

Coaching in the Active People Survey: 2006–2016

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Summary

- Secondary analysis of the Sport England Active People Survey was undertaken to understand trends in coached-participation and volunteer coaching from 2006 to 2016.

Coached-participation

- Coached-participation reduced by 15% from 2005/16 to 2015/16. The latest data shows that 16% of adults (16+) participated in coached sport and physical activity in 2015/16 (c6.89 million participants in receipt of coaching).
- Some sports such as tennis, swimming, weightlifting, taekwondo and hockey have all seen significant increases in coached-participation over the last decade; whereas sports, such as fitness and conditioning, basketball, gym and boxing have all seen decreases in coached-participation.
- The data was explored to understand the demographic profile of coached-participants. Key findings as follows:
 - Gender: women 55% and men 45%.
 - Age: 40% 16 to 34; 36% 35 to 54; 23% 55+.
 - Ethnicity: 84% White British; 16% BAME.
 - Employment status: 66% employed; 20% unemployed; 16% student.
 - Disability: 21% disabled; 79% not disabled.
 - Economic status: 64% higher socio economic groups; 20% lower socio economic groups; 16% economically inactive.
 - Children in household: 34% with children; 66% without children.
- Participants who received coaching were more likely to be physically active than those who did not receive coaching: 78% were physically active in the previous four weeks compared to 43% (2015/16).
- Participants who received coaching were more likely to be active for longer periods than those who did not receive coaching: 52% were engaged in sport or physical activity for at least thirty minutes on three or more days a week compared to 38% (2015/16).
- Participants who received coaching were more likely to engage in a greater number of activities, than those who did not receive coaching: an average of 1.97 activities in a four-week period, compared to 1.51 activities (2015/16).
- Participants who received coaching generally led healthier lifestyles than those who did not receive coaching:
 - those who received coaching had a higher intake of fruit and vegetables than those who do not receive coaching: 58% ate at least five portions of fruit and vegetables on the previous day, compared to 53%.
 - those who received coaching were more likely to be in the BMI 'healthy weight' category: 55% were in the health weight category (18.5<25), compared to 46%.
- Participants who received coaching had more resilient sport and physical activity habits, than those who did not receive coaching:

- those in receipt of coaching were more likely to want to do more sport or physical activity than those who were not in receipt of coaching: 65% compared to 53% (2013/14).
- those in receipt of coaching were more likely to have increased their participation levels in the previous twelve months compared to non-coached participants: the net change in participation 11%, compared to -7% (2012/13).
- those in receipt of coaching had higher levels of satisfaction with local sports provision than those who were not in receipt of coaching: 78% were very or fairly satisfied with local sports provision, compared to 69%.

Volunteer coaching

- The proportion of adults involved in volunteer coaching has fluctuated over time, but there has been a marginal decrease since 2010/11 (-2%), in line with other volunteering activities. The latest data shows there were 1.67 million volunteer coaches in 2015/16.
- Every year volunteers dedicate over 200 million hours to coaching sport and physical activity.
- Volunteer coaches have relatively high levels of satisfaction with local sports provision and satisfaction has increased from 70% in 2012/13 to 72% in 2013/14.
- The data was explored to understand the demographic profile of volunteer coaches. Key findings as follows:
 - Gender: 69% men and 31% women.
 - Age: 50% 16 to 34; 37% 35 to 54; 14% 55+.
 - Ethnicity: 86% White British; 14% BAME.
 - Employment status: 70% employed; 11% unemployed; 19% student.
 - Disability: 81% disabled; 19% not disabled.
 - Economic status: 56% higher socio economic groups; 22% lower socio-economic groups; 22% economically inactive.
 - Children in household: 45% with children; 55% without children.

Background

Sport England's Active People Survey has been conducted annually since 2006. It is the largest and most robust survey of sports participation in England. The survey was primarily used to measure the number of adults taking part in sport, but also includes insights into club membership, organised and competitive sport, volunteering and tuition/coaching. The results of the tenth and final Active People Survey were published in December 2016, before the launch of Sport England's new Active Lives Survey.

UK Coaching commissioned the Sport Industry Research Centre at Sheffield Hallam University to undertake secondary analysis of the Active People Survey in February 2017. The primary aim of the study was to analyse each wave of the survey to understand the tuition/coaching and volunteer coaching questions in greater depth. There has been limited analysis of these questions to date, but data published by Sport England showed a statistically significant reduction in the number of participants receiving tuition or coaching over time, from 18% in 2006 to 16% in 2016. UK Coaching was keen to understand why there had been a reduction over time and whether there was any relationship between coaching and participation in sport and physical activity generally.

The analysis involved two key questions:

- **Tuition/coaching** (Question 17: *“Now thinking about the last 12 months, have you received tuition from an instructor or coach to improve your performance in any sport or recreational activities?”*).¹
- **Volunteering in coaching** (Question 19b: *“During the last 4 weeks, have you done any of the following activities on a voluntary basis without receiving any payment except to cover expenses?”* Response 1: coached an individual or team in sport or recreational physical activity)

For each wave of the Active People Survey, the responses to the above questions were analysed by sport, key demographic characteristics and other relevant variables. This paper presents a summary of the key findings.

¹ For consistency, “coaching” and “coached-participation” is used throughout this report instead of tuition.

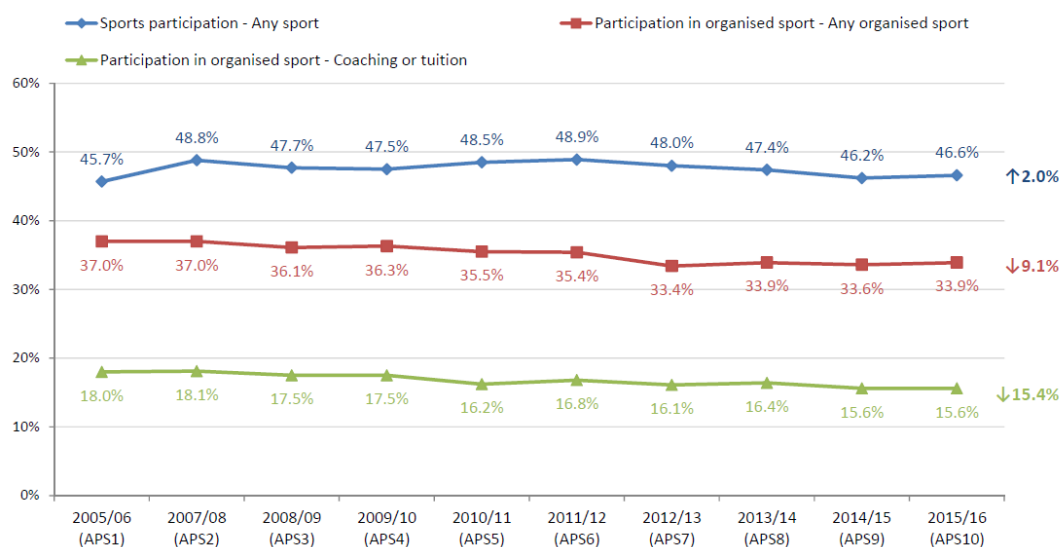
Coached-participation

Coached-participation rates

Examining Active People Survey data since 2005/06, coached-participation has reduced by 15% overall: from 18% of adults (16+) who received tuition from an instructor or coach in 2005/16 to 16% in 2015/16 (figure 1.1). The latest Active People Survey data reveals that 6.89 million adults were in receipt of coaching in 2015/16.

On the other hand, sports participation has increased marginally by 2% during the same period: from 46% of adults (16+) participating in sport in 2005/16 to 47% in 2015/16. Participation in organised sport has reduced by 9% during the same period, from 37% to 34%.

Figure 1.1: Trends in participation: 2006 to 2016



Sports participation - The proportion/number of adults (aged 16 and over) participating in sport in the last 28 days, at any intensity, and for any duration.

Participation in organised sport - The proportion of those adults (aged 16 and over) who have been a member of a club where they take part in sport in the last 28 days and/or received tuition to improve their performance in the last 12 months and/or taken part in organised competitive sport in the last 12 months.

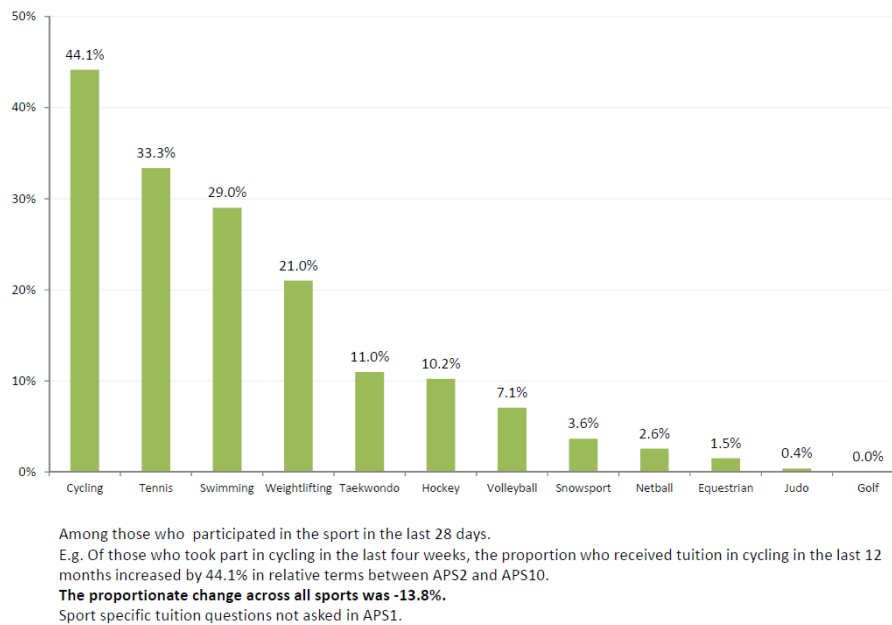
Participation in organised sport - Coaching or tuition - The proportion/ number of those adults (aged 16 and over) who have received tuition from an instructor or coach in the last 12 months.

Coached-participation rates in individual sports

Whilst there has been an overall reduction in coached-participation over time, the aggregate data hides some interesting findings. The next stage of the analysis explored the rates of coached-participation amongst individual sports and revealed some significant changes over time.

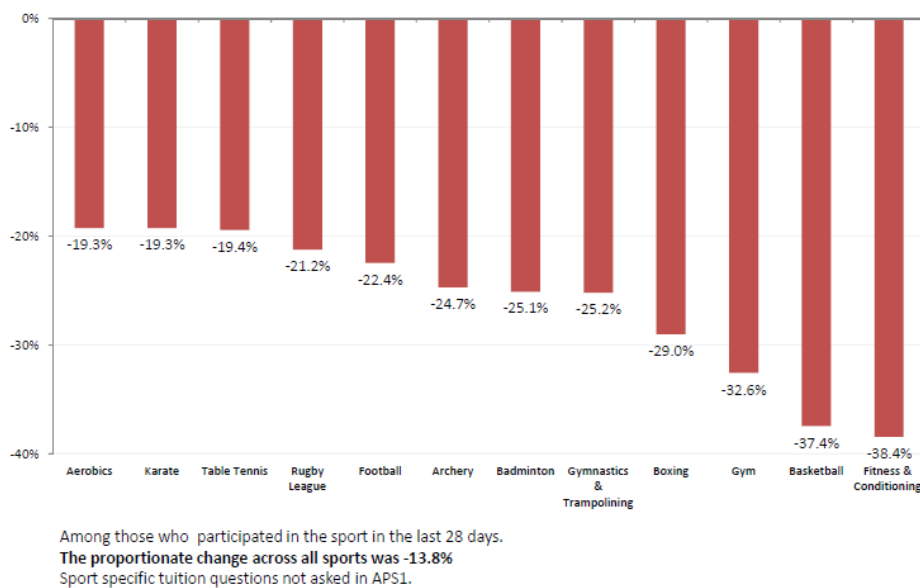
Cycling for example, has seen a 44% increase in coached-participation between 2007/08 and 2015/16. Other sports such as tennis, swimming, weightlifting, taekwondo and hockey have all seen significant increases in coached-participation (figure 1.2).

Figure 1.2: Proportionate change in coaching between APS2 and APS10 (positive)



On the other hand, there are several sports that have seen a significant decrease in coached-participation. Sports including fitness and conditioning, basketball, gym and boxing have all seen decreases in coached-participation over the last decade (figure 1.3).

Figure 1.3: Proportionate change in coaching between APS2 and APS10 (negative)



For some sports, whilst there has been an overall decrease in participation over the last decade, there has been a substantial increase in coached-participation. Cycling, tennis and swimming have all seen large increases in coached-participation despite a reduction in overall participation levels (table 1.1).

Athletics, and keep fit and gym activities, have seen increases in overall participation but a decrease in coached-participation. Sports such as squash and racketball, football and badminton have experienced reductions in both overall participation and coached-participation. In golf, there has been no change in coached-participation over the last decade, yet a large decrease in overall participation.

Table 1.1: Proportionate change in coaching between APS2 & APS10

Sport	Any participation	Organised participation	Received coaching/tuition
Cycling	↓ 12%	↑ 62%	↑ 44%
Tennis	↓ 28%	↑ 15%	↑ 33%
Swimming	↓ 29%	↑ 18%	↑ 29%
Golf	↓ 32%	↓ 1%	= 0%
Athletics	↑ 16%	↑ 12%	↓ 4%
Keep fit & gym	↑ 10%	↓ 26%	↓ 25%
Sport & racketball	↓ 41%	↓ 13%	↓ 15%
Football	↓ 22%	↓ 14%	↓ 22%
Badminton	↓ 28%	↓ 7%	↓ 25%

Sport specific questions not asked in APS1.

Participation: The proportion of those adults (aged 16+) who participated in the sport in the last 28 days.

Organised participation: Among those who participated in the sport in the last 28 days

Received coaching or tuition: Among those who participated in the sport in the last 28 days.

Profile of coached-participants

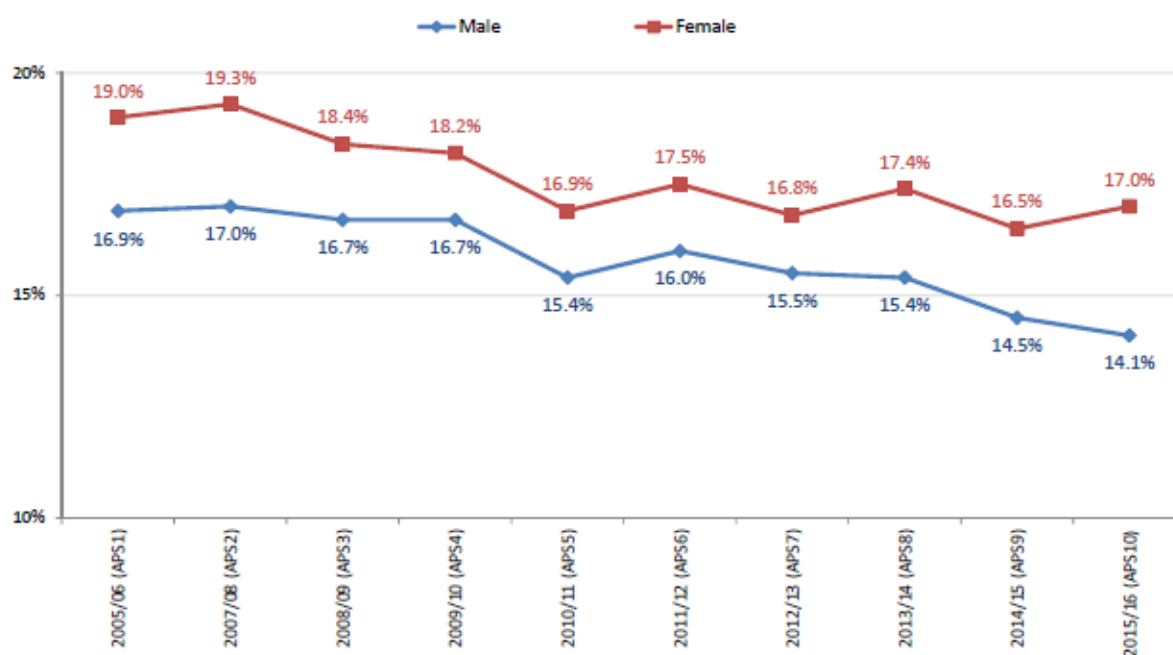
Active People Survey data was examined to understand the demographic profile of coached-participants.

Gender

As a proportion of the adult population, more women were in receipt of coaching compared to men (17% compared to 14% in 2015/16). This has been a consistent finding over the last decade (figure 1.4).

Whilst there has been a decline in coached-participation since 2005/6 for both men and women, the decline has been greater amongst men (-17%) than amongst women (-11%). Figure 1.4 shows a steady downward trend amongst men, but a more stable pattern amongst women since 2010/11.

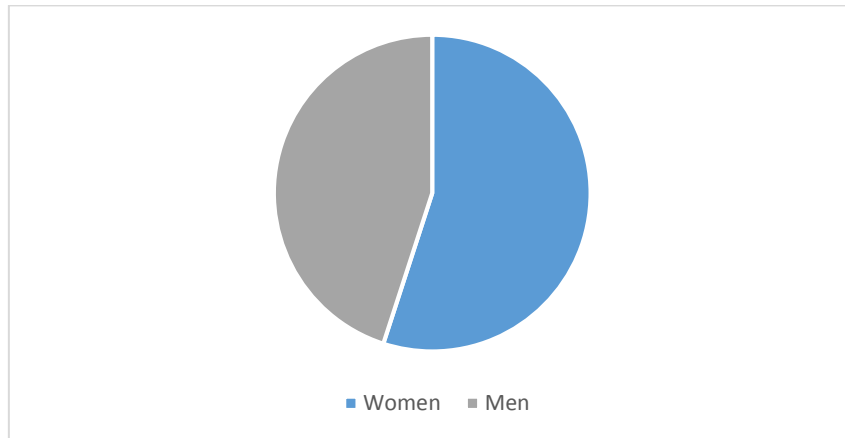
Figure 1.4: Coached participation by gender



The proportion of those adults (aged 16 and over) who have received tuition from an instructor or coach in the last 12 months.

Exploring the data by all those who received coaching within the previous 12 months, coached-participation was a predominantly female activity in 2015/16: 55% of adults who received coaching in 2015/16 were women and 45% were men (figure 1.5).

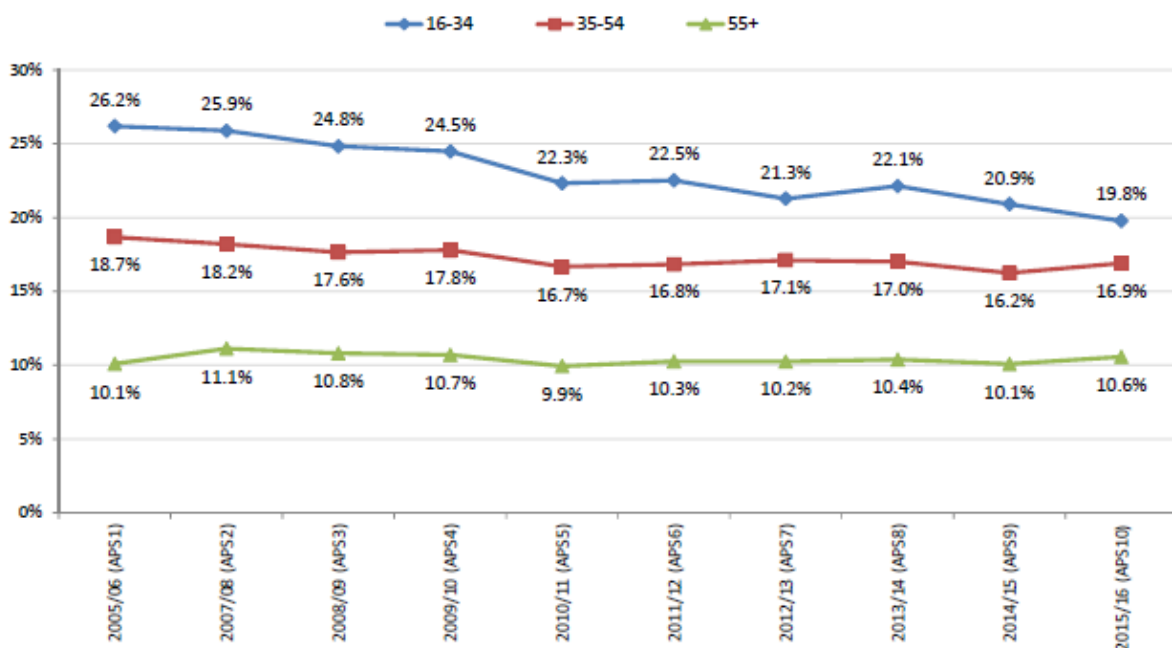
Figure 1.5: Coached participation by gender 2015/16



Age

Figure 1.6 shows the proportion of the adult population who received coaching within the previous 12 months, by age. A greater proportion of younger adults aged 16-34 were in receipt of coaching (20%) compared to older age groups (17% aged 35-54 and 11% aged 55+). However, the rate of decline in coached-participation over the last decade is greater amongst younger adults: -24% for 16-34 year olds, compared to -10% amongst 35-54 year olds. Figure 1.6 shows a steady downward trend amongst 16-34 over the ten year period. Those aged 55+ were the only group to increase participation in coached activity since 2005/6 (by 5%).

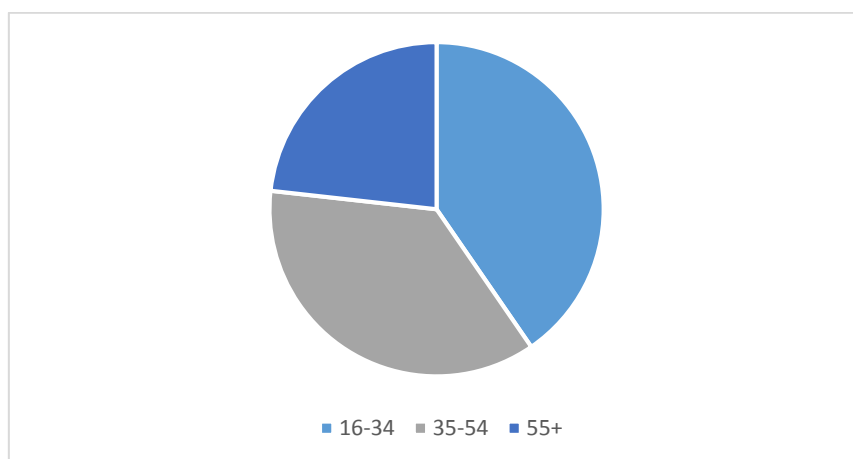
Figure 1.6: Coached participation by age



The proportion of those adults (aged 16 and over) who have received tuition from an instructor or coach in the last 12 months.

Exploring the data by all those who received coaching within the previous 12 months: 40% of adults who received coaching in 2015/16 were aged 16-34; 36% were aged 35-54; and 23% were aged 55+ (figure 1.7).

Figure 1.7: Coached participation by age 2015/16

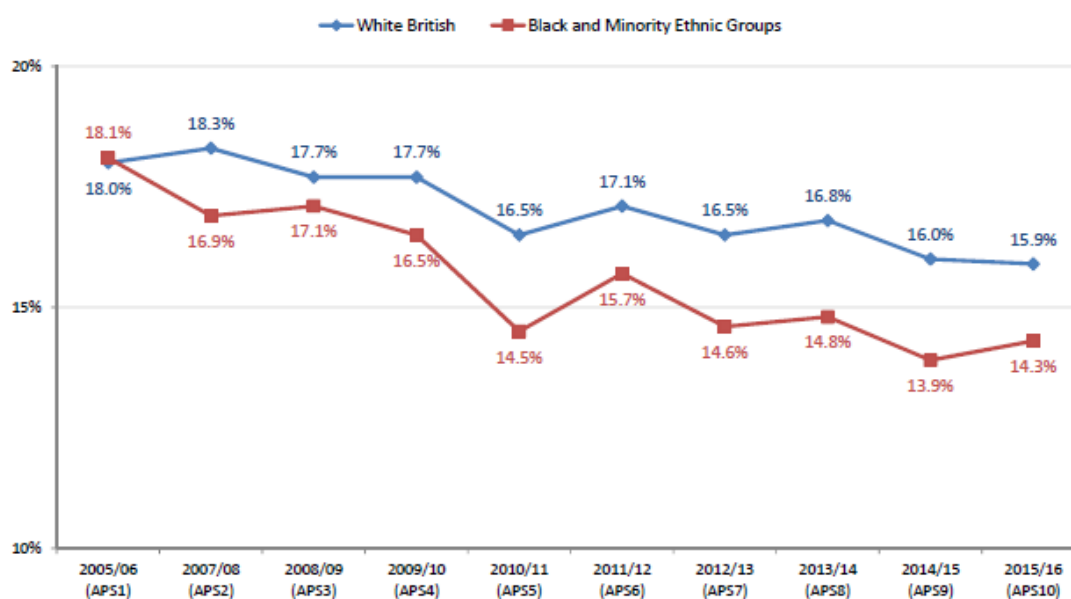


Ethnicity

Exploring the data by ethnic group, figure 1.8 shows that 16% of White British people received coaching in 2015/16, compared to 14% of Black and Minority Ethnic (BAME) groups.

It is interesting to note that the rate of coached-participation was the same for White British and BAME groups in 2005/06 (at 18%) and whilst there has been a decline amongst both groups over the last decade, the rate of decline is larger amongst BAME groups (-21%) than White British groups (-12%).

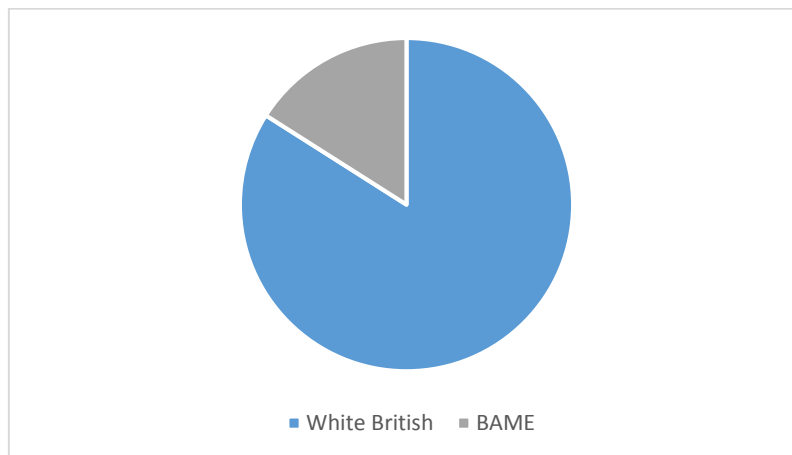
Figure 1.8: Coached participation by ethnic group



The proportion of those adults (aged 16 and over) who have received tuition from an instructor or coach in the last 12 months.

Overall, of all those who received coaching in the previous 12 months (in 2015/16), 84% were White British and 16% were from BAME groups (figure 1.9).

Figure 1.9: Coached participation by ethnic group 2015/16

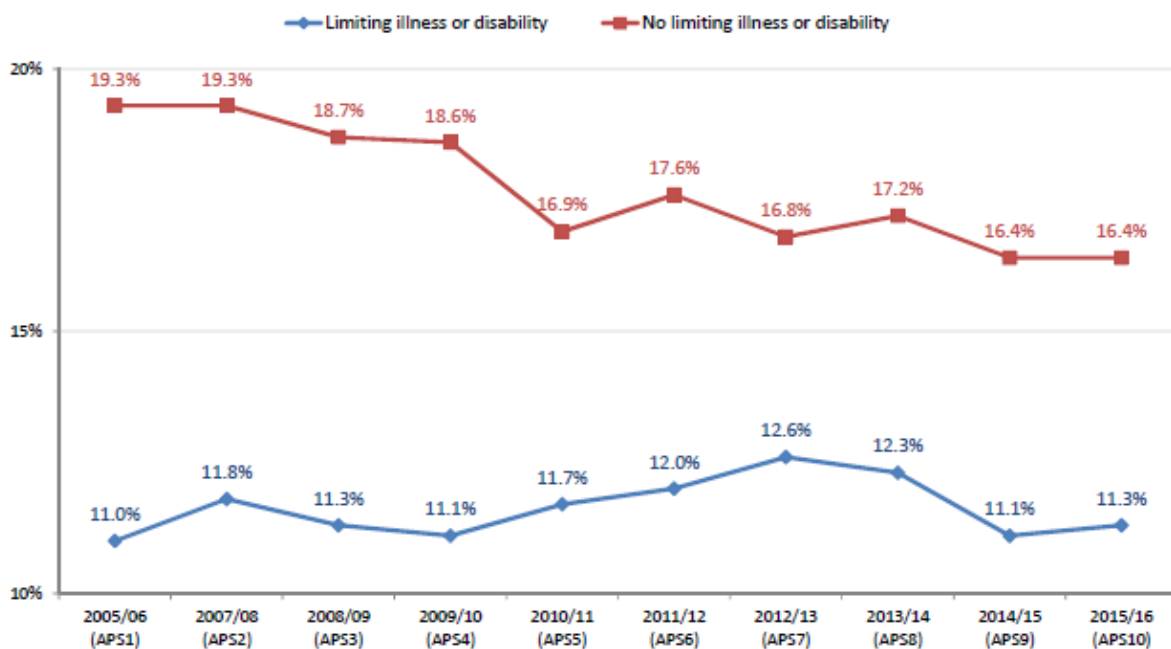


Disability

Figure 1.10 shows the proportion of the adult population who received coaching within the previous twelve months, by disability: 16% of people with no limiting illness or disability received coaching in 2015/16, compared to 11% of people with a limiting illness or disability.

Whilst there has been an overall decline of 15% amongst participants with no limiting illness or disability, there has been an increase in those with a limiting illness or disability by 3%.

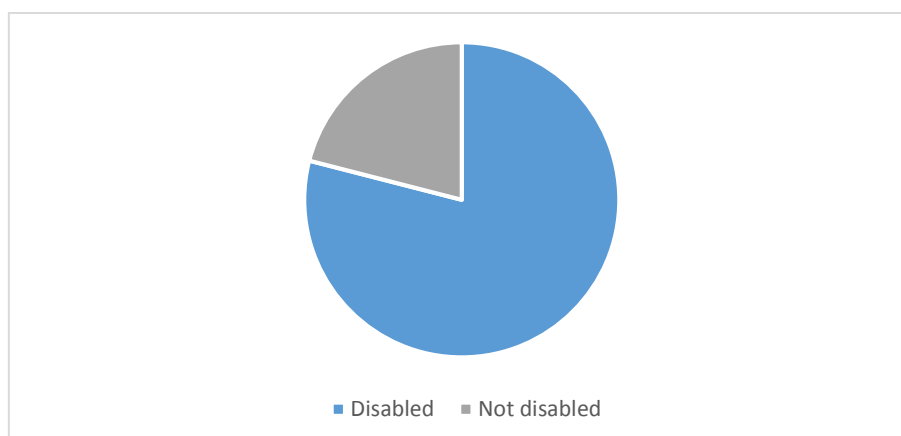
Figure 1.10: Coached participation by disability



The proportion of those adults (aged 16 and over) who have received tuition from an instructor or coach in the last 12 months.

Overall, of all those who received coaching in the previous 12 months (in 2015/16), 21% had a limiting illness disability and 79% did not (figure 1.11)

Figure 1.11: Coached participation by disability 2015/16



Other key demographics are presented in table 1.2:

Table 1.2: Profile of coached-participants

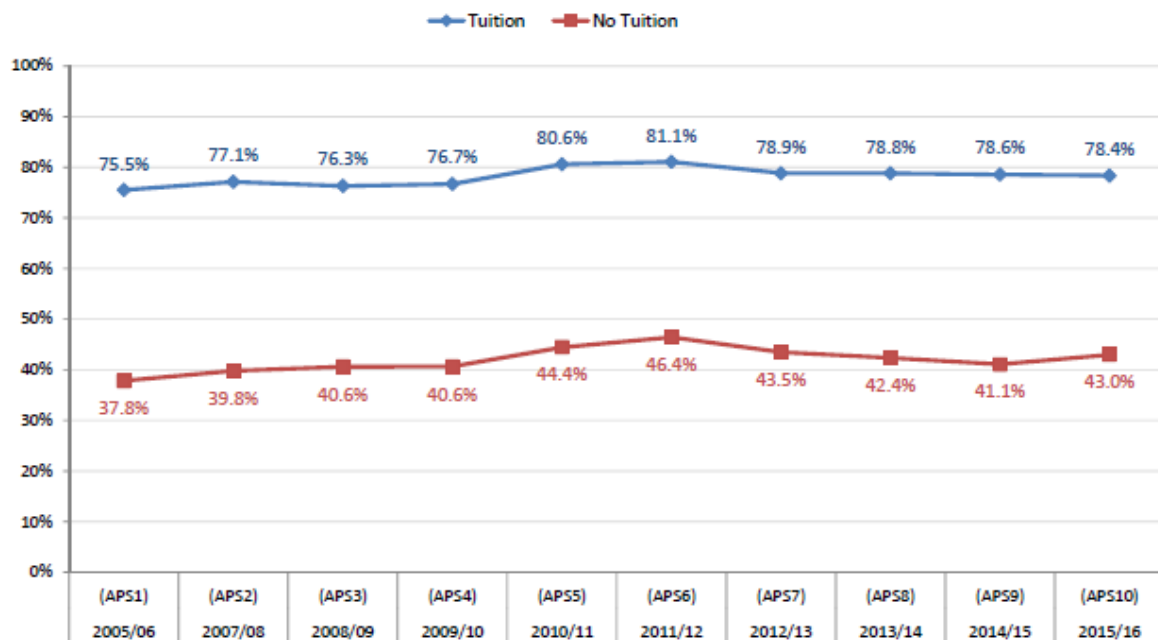
Category		%
Gender	Male	45%
	Female	55%
Age	16-34	40%
	35-54	36%
	55+	23%
Disability	Disability	21%
	No disability	79%
Ethnic group	White	84%
	BAME	16%
Employment status	Employed	66%
	Unemployed	21%
	Student	14%
Social status	Higher socio-economic groups (NS SEC 1-4)	64%
	Lower socio-economic groups (NS SEC 5-8)	20%
	Economically inactive (e.g. students, retirees) (NS SEC 9)	16%
Children in household	Children in household	34%
	No children in household	66%

Physical Activity

The next stage of the analysis explored the physical activity habits of those who received coaching compared to those who did not receive coaching. Some marked differences were observed between the two groups.

Examining the data on those who participated in any sport or physical activity (any intensity or duration) within the previous four week period, those who received coaching were more likely to be physically active than those who did not receive coaching: 78% of coached participants were active in the previous four weeks compared to 43% of non-coached participants in 2015/16. The difference between the two groups is substantial (35 percentage point difference in 2015/16) and consistent over time (figure 1.12).

Figure 1.12: Physical activity levels

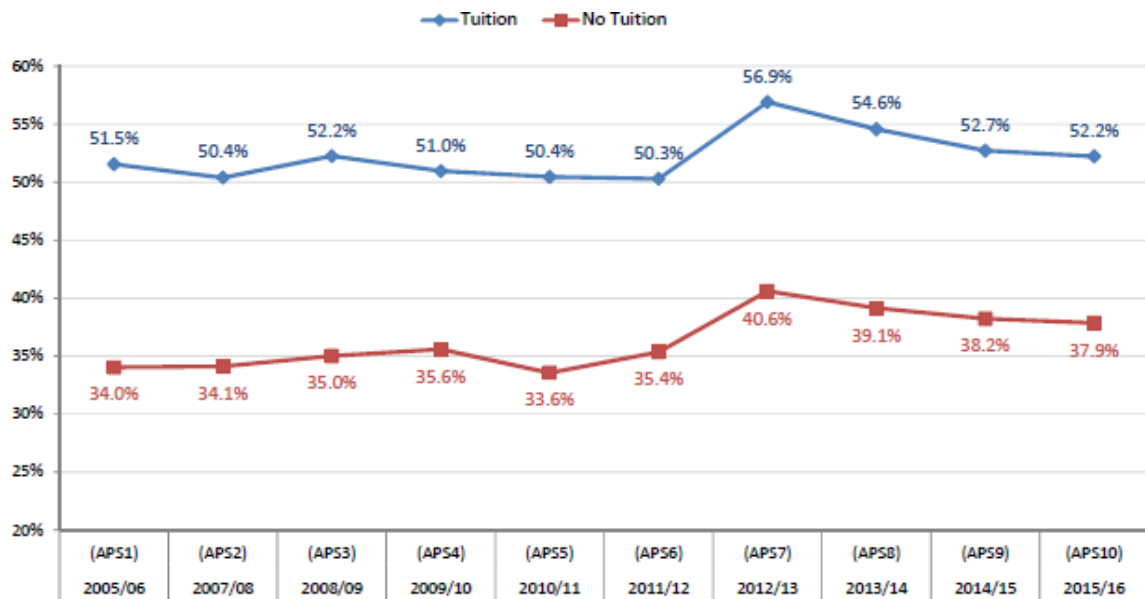


The proportion of those adults (aged 16 and over) who did any sporting or recreational physical activity in the last four weeks (at any intensity and for any duration).

Not only are coached participants more likely to be physically active than non-coached participants, they are also active for longer periods. Figure 1.13 shows the proportion of adults involved in sport or physical activity for at least thirty minutes on three or more days a week over a four week period. The data shows that considerably more of those who received coaching were engaged in sport or physical activity for at least thirty minutes on three or more days a week, compared to those who did not receive coaching: 52% compared to 38% in 2015/16. This has been a consistent finding over time.

Again, the difference between the two groups is substantial, yet the gap has reduced over time: from a difference of 18 percentage points in 2005/06 to a difference of 14 percentage points in 2015/16. The data suggests that whilst physical activity levels have remained relatively stable amongst coached participants, they have increased to a greater extent amongst non-coached participants.

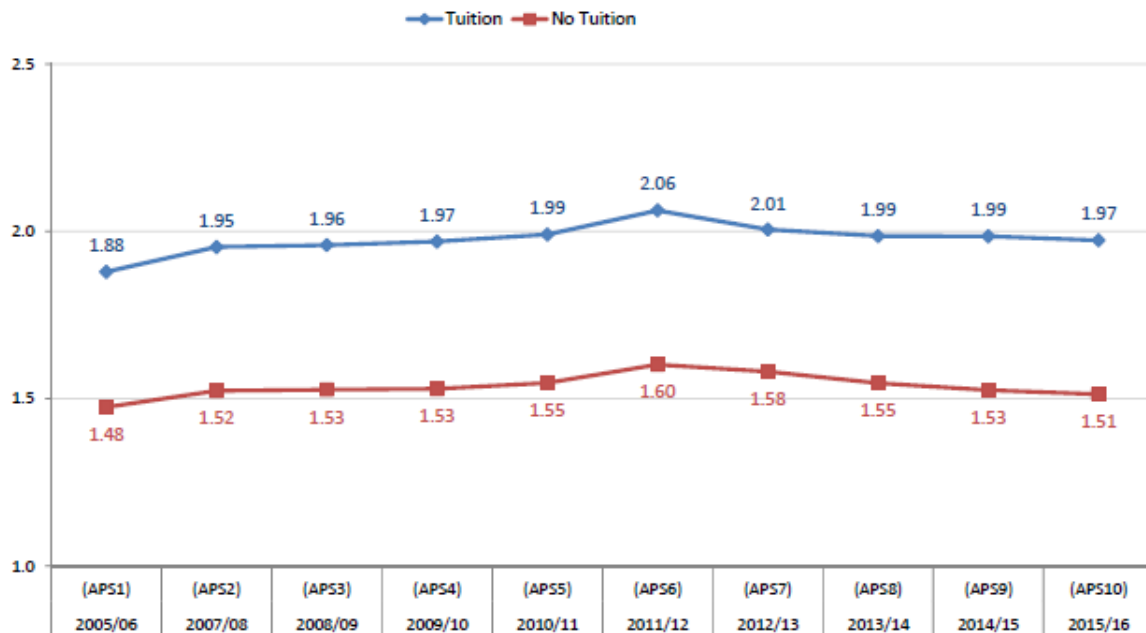
Figure 1.13: Physical activity levels 3 x 30 minutes



The proportion of those adults (aged 16 and over) who did any sporting or recreational physical activity on at least 12 days for 30+ minutes at moderate intensity in the last four weeks .
 Among those who did any sporting or recreational physical activity in the last four weeks (at any intensity and for any duration).

The data above demonstrates that coached-participants are more likely to engage in sport or physical activity and they are also active for longer periods, compared to non-coached participants. Further analysis also demonstrates that coached-participants engage in a greater number of activities, compared to non-coached participants: an average of 1.97 activities in a four-week period, compared to 1.51 activities in 2015/16 (figure 1.14). Again, this has been a consistent finding over the last decade. The data also shows that the average number of activities has increased over time for both groups.

Figure 1.14: Average number of activities in last four weeks



Among those adults (aged 16 and over) who did any sporting or recreational physical activity in the last four weeks (at any intensity and for any duration)

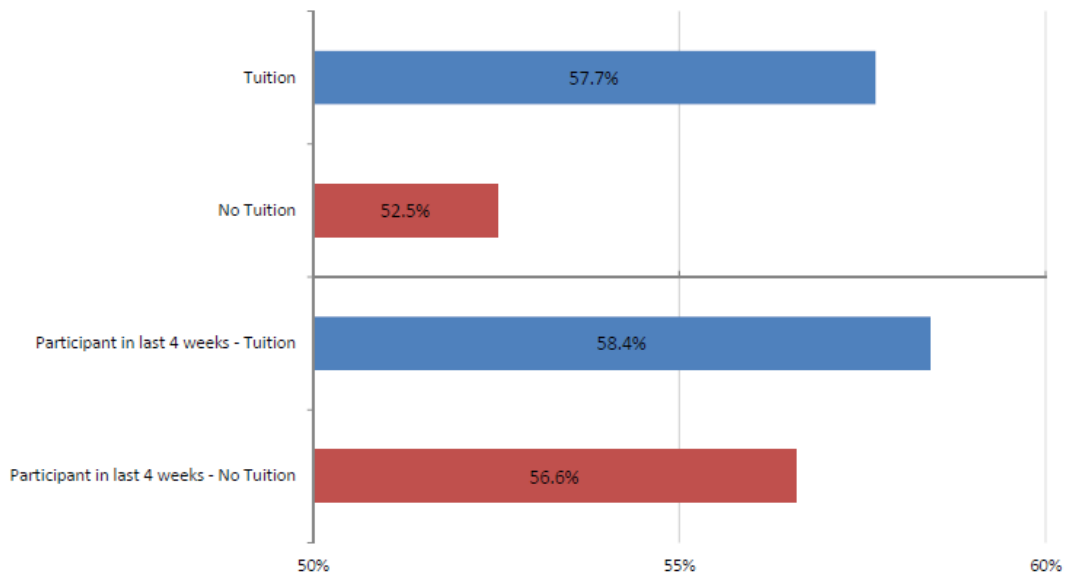
Healthy lifestyles

Analysis of the Active People Survey demonstrates that participants who receive coaching in sport and physical activity generally lead healthier lifestyles than those who do not receive coaching.

Diet

Figure 1.15 demonstrates that those who receive coaching or tuition have a better diet (higher intake of fruit and vegetables) than those who do not receive coaching: 58% of coached participants ate at least five portions of fruit and vegetables on the previous day, compared to 53% of non-coached participants.

Figure 1.15: Participants with at least five portions of fruit and vegetables consumed



Source: APS8

Q31 - How many portions of fruit did you eat yesterday?

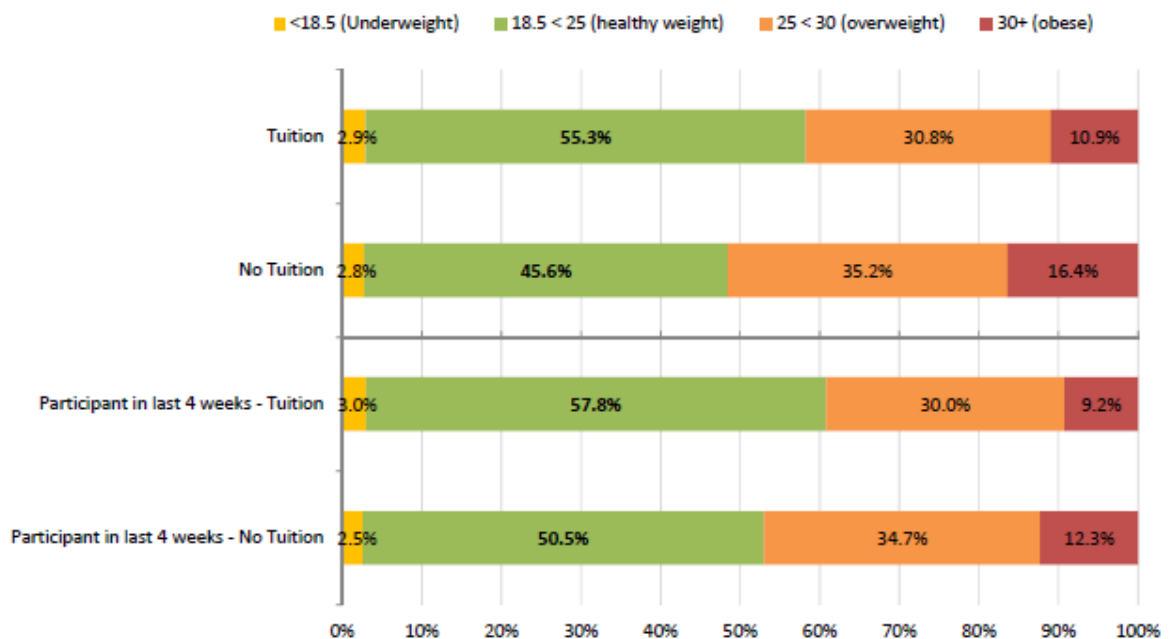
Q32 - How many portions of vegetables did you eat yesterday?

Question not asked in APS1-7, APS9-10.

Body Mass Index

Comparing the Body Mass Index (BMI) of coached and non-coached participants, the Active People Survey shows that those who are coached are more likely to be in the 'healthy weight' category (figure 1.16): 55% of coached participants were in the health weight category (18.5<25), compared to 46% of non-coached participants.

Figure 1.16: Participants Body Mass Index



Resilient Habits

Analysis of the Active People Survey demonstrates that coached participants have more resilient sport and physical activity habits, than non-coached participants. They are more likely to have increased their activity levels over the previous twelve months; they are more likely to want to do more sport and physical activity; and they have higher levels of satisfaction with local sports provision.

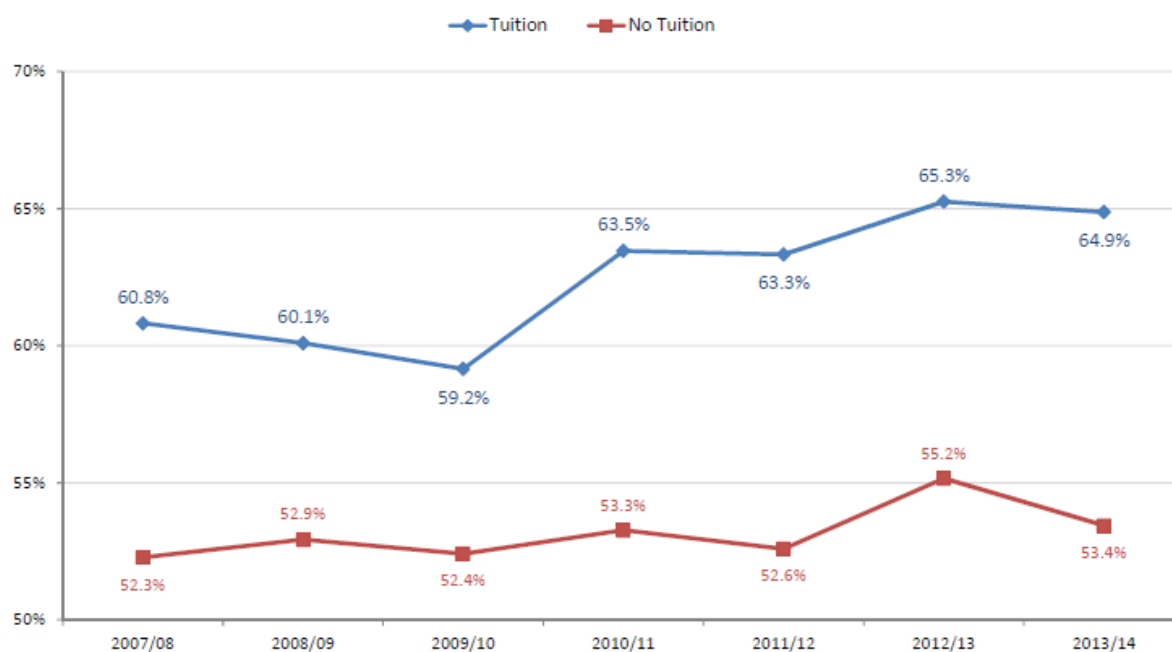
Intention to do more sport or physical activity

The Active People Survey asked participants whether they would like to do more sport or physical activity in the next twelve months compared to their current activity levels. Those in receipt of coaching were more likely to want to do more sport or physical activity than those who were not in receipt of coaching: 65% compared to 53% in 2013/14 (figure 1.17). This has been a consistent finding since the question was introduced in 2007/2008.

The data also shows that the intention to do more sport or physical activity has increased to a greater extent amongst coached participants compared to non-coached participants during the six year period (by 7% and 2% respectively).

Furthermore, the difference between the two groups has increased over time: from a difference of 14 percentage points in 2007/8 to a difference of 18 percentage points in 2013/14. The data suggests that whilst coached participants continue to want to do more sport and physical activity, and this is growing over time, non-coached participants are less likely to do so.

Figure 1.17: Would like to do more sport over the next 12 months



The proportion of adults (aged 16 and over) who would like to do more sport over the next 12 months than they do currently.

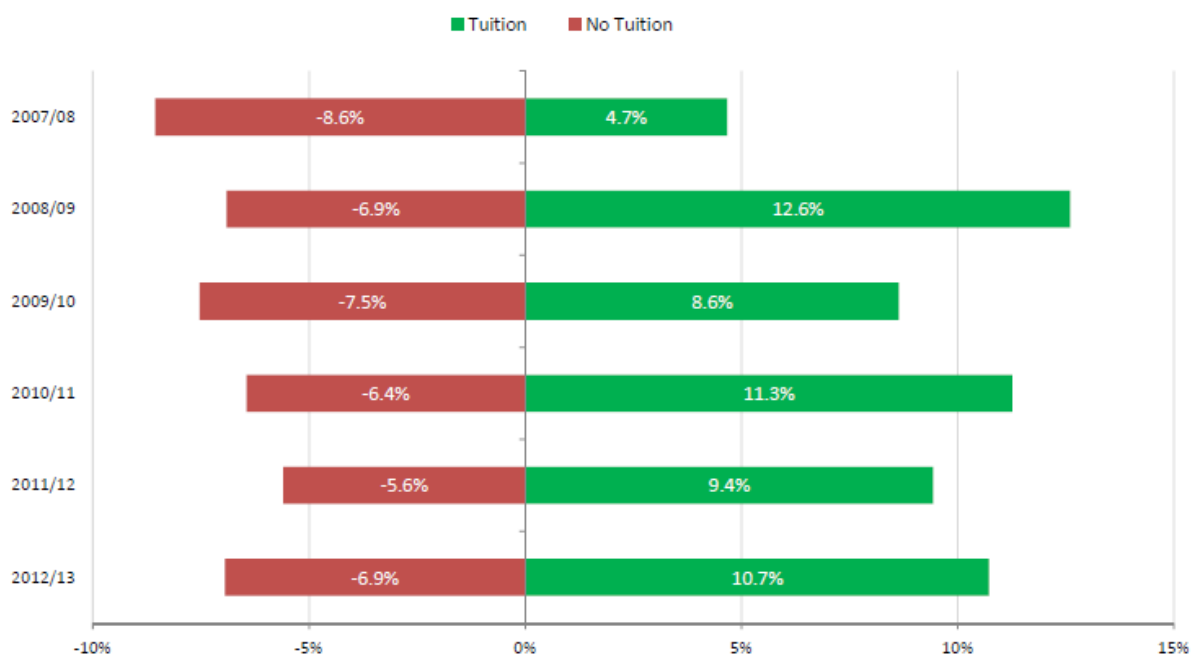
Question not asked or no data for APS1, APS9-10.

Changes in participation

The Active People Survey also asked whether participants had actually changed their sport and physical activity levels within the previous twelve months. Coached participants were more likely to have increased their participation levels in the previous twelve months compared to non-coached participants: the net change in participation amongst coached

participants was 11% in 2012/13, compared to -7% amongst non-coached participants (scores are calculated as those doing more activity, minus those doing less). This was a consistent finding since the question was introduced in 2007/2008 (figure 1.18).

Figure 1.18: Net change in participation



The proportion of adults (aged 16 and over) who do more, less or the same amount of sport and recreational physical activity now than they did 12 months previously.
 Scores calculated as those doing more *minus* those doing less.
 Question not asked or no data for APS1, APS8-10.

Satisfaction with local sports provision

The Active People Survey shows that those who are coached are consistently more satisfied with local sports provision than those who are not coached. In 2014/15, 78% of coached participants were very or fairly satisfied with local sports provision, compared to 69% of those who are not coached.

The data also shows that amongst coached-participants satisfaction has increased over time: from 72% very or fairly satisfied in 2005/06 to 78% in 2014/15; whereas satisfaction has remained relatively stable over time for non-coached participants.

Table 1.3: Participation satisfaction with local sports provision (% very or fairly satisfied)

Measure	2005/06 APS1	2007/08 APS2	2008/09 APS3	2009/10 APS4	2010/11 APS5	2011/12 APS6	2012/13 APS7	2013/14 APS8	2014/15 APS9	2015/16 APS10
Received tuition	72.3%	70.8%	72.2%	73.7%	N/A	N/A	72.9%	75.3%	78.2%	N/A
No Tuition	68.8%	65.6%	67.5%	67.9%	N/A	N/A	69.8%	68.7%	68.6%	N/A

Volunteer coaches

Volunteer coaching rates

The proportion of adults who coached sport on a volunteer basis within the last 28 days is shown in table 1.4, alongside the proportion of adults involved in other volunteer activities. The proportion of adults involved in volunteer coaching has fluctuated over time, but there has been a marginal decrease since 2010/11, in line with other volunteering activities.

The Active People Survey estimates that there were 1.67 million volunteer coaches in 2015/16, a reduction of 40,000 volunteer coaches since 2010/11 (-2%).

Table 1.4: Volunteer coaching rates

Measure	2010/11 APS5	2011/12 APS6	2012/13 APS7	2013/14 APS8	2014/15 APS9	2015/16 APS10
Coaching	4.02%	4.24%	3.83%	3.96%	4.18%	3.77%
Other volunteer roles	11.90%	12.20%	10.10%	10.90%	10.80%	11.10%
No. volunteers (million)	1.71 m	1.83 m	1.66 m	1.73 m	1.84 m	1.67 m
Avg. time coaching in 4 weeks	11.08 hrs	10.20 hrs	10.57 hrs	9.42 hrs	8.99 hrs	9.84 hrs
Cumulative annual coaching hrs (million)	245.68 m	242.27 m	228.12 m	211.44 m	214.94 m	213.32 m

Table 1.4 also demonstrates the scale of the activity: every year volunteers dedicate over 200 million hours to coaching sport and physical activity.

As the Active People Survey only includes volunteer coaches within a narrow definition of coaching, this data underrepresents the true extent of coaching. A pilot survey conducted by Sports Coach UK in 2016, which used a broader definition of coaching and included both paid and volunteer coaches, revealed that 7% of the adult population had coached sport or physical activity within the previous twelve months, which equates to 3 million adults in England in 2016².

Satisfaction with local sports provision

The Active People Survey shows that volunteer coaches have relatively high levels of satisfaction with local sports provision. The figures are broadly comparable to other volunteers in the sports sector. Satisfaction amongst volunteer coaches has increased from 70% in 2012/13 to 72% in 2013/14.

Table 1.5: Volunteer satisfaction with local sports provision (% very or fairly satisfied)

Measure	2012/13 (APS7)	2013/14 (APS)
Any volunteering	70.5%	74.2%
Volunteer coaching	69.6%	72.3%
Other volunteering	71.0%	75.2%

² Yougov pilot coach population survey, Sports Coach UK 2016 (unpublished).

Profile of volunteer coaches

Active People Survey data was examined to understand the demographic profile of volunteer coaches.

As a proportion of the adult population, more men were volunteer coaches compared to women (5% of the population compared to 2% in 2015/16). This has been fairly consistent since 2010/11.

Exploring the data by all those who coached within the last 28 days, the vast majority of volunteer coaches were male: 69% of adults who coached were male and 31% were female in 2015/16.

In addition, volunteer coaching is generally higher amongst young people, White British, those without a disability, those in employment, upper social grades and those with children in households (table 1.6)

Table 1.6: Profile of volunteer coaches

Category		%
Gender	Male	69%
	Female	31%
Age	16-34	50%
	35-54	37%
	55+	14%
Disability	Disability	19%
	No disability	81%
Ethnic group	White	86%
	BAME	14%
Employment status	Employed	70%
	Unemployed	11%
	Student	19%
Social status	Higher socio-economic groups (NS SEC 1-4)	56%
	Lower socio-economic groups (NS SEC 5-8)	22%
	Economically inactive (e.g. students, retirees) (NS SEC 9)	22%
Children in household	Children in household	45%
	No children in household	55%

Discussion

The Active People Survey was the largest and most robust survey of sports participation in England. The survey contained a small number of questions on coached-participation and volunteer coaching, yet the responses to these questions have never been fully analysed. With the close of the Active People Survey and the launch of Sport England's new Active Lives Survey, UK Coaching sought to interrogate the data and conduct a full-time series analysis of the coaching related questions.

The analysis has revealed the scale of coaching. Each year, over 1.5 million volunteers give up their own free time and dedicate over 200 million hours to help others reach their sport and physical activity goals. Other research conducted by Sports Coach UK in 2016 suggests there are around 3 million paid and volunteer coaches in England, a coaching workforce that is a bigger than the entire National Health Service.

The analysis has shown that whilst participation in coached sport and physical activity has reduced over time, it does follow the same trend as participation in organised sport more generally. It appears that there has been a shift away from team and organised sports towards individual sports and solo activities, most notably running, cycling and keep fit/gym. These activities are not as coaching intensive as team sports such as rugby or netball, and consequently the demand for coaching may have decreased.

One of the most interesting findings to emerge from the analysis is the data on the proportion of women in receipt of coaching. Every year since 2005/06, more women have been in receipt of coaching than men, and whilst there has been a decline amongst both groups over the last decade, the decline has been greater amongst men. Women's participation in coached activity has remained relatively stable over recent years. As research has consistently shown that men are more active and play more sport than women, coaching should be considered as a key mechanism to redress the gender balance. UK Coaching encourages National Governing Bodies, sports clubs, leisure providers and others in the sector to offer further opportunities for women to access coaching.

The data also suggests that younger adults and BAME groups are moving away from coaching. Further investigation is required to understand the reasons for this decline and whether this is a result of a shift towards solo activities, or whether coaches are meeting the needs of these particular groups.

The analysis of the coaching questions in the Active People Survey supports other research conducted by UK Coaching. Research has consistently shown that coaching has an impact on participation and retention in sport and physical activity: coached participants are more likely to overcome the barriers associated with taking part in sport and activity and are more likely to continue. Previous research has also demonstrated the positive impact of coaching on the well-being and physical health of both coaches and participants. The Active People Survey has confirmed these findings. Participants who receive coaching are more physically active, are active for longer periods and engage in a greater number of activities than non-coached participants. Coached-participants lead healthier lifestyles than those who do not receive coaching, in relation to consumption of fruit and vegetables and Body Mass Index. They demonstrate more resilient habits: they want to do more sport or physical activity; they are more likely to have increased their participation levels in the previous twelve months; and they have higher levels of satisfaction with local sports provision than those not in receipt of coaching. The research presents a strong case for investment in coaching to increase participation and retention in sport and physical activity.

The Active People Survey does have some limitations: it only includes adults, aged 16+; it has a limited number of questions on coaching; and it has a narrow definition of coaching/tuition within fixed timeframes. It was not designed to capture the complex nature

of coaching and coached-participation. As a result, the figures presented in this report are likely to grossly underrepresent the true nature and extent of coaching. UK Coaching will be undertaking further research in 2017 to explore coaching and coached participation in greater detail. This will include a nationally representative coach and coached-participant survey, to include children, young people and adults.