

UK Coaching Population study 2022 South 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 South of England (the South East, the South West, the East of England and London), 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 South of England, the survey reached 8,476 respondents who have ever been coached and 3,554 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 South of England largely mirror the overall UK results.
- 54% of people living in the South have taken part in sport and physical activity in the last 12 months, 17% have received coaching, and 6% have coached.

Participants

- According to participants, the most important trait that makes a great coach is being 'friendly and approachable' (51%) and 'giving constructive feedback and corrections' (51%). This is followed by 'creating a warm and welcoming environment' (43%) and 'improving peoples' skills and 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 (25%) and qualifications (18%).
- The majority of participants agree that their coach helps them to achieve their individual goals, helps to improve their physical and mental wellbeing, and almost all (90%) have confidence and trust in their coach.

Coaches

- 49% of coaches see their role as building confidence and self-esteem. This is followed by 34% saying it is to develop technique, and teach drills and skills.
- The majority of coaches in the South of England coach at recreational level.
- Just under half (45%) have a formal coaching qualification.
- The majority of coaches (64%) did not deliver any type coaching during a COVID-19 lockdown.

Participants

Half of participants in the South think being friendly and approachable as well as giving constructive feedback are what makes a great coach

- There are no significant differences between what participants in the South believe make a great coach compared to the UK as a whole

What makes a great coach according to participants

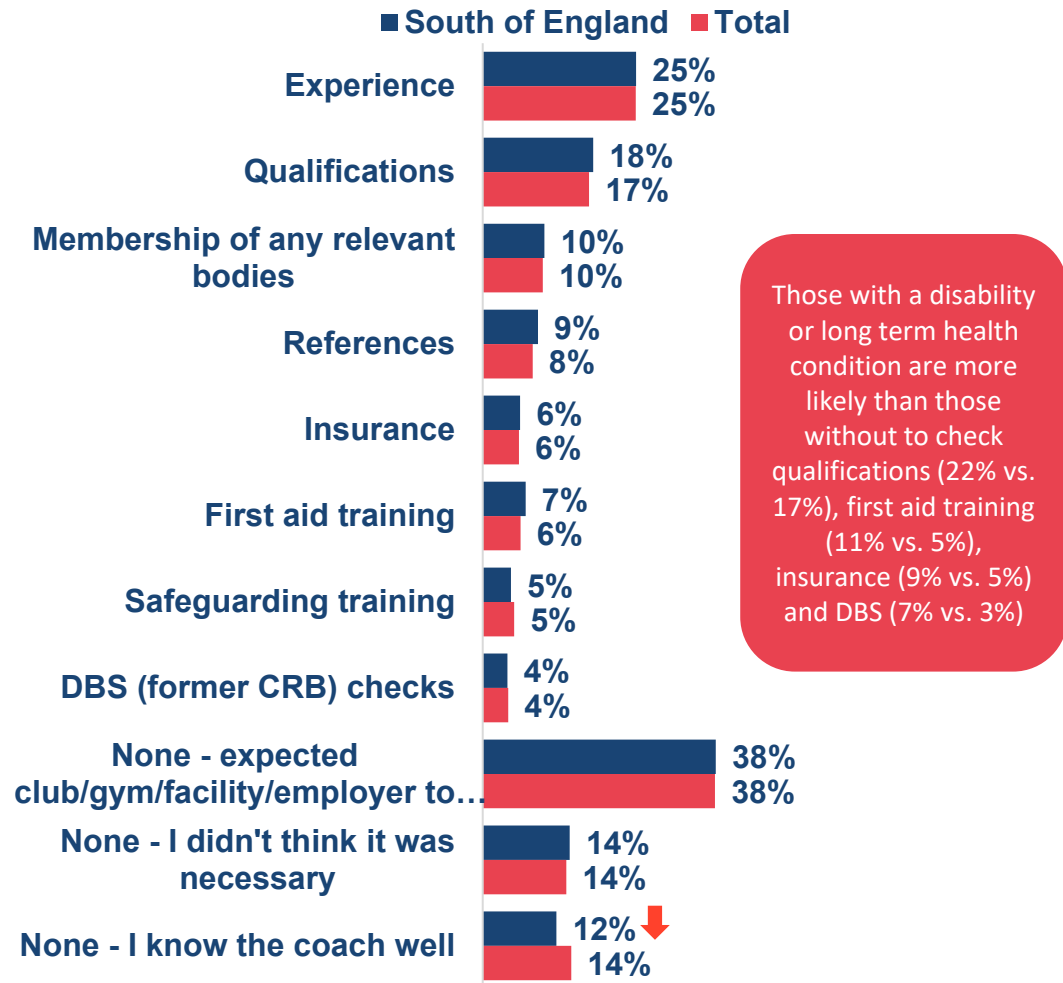


In the South, men are more likely than women to say what makes a great coach is knowing the rules of the game (18% vs. 10%) and getting good results (18% vs. 9%), whereas women are more likely to say being friendly (56% vs. 44%), creating a warm/welcoming environment (50% vs. 32%) and treating participants as individuals (38% vs 28%) is important.

Q25. In your opinion, what do you think makes a great sport or physical activity coach? You can tick up to 5. Base: Participants of coaching in last 12 months – South of England (n=2,350), Total (n=4,808)

Participants in the South are slightly more likely to check coaches' references compared to the whole of the UK

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 – South of England (n=2,350), 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 – South of England (n=2,350), Total (n=4,808)

Coaches



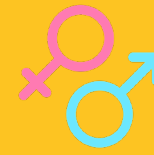
Paid/ Voluntary

Paid only	22%
Volunteer only	37%
Paid and volunteer	19%
Net Paid:	40%



Age

18 to 34	44%
35 to 54	40%
55+	16%



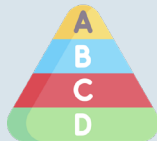
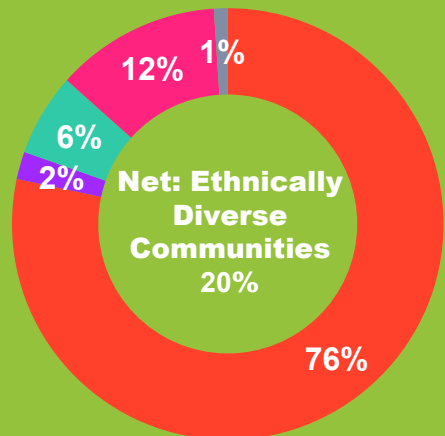
Gender

Women	44%
Men	55%
In another way	1%



Ethnicity

White Mixed Black



Social grade

65%	35%
ABC1	C2DE

Disability/ Long term health condition

22%	With
78%	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](#)



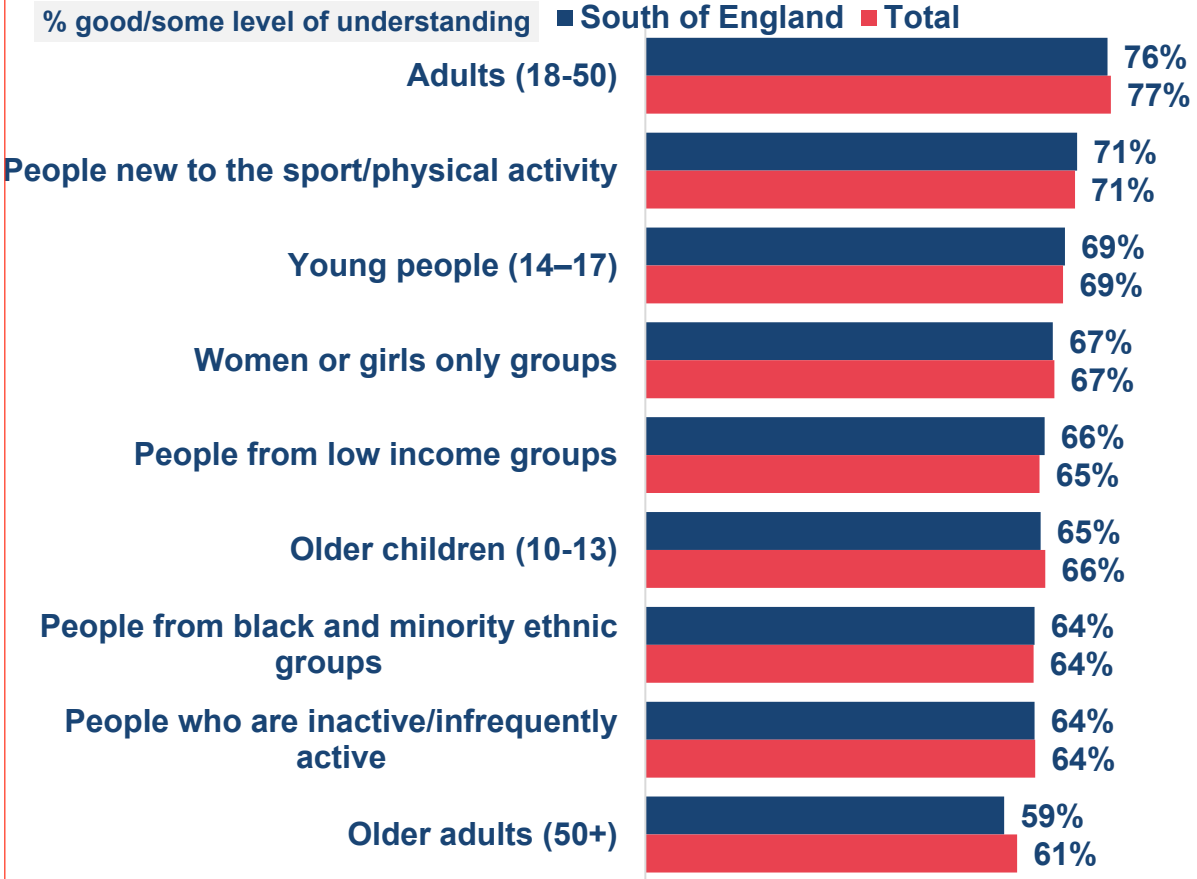
Active Coaches in the South are more likely to see their role as to inspire others compared to the whole of the UK

Primary roles as a coach according to coaches



Women are more likely than men to say build confidence/self-esteem (57% vs. 44%) and promote wellbeing (42% vs. 24%), whereas men are more likely to say prepare for events/competitions (13% vs. 5%)

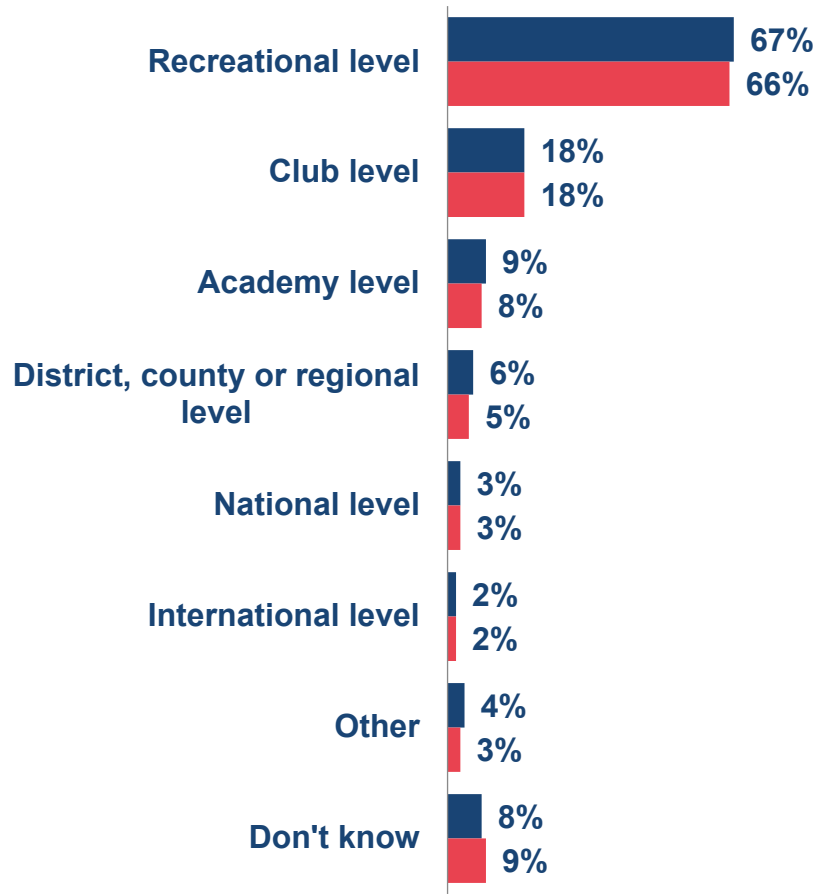
Understanding the needs of different groups



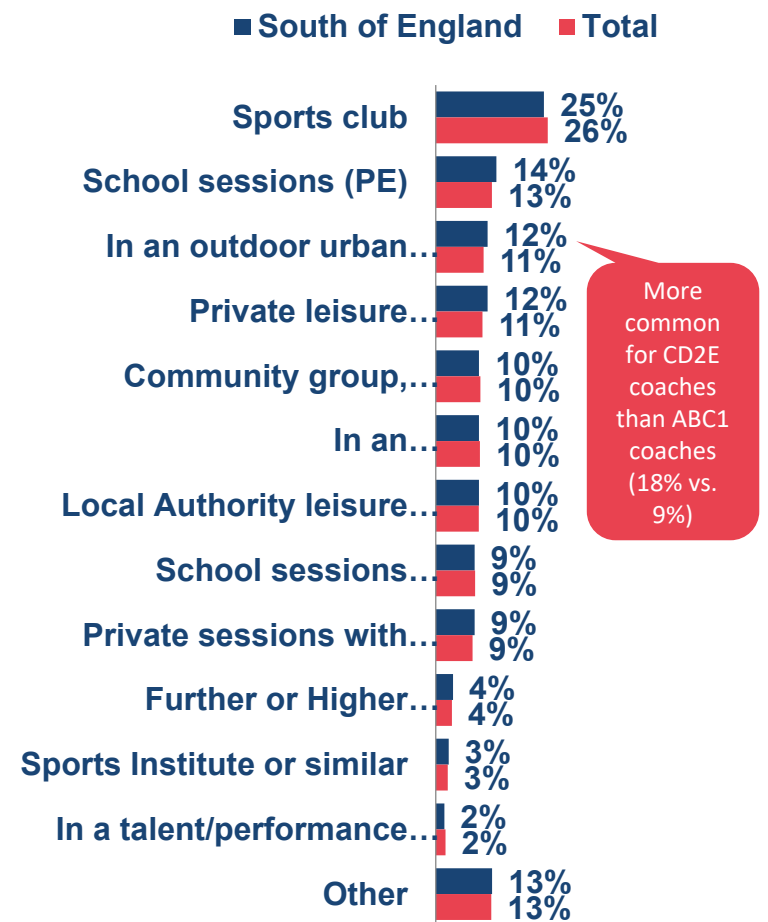
Q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options. Base: All who have coached in the last 12 months – South of England (n=772), Total (n=1,681)
 Q34. To what extent do you feel that you understand the specific sport and physical activity needs of each of the following? Base: All who have coached in the last 12 months – South of England (n=772), Total (n=1,681)

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

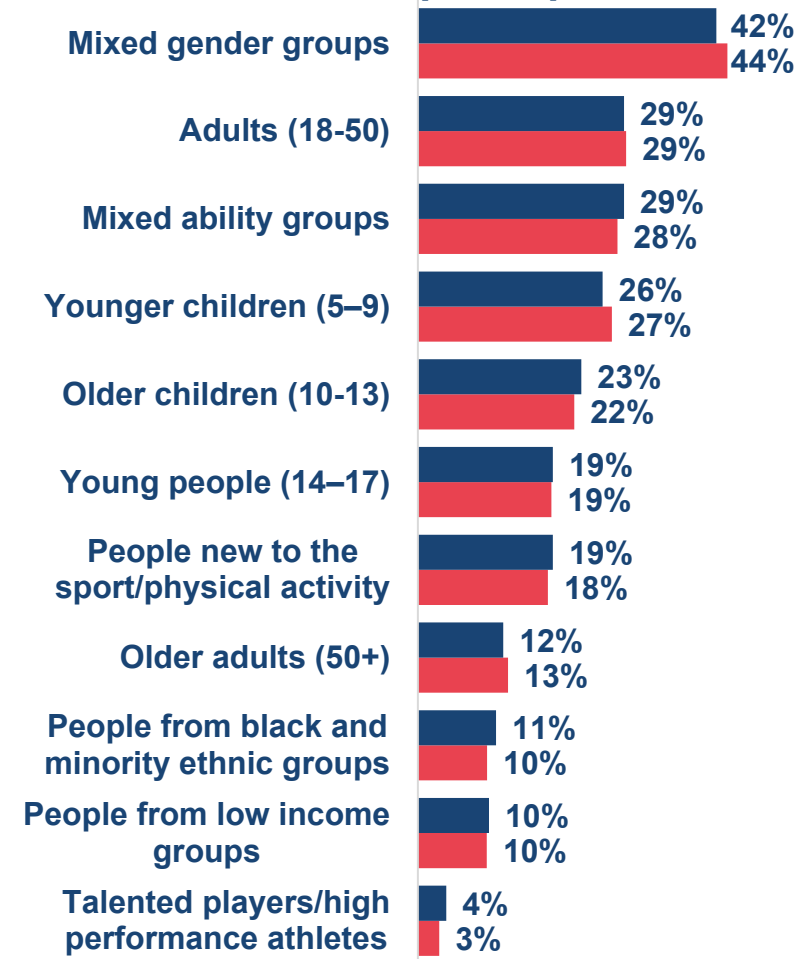
Level of Coaching Activity



Location of Coaching



Level of participants

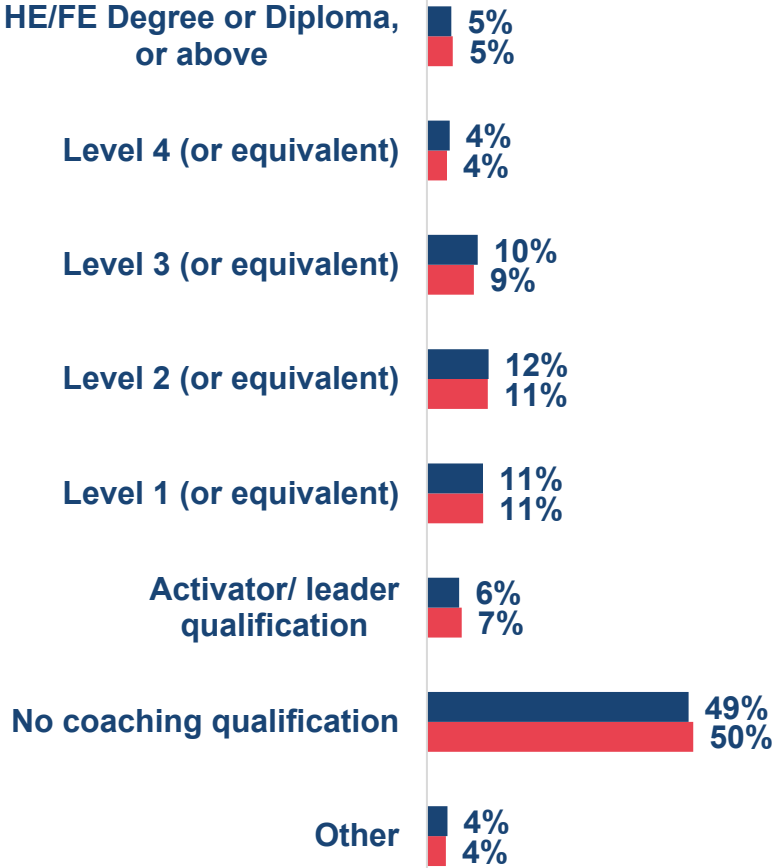


NT_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – South of England (n=772), Total (n=1,681)
 Q32. Where do you coach? Please tick all that apply. Base: All who have coached in the last 12 months – South of England (n=772), 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 – South of England (n=772), Total (n=1,681)

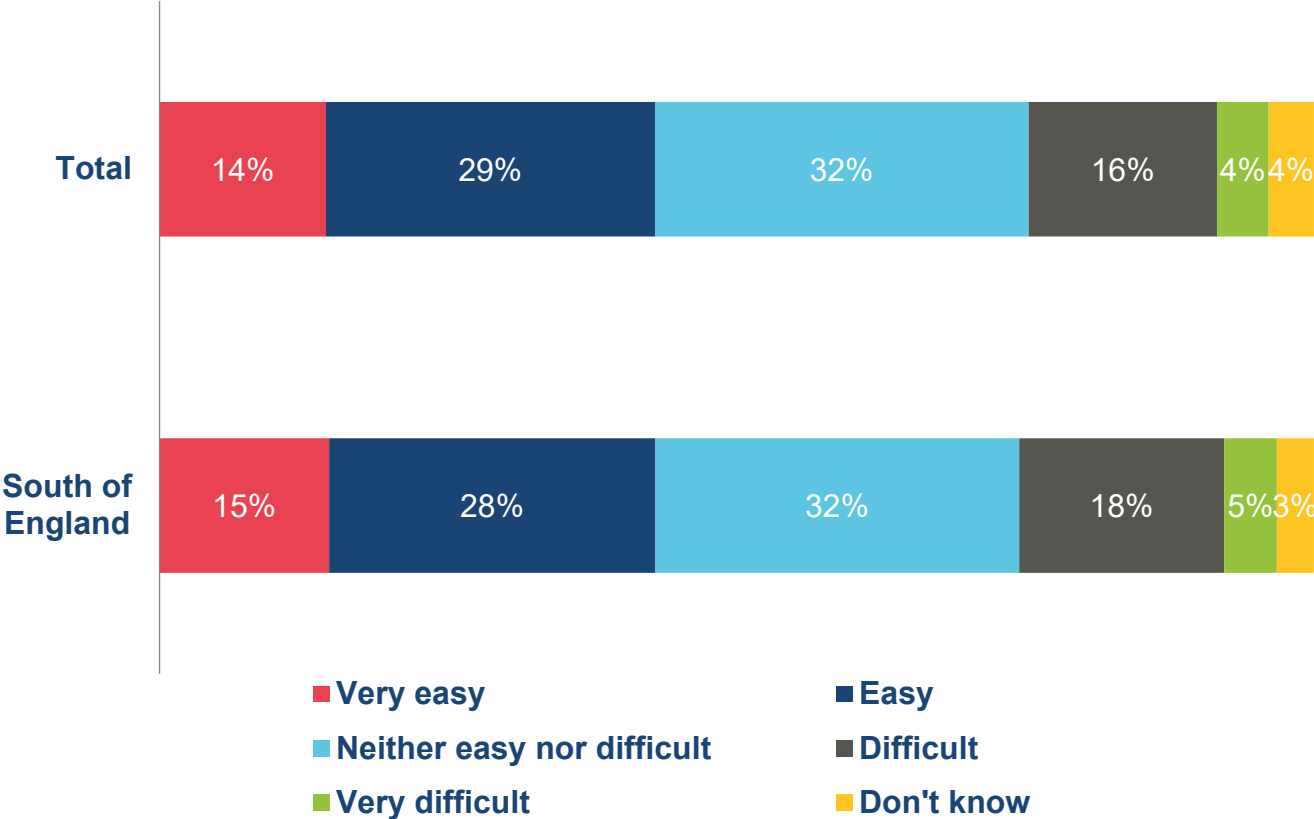
Similarly to the UK as a whole, it is most common for coaches in the South of England to have no coaching qualification

Highest level of qualification

■ South of England ■ Total



Ease of earning their qualification

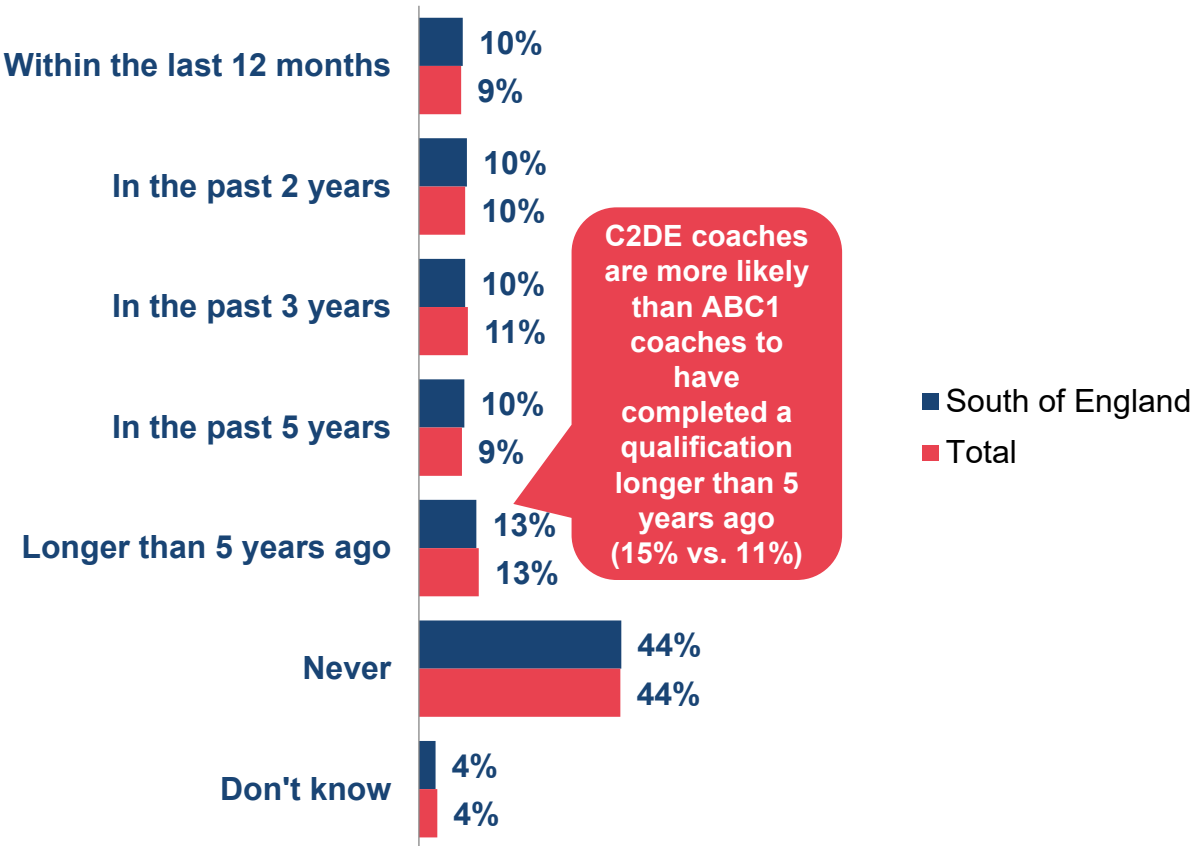


q40. What is your highest level of coaching qualification? Base: All who have coached in the last 5 years – South of England (n=1727), Total (n=3,743)

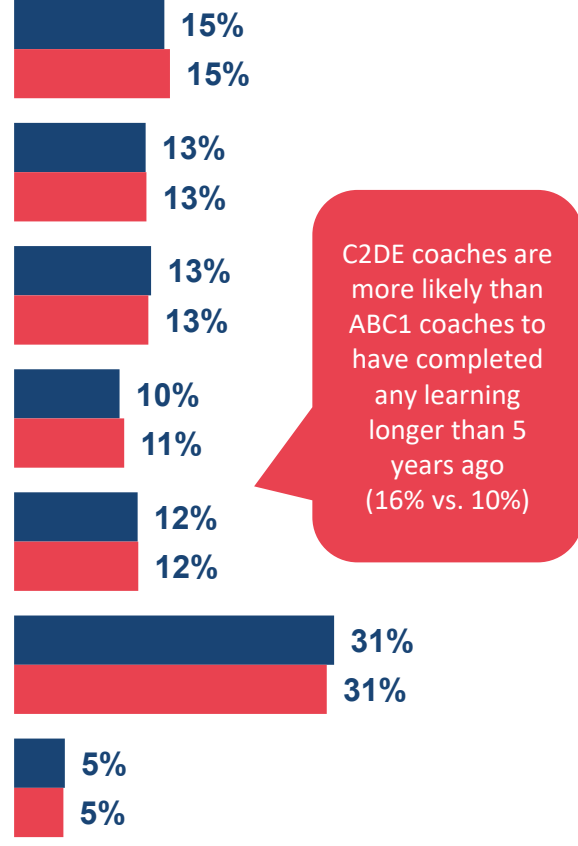
q40b. And when you obtained your qualification, how easy or difficult did you find this? Base: All who have coached in the last 5 years and have a formal coaching qualification – South of England (n=1727), Total (n=3,743)

When it comes to last completing a qualification or learning related to coaching, coaches in the South of England are in line with coaches from across the UK as a whole

A coaching/ instructor qualification



Any informal/ formal learning or development related to coaching



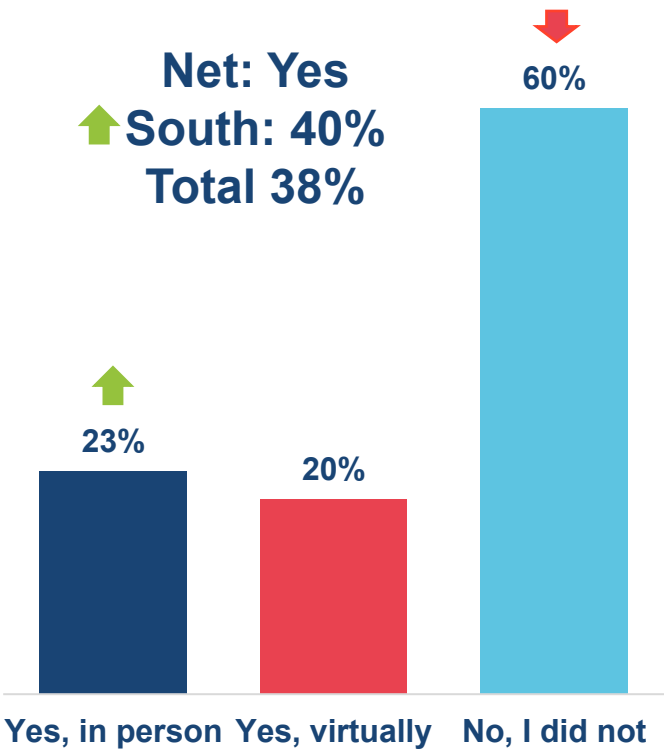
A third of coaches in the South of England consider the top barrier to be the cost of training/ qualifications. Coaches in the South of England are slightly more likely than coaches from across the UK as a whole to consider behavioral issues a top barrier



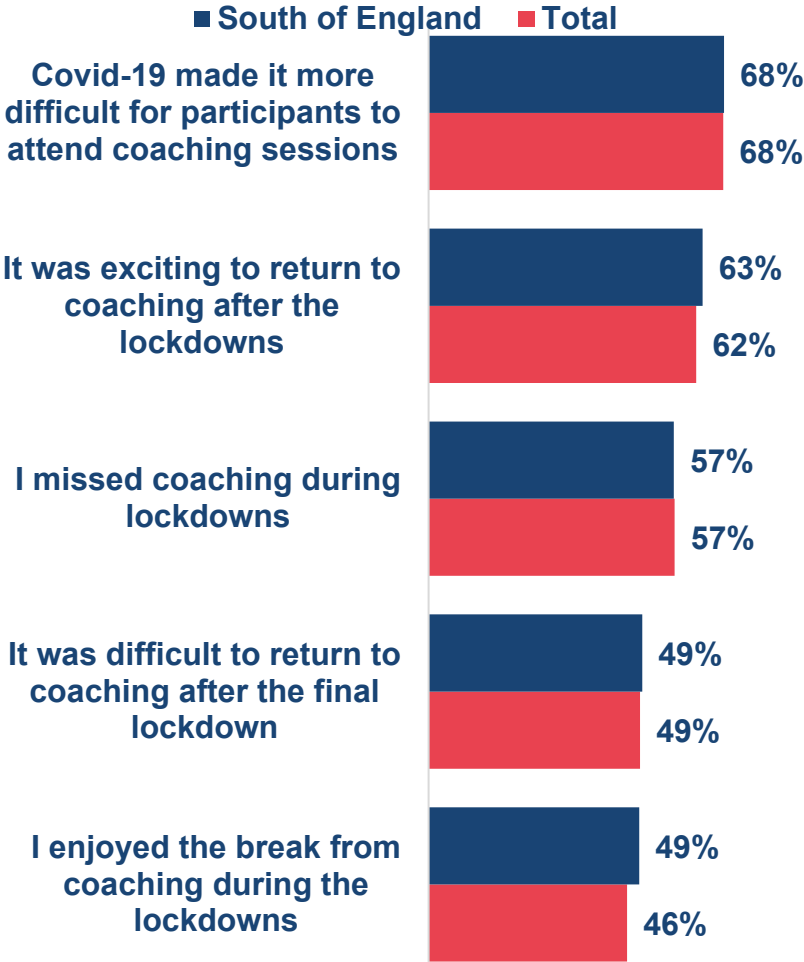
Q46. What do you think are the main challenges or barriers facing coaches in the United Kingdom? Please tick all that apply. Base: All who have coached in the last 5 years – South of England (n=1727), Total (n=3,743)

Coaches from the South of England were slightly more likely to have coached during lockdowns, compared to coaches across the UK as a whole

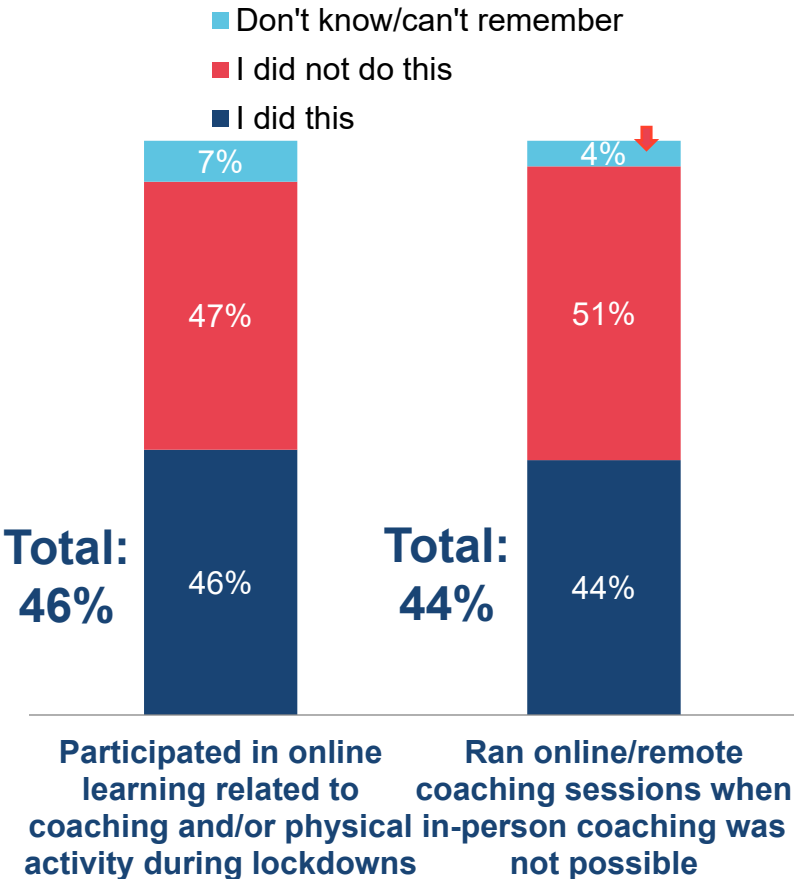
Coaching during lockdowns



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 – South of England (n=1363), 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 – South of England (n=532), 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 – South of England (n=532), Total (n=1,105)

Thank you

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