

Invitation to Tender: National Coaching Survey: Coaches and coaching in the UK

Tender submission deadline: 10 June 2019

Introduction

UK Coaching would like to commission a large scale nationally representative survey of coaching in the UK. This should be comparable with the 2017 survey, 'Coaching in the UK' (<https://www.ukcoaching.org/resources/research/coaching-in-the-uk>). The survey will include coaches (both volunteer and paid) involved in any aspect of coaching or instructing in sport and physical activity. It will also include those who receive coaching (participants), and the general public. The survey should be representative of the UK population.

The survey will include both adults and children and interested suppliers are expected to put forward proposals on how they will collect responses from both groups.

Aims of the research

1. To establish robust nationally representative data on the number of coaches in the UK, their activity and demographic characteristics.
2. To establish robust, nationally representative data on the number of people in receipt of coaching and their experience.
3. To measure public opinion of coaches and coaching.
4. To investigate levels of coaching among specific under-represented groups (e.g. women and those in lower socio-economic groups).

Background

UK Coaching commissioned a survey of 20,000 adults and 1,000 children in 2017¹. The aim of the survey was to explore the experience of receiving coaching and the experience of being a coach. The survey incorporated a broader definition of coaching, to include anyone involved in or receiving coaching across the whole sport and physical activity sector. UK Coaching would now like to repeat the survey in 2019 and track any changes in response from 2017. It is expected that the core of the questionnaire will remain the same, but there will be a specific theme on mental health and wellbeing.

In line with current government strategies for sport and coaching, UK Coaching is keen to ensure that the survey captures a holistic picture of coaching in the UK. Key areas of interest

¹ <https://www.ukcoaching.org/resources/research/coaching-in-the-uk>

are: children and young people, women, people on the talent/performance pathway and low socio-economic groups. Currently key statistics about the coaching population suggest:

- There are over three million active coaches in the UK (6% of the UK population).
- Over nine-million adults (18%) are in receipt of coaching.
- Women are more likely to receive coaching than men, but there are fewer female coaches compared to men (46% compared to 54%).
- People from lower socio-economic groups and people over 45 are underrepresented in coaching, with 35% of coaches being from lower socio-economic groups, and the majority of coaches being under 45.
- Around one-fifth of coaches are from BAME backgrounds (22%) compared to the national average of 14%.
- More than half of coaches do not have a formal qualification. Coaches identify the cost of training/qualifications and balancing work/home life as top barriers facing coaching in the UK.

The requirement

The 2017 survey reported on coaches (number/percentage of coaches; who they coach and where; qualifications; levels of activity and socio-demographic profile), Participants (use of coaching; experience of coaching, levels of satisfaction; benefits of coaching and socio-demographic profile), and general public (perception of coaching and interest in coaching in the future).

We would now like to increase the sample size significantly in our 2019 survey to enable us to collect robust data at regional level. We would also like to gain more in-depth detail on specific groups and areas that align to UK Coaching programme areas. This includes:

- Specific populations (e.g. lower socio-economic groups, women)
- Increasing activity (those who are active but do not meet the Chief Medical Officers physical activity recommendations)
- Decreasing inactivity (those who do not achieve a total of 30 moderate intensity equivalent (MIE) minutes of physical activity over the course of a week)
- Children and young people (people up to aged 25 years)
- Maximising potential (increasing the quality of coaching experiences delivered in the talent and performance pathway).

The 2019 survey should include three groups of people: those who coach sport or physical activity; those in receipt of coaching (participants, to include adults and children), and the general public. Specific survey questions will be required for each group, including adapted questions for children and young people. UK Coaching has developed a draft questionnaire and the successful supplier will be expected to review the questionnaire and provide advice and guidance on the content and structure.

Key areas of investigation include:

- Participants: sport and physical activity participation, use of coaching; experience of coaching, levels of satisfaction; benefits of coaching and socio-demographic profile; confidence and competence (confidence to take part in physical activity and/or their confidence to take part in coached activity)

- Coaches: number/percentage of coaches; who they coach and where; qualifications; levels of activity and socio-demographic profile; confidence and competence (confidence to instruct, train, teach or lead a sport/physical activity session)
- General public: physical activity levels; measures of health, happiness and wellbeing

Regional breakdowns will be expected so that the data is more localised. In addition, we would like to develop an analytical tool with secure access to an online portal so that external users can manipulate the data.

The successful supplier will be required to test the survey in advance.

Methodology

It is expected that the survey will be distributed and completed via an online platform.

The survey should be representative of the UK population and tenders will be expected to demonstrate their sampling framework and approach. Tenders should describe how they will ensure representativeness, how they will access the sample, and the likely response rate expected. The 2017 survey set a new baseline of data, based on a new definition of coaching. To ensure comparable data to 2017, only limited changes to the survey can be made. For example, the majority of the survey questions will remain the same, however there is scope to include a small number of new questions. This will allow for comparisons between the two data sets (2017 and 2019).

The successful supplier will be expected to undertake simple and complex statistical analysis as required, such as: frequencies, cross-tabulations and correlations. The results should be broken down at a regional level as a minimum requirement.

Alternative methodological approaches that can fulfil the requirements of this brief will be considered.

Outputs

- 2 x statistical reports– coaching workforce; consumers of coaching (adults and children) including full data tables and statistically valid comparisons, including comparisons with 2017 data.
- 9 x home country/regional statistical reports– combined coaching workforce/consumer reports for each region including full data tables and statistically valid comparisons.
- 5 x spotlight reports and factsheets on key themes and population groups that align to UK Coaching programme areas (specific populations, e.g. lower socioeconomic groups, women, increasing activity, decreasing inactivity, children and young people, maximising potential).
- An analytical tool with secure access to an online portal so that external users can manipulate the data and gain access to regional data.
- A summary PowerPoint presentation report (including headline findings, key tables or graphs).
- Raw, cleansed (anonymised) dataset in an agreed format.

Timescales

Action	Dates (2019)
Tender submission deadline	10 June
Agency appointed	w/c 10 June
Inception meeting with UK Coaching to finalise questions*	21 June
Preparing and testing survey complete	28 June
Fieldwork complete	30 August
Review meeting with UK Coaching*	9 September
Results presented to UK Coaching*	8 November
Final data handover	30 November

* Meetings will be held at UK Coaching offices in Leeds and should be factored into any tender costs.

Tender Requirements

Tenders will be considered based on the following criteria:

1. Value for money
2. Methodological approach
3. Experience and expertise

Tender should be submitted via the contact details below and should:

- 1 Detail the proposed methodology and sampling approach including how you will ensure a reliable, representativeness, and robust sample.
- 2 Provide a detailed breakdown of costs, including the type and number of survey questions permitted and sample numbers.
- 3 Detail key areas of investigation and sample questions and question formats.
- 4 Demonstrate your experience and ability to conduct a survey of this nature, providing evidence of similar projects.
- 5 Provide a detailed timetable for completion of the project, including timings for fieldwork, analysis and reporting.
- 6 Demonstrate strong customer focus and engagement with UK Coaching throughout the research process.

Management

The project will be managed by a member of the Research Team from UK Coaching.

To ensure the project is meeting its deadlines, UK Coaching will require a written (e-mail) update on a fortnightly basis (as a minimum).

Contractual details

On being awarded the work, each consultant will be required to sign and return a copy of UK Coaching contractual agreement.

IMPORTANT: successful award of the tender is subject to contract. Any consultants working with UK Coaching will be expected to comply with our standard terms and conditions. These are available on request.

Contact details

Proposals (by e-mail or post) and any queries should be directed to:

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