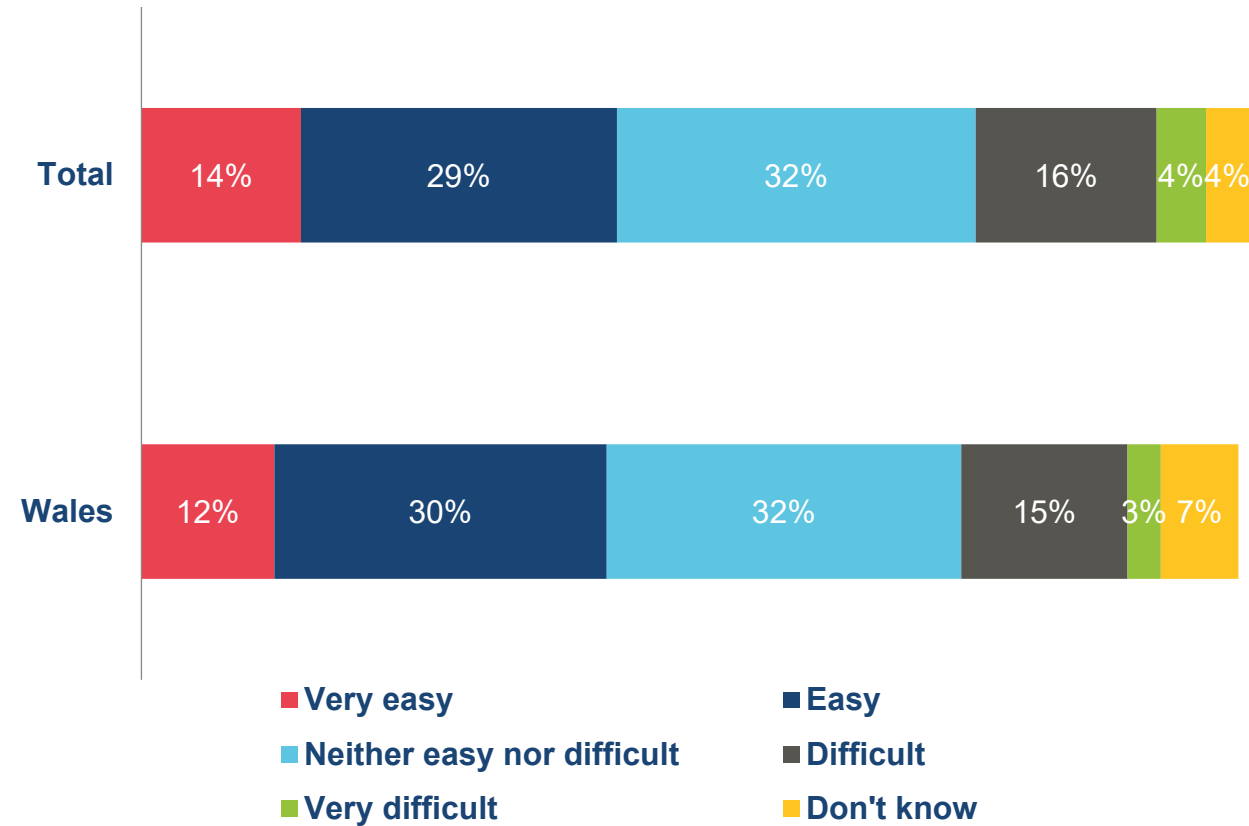
NT_1. Which, if any, of the following groups do you currently coach or instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – Wales (n=107), Total (n=1,681)

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

Highest level of qualification



Ease of earning their qualification

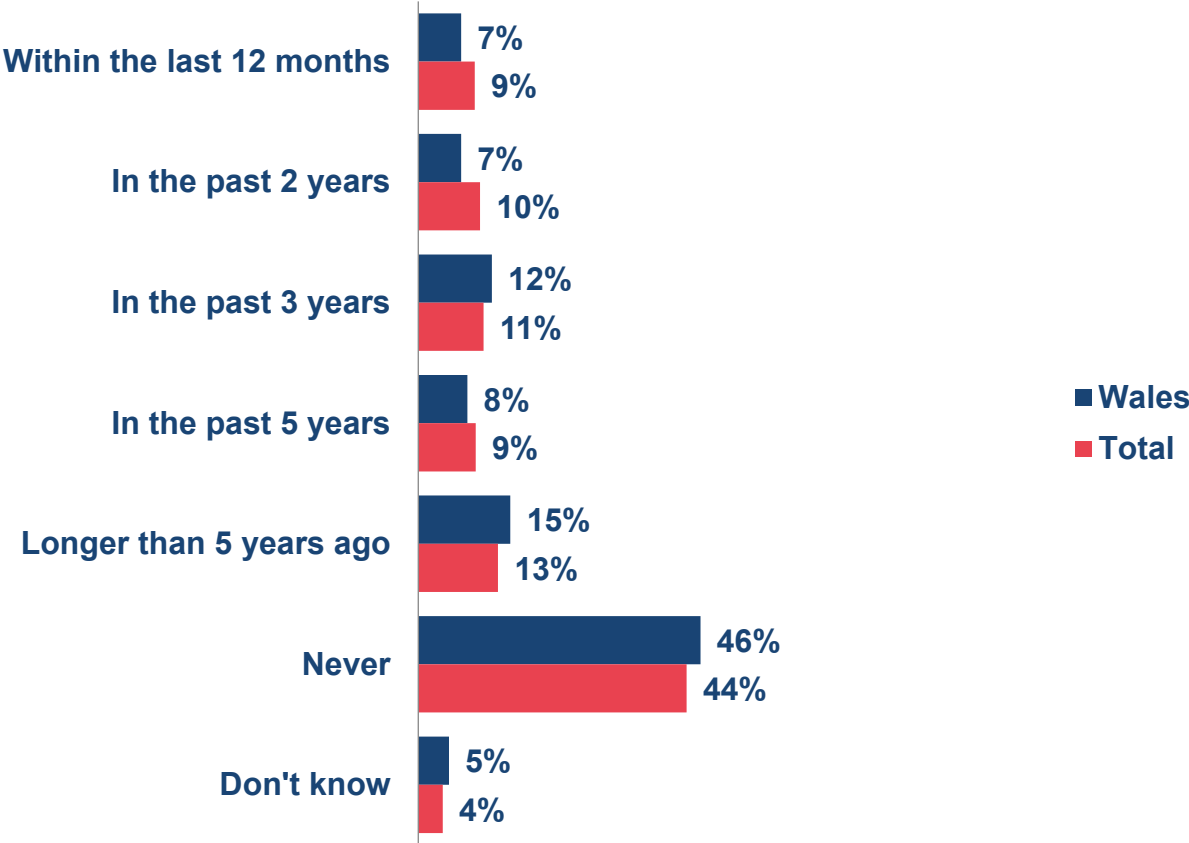


q40. What is your highest level of coaching qualification? Base: All who have coached in the last 5 years – Wales (n=234), Total (n=3,743)

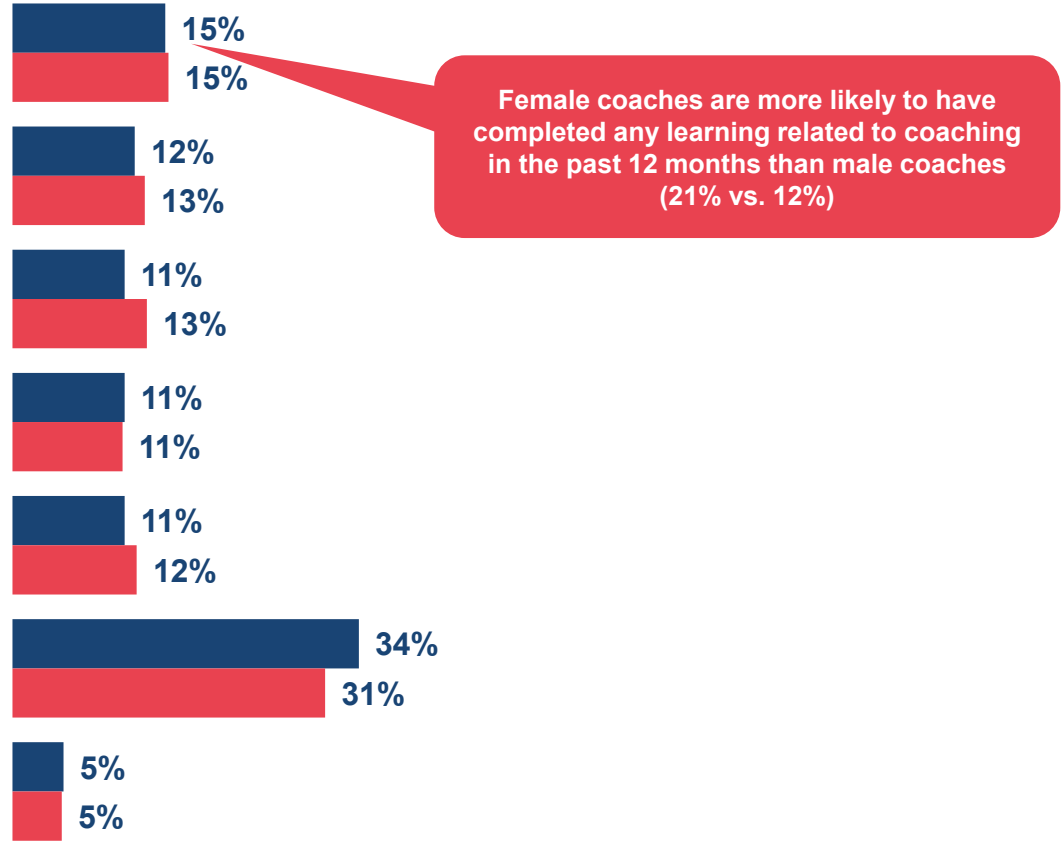
q40b. And when you obtained your qualification, how easy or difficult did you find this? Base: All who have coached in the last 5 years and have a formal coaching qualification – Wales (n=107), Total (n=1,839)

Similarly, Wales is in line with the rest of the UK, with just under half having never completed a coaching qualification and a third having never completed learning related to coaching

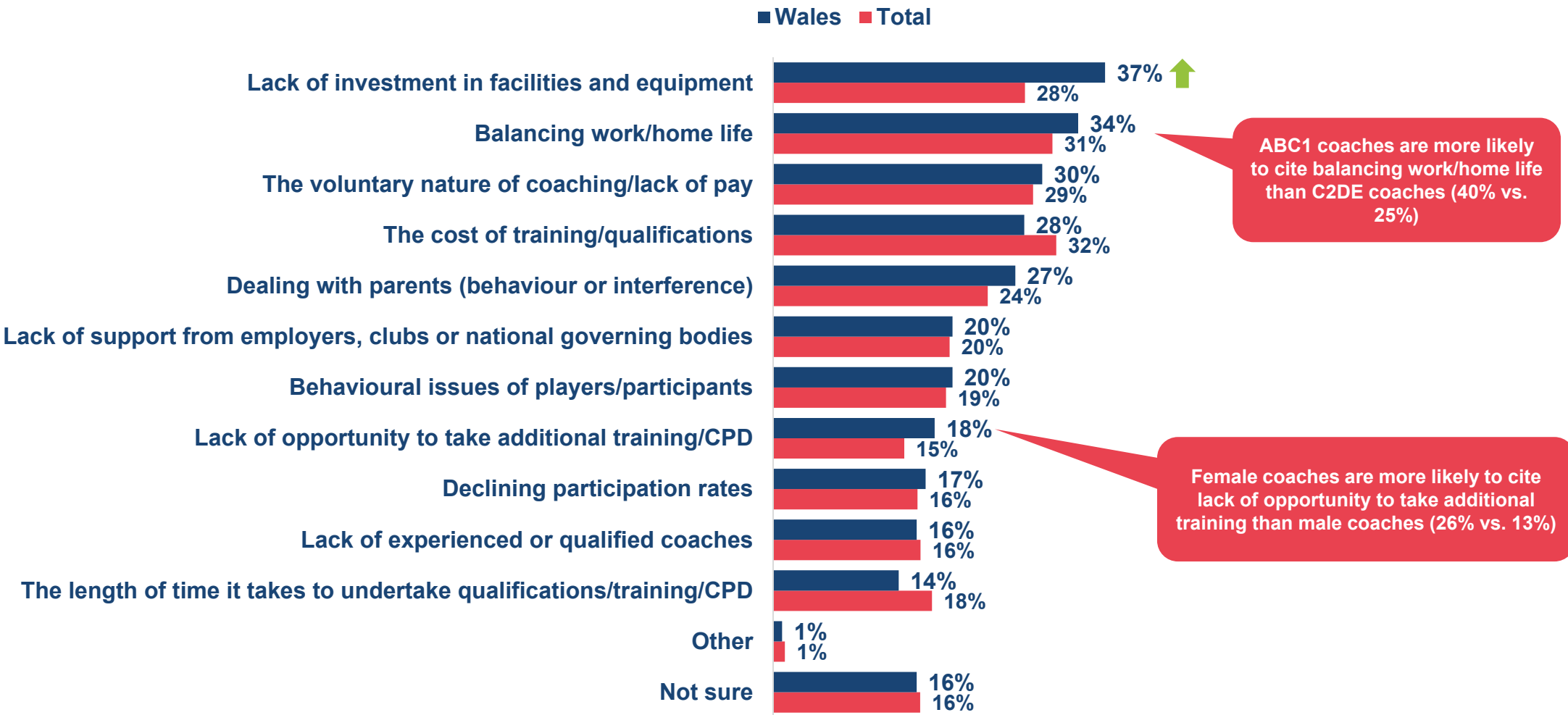
A coaching/ instructor qualification



Any informal/ formal learning or development related to coaching



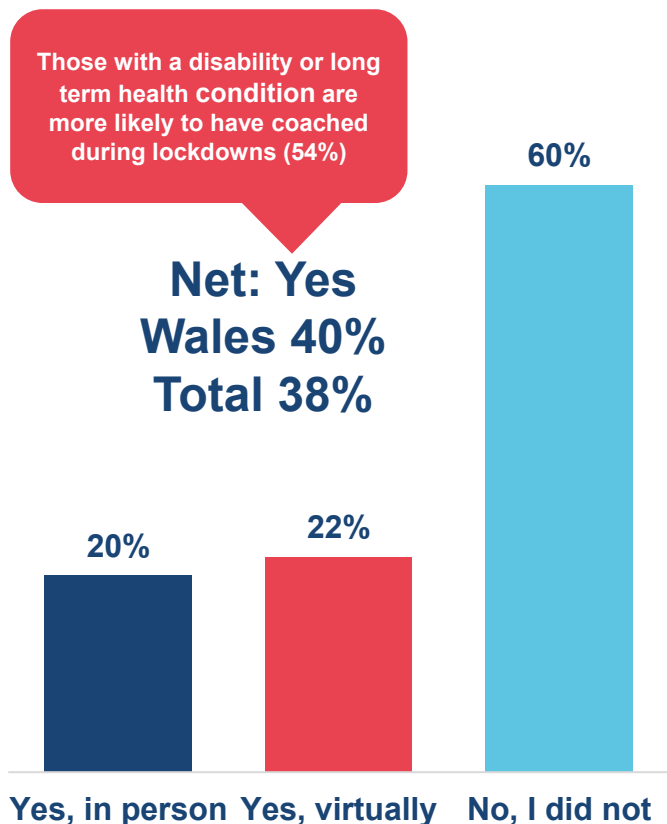
Over a third of coaches in Wales think the biggest barrier facing coaches is the lack of investment in facilities and equipment, significantly more so than coaches in the UK as a whole



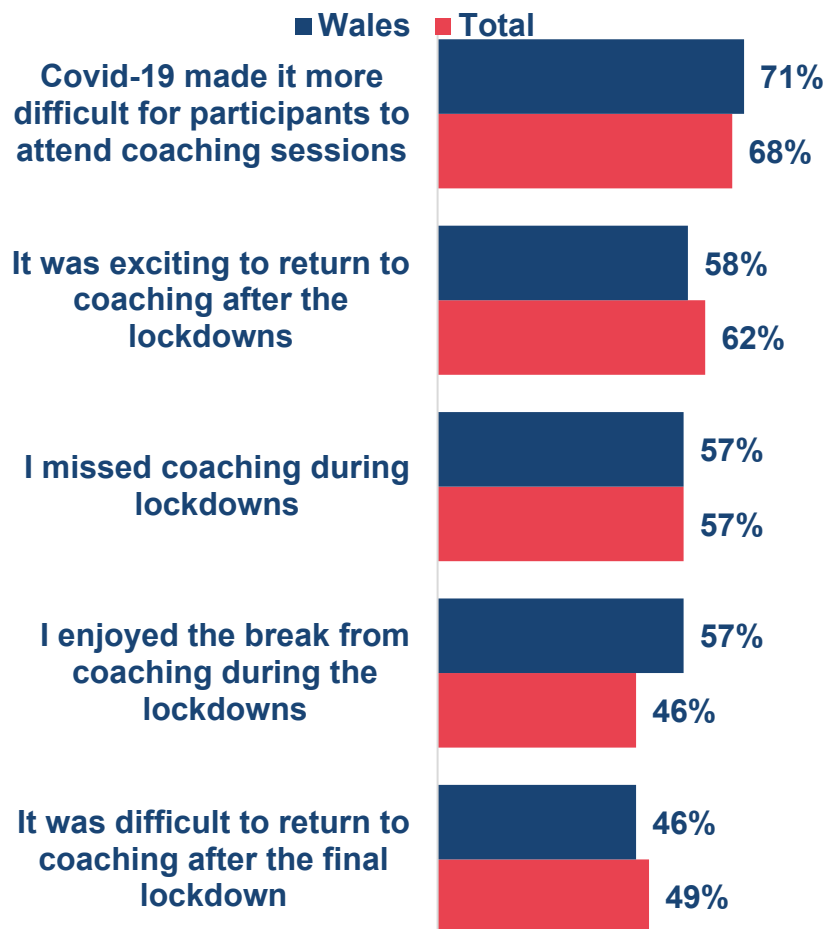
Q46. What do you think are the main challenges or barriers facing coaches in the United Kingdom? Please tick all that apply. Base: All who have coached in the last 5 years - Wales (n=234), Total (n=3,743)

In line with the rest of the UK, seven in ten coaches in Wales say Covid-19 made it more difficult to attend coaching sessions, with only two-fifths doing any coaching during lockdowns

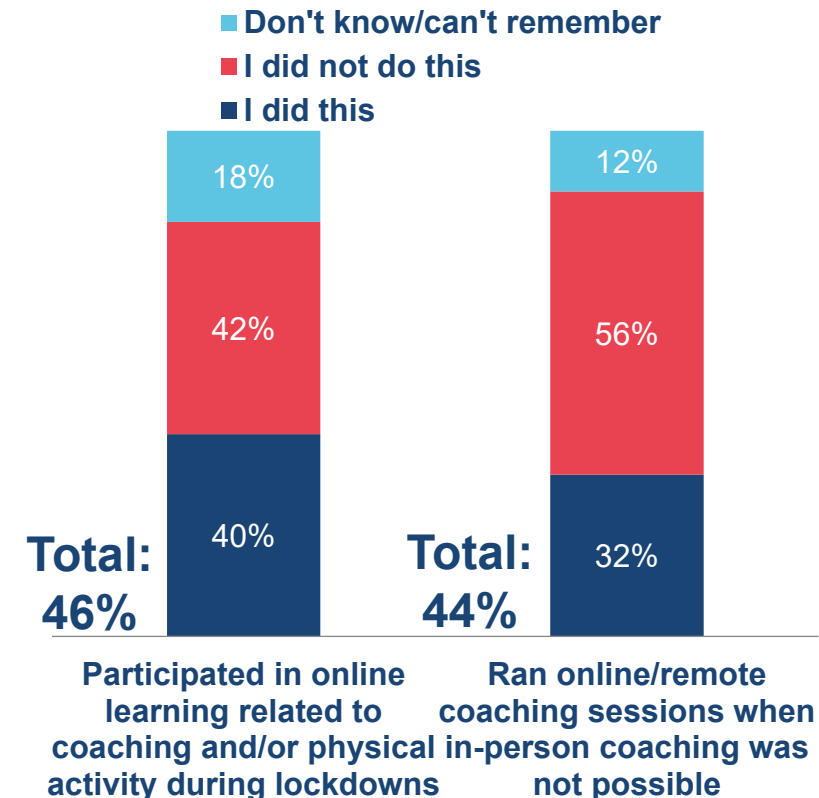
Coaching during lockdowns



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 – Wales (n=184), 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 – Wales (n=71), 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 – Wales (n=71), Total (n=1,105)

Thank you

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