

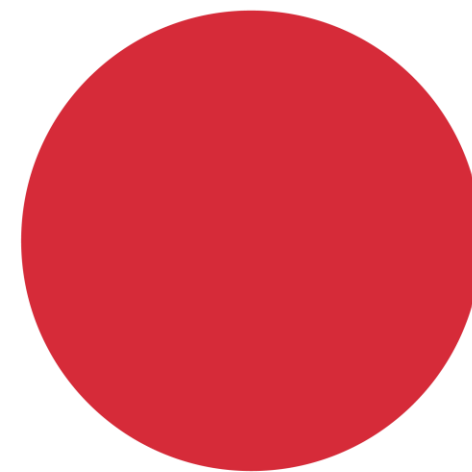
Coaching in the UK 2024

UK Coaching Population Study 2024 Report

Community to High Performance Spotlight

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Background and Methodology

Aims and Method

This report presents the key findings from a study commissioned by UK Coaching to explore the number of coaches in the UK, their activity and demographic characteristics.

- In this report, **Community groups** have been defined as those coaching the following groups/ at the following level:
 - Recreation level / Academy level / Club level / Younger kids (5-9) / Older kids (10-13) / Young people (14-17) / Adults 18-50
- In this report, **Talent to High-Performance groups** have been defined as those coaching the following groups/ at the following level:
 - District, country and regional / National / International / Talented players or High performance

All responses were collected online via **YouGov's online panel**. The results are **weighted to be representative** of the UK population by gender, age, region, social grade and ethnicity.

Definitions for this report:

- *Coaches* – people who have coached in the past 12 months
- *Coaching* – 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.



Background and Methodology

Notes for Interpretation

Quantitative findings throughout the report are presented in the form of percentages, and all differences highlighted between sub-groups are statistically significant at an alpha level of 0.05 unless otherwise indicated.

Statistical significances are denoted with:

 **Statistically significantly higher than average**

 **Statistically significantly lower than average**

In some instances, apparent differences between figures may not be considered 'statistically significant' due to sample sizes.

Where percentages do not sum up to 100, this is due to rounding, the exclusion of 'don't know' and 'prefer not to say' responses, or because respondents could give multiple answers.

Where relevant, results based on a sample of fewer than 50 have not been reported on.



Key Findings

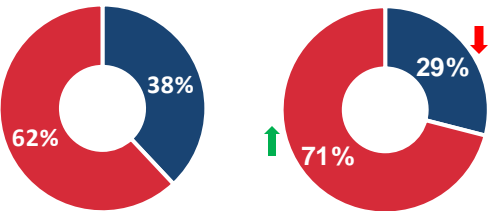
- 96% of all Active Coaches are Community coaches, while 14% are Talent to High Performance coaches: the Community coaches largely mirror Active Coaches in the UK as a whole, while there are more significant differences between Active Coaches and Talent to High Performance coaches
- While the demographic profile of Community coaches mirror Active Coaches as a whole, Talent to High Performance (71%) coaches are more likely to be male compared to Active Coaches (61%), and to have a disability or long-term health condition (32% vs 23%)
- In comparison to Active Coaches, Community coaches are more likely to do a mixture of paid and volunteer coaching (54% vs 31%), while Talent to High Performance coaches are more likely to be paid (73% vs 53%). Talent coaches are also more likely to report that coaching is their primary occupation (29% vs 12%) and spend more hours per week coaching
- Talent to High Performance coaches coach team sports (48% vs 40%), racket games (26% vs 16%), combat sports (22% vs 10%), swimming (19% vs 10%) and athletics (16% vs 12%) at higher rates than Active Coaches; they are also more likely to coach adults aged 18-50 (46% vs 30%) as well as older children aged 10-13 (33% vs 26%) & young people aged 14-17 (46% vs 25%)
- Compared to Active Coaches as a whole, Talent to High Performance coaches are more likely to hold an official qualification (88% vs 53%) and to have overall positive sentiments towards coaching, while Community Coaches remain broadly consistent with Active Coaches in these respects
- Similarly, where Community coaches remain in line with Active Coaches regarding coach support, Talent to High Performance coaches are more likely to support other coaches (56% vs 26%) and to have access to support (77% vs 53%)

Active Coaches Overview by Community vs Talent to High Performance:

↑ Statistically significantly higher than average
↓ Statistically significantly lower than average

96%
Are Community coaches

14%
Are Talent to High Performance coaches



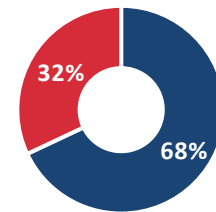
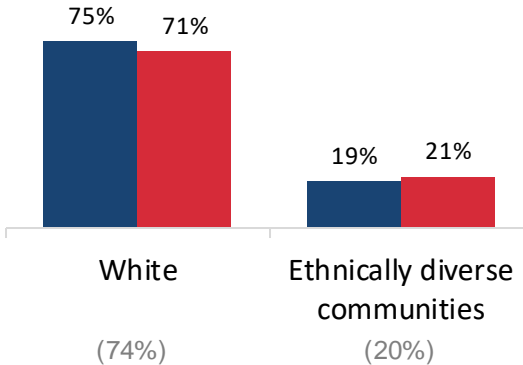
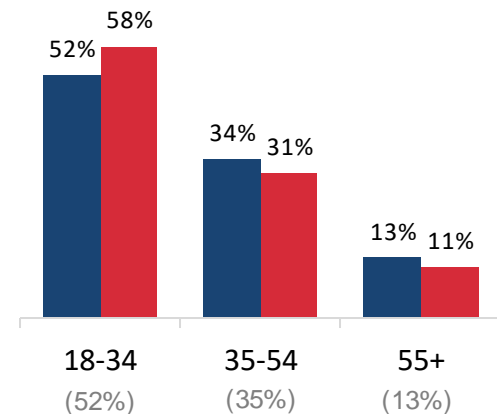
Of Community coaches are

- Female (38%)
- Male (61%)

Of Talent to High Performance coaches are

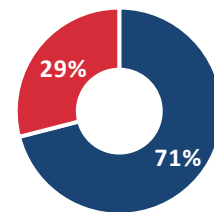
- Female (38%)
- Male (61%)

■ Community
■ Talent to High Performance



Of Community coaches are

■ ABC1 (67%)
■ C2DE (33%)



Of Talent to High Performance coaches are

■ ABC1 (67%)
■ C2DE (33%)



23%

Of Community

coaches have a disability or long-term health condition

(23%)



32%

Of Talent to High Performance



Region

2% **1%**
Northern Ireland
(2%)

86% **86%**
England
(86%)

4% **3%**
Wales
(4%)

8% **10%**
Scotland
(8%)

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(Total Active Coaches figures in brackets)

Talent to High Performance coaches more often do paid coaching, say coaching is their primary occupation and spend more time coaching per week

q27_rcx. On average, in a typical week, how many hours do you spend coaching or instructing sport or physical activity? - In a paid capacity.

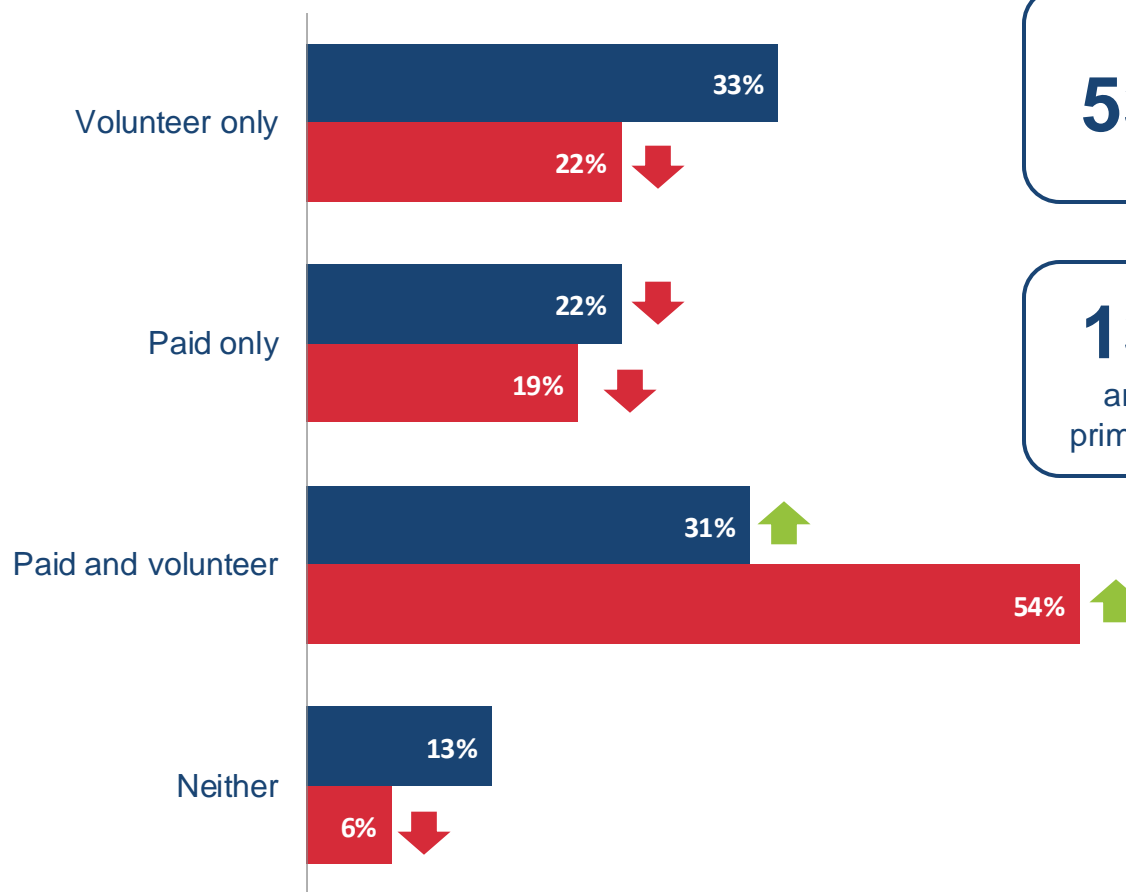
q28_rcx. On average, in a typical week, how many hours do you spend coaching or instructing sport or physical activity? - In a voluntary capacity (volunteering excludes payment except for expenses).

MT_3. Is coaching your primary occupation? Base: Those who have coached in the last 12 months (Total: n=2,013; Coach Developers: n=173)



Pay status of active coaches

■ Community ■ Talent to High Performance

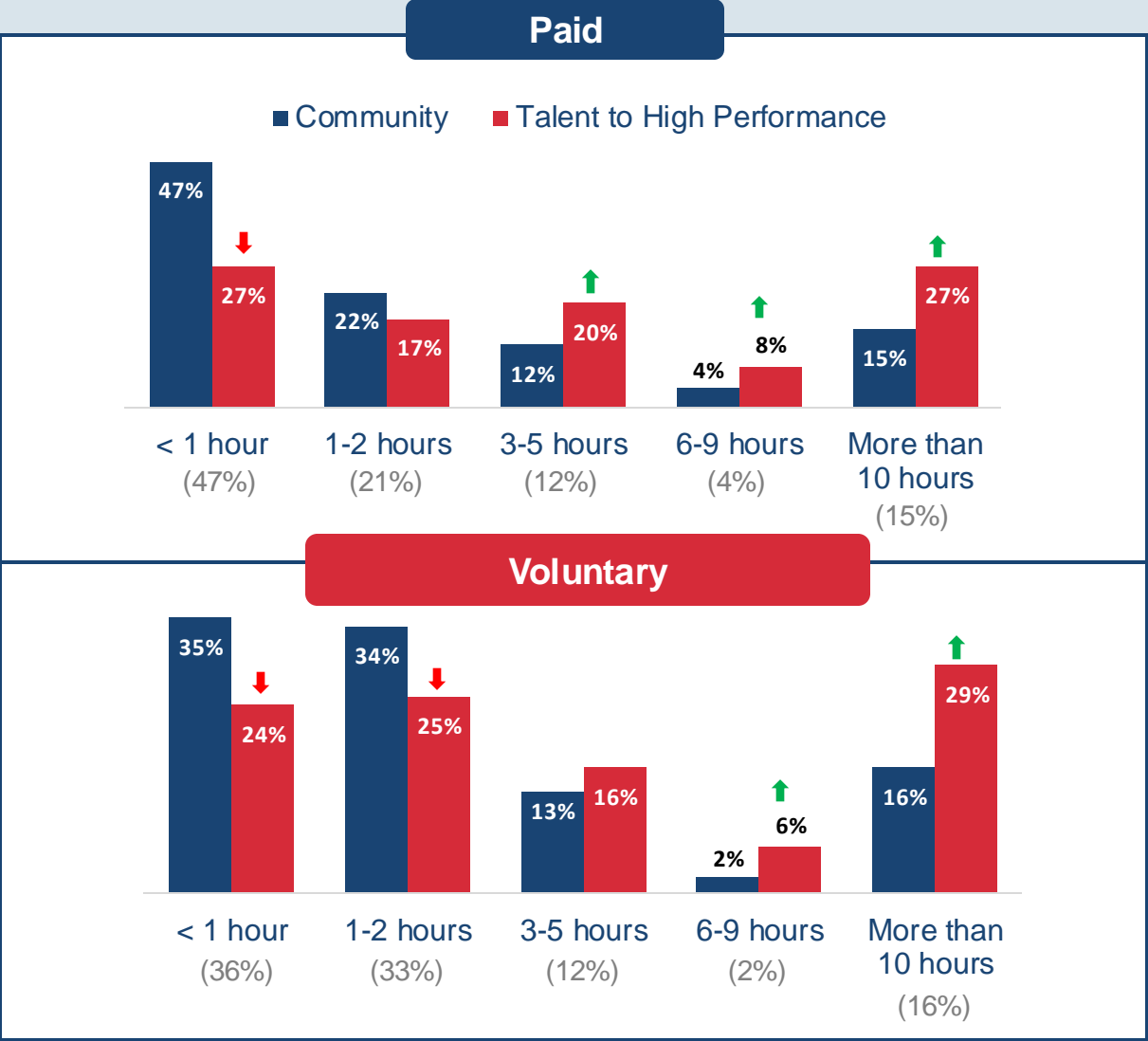


Net: Any paid
53% **73%**↑
(53%)

13% **29%**↑
are coaching as their
primary occupation (12%)

(Total Active Coaches figures in brackets)

Hours spent coaching per week





What? (Top 5)

Talent to High Performance coaches are most likely to coach team sports, and are more likely than Active Coaches as a whole to coach adults and children ages 10-17

UKC_Q9. Which of the following sports or physical activities have you coached or instructed in in the last 12 months? Please tick all that apply. / Q32. Where do you coach? Please tick all that apply / 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: Those who have coached in the last 12 months (Total: n=2,013; Community: n=1,933; Talent to High Performance: n=291)

Community



Team sports
41%
(40%)



Racket games
16%
(16%)



Dance
14%
(14%)



Athletics
12%
(12%)



Bat & ball sports
11%
(10%)

Talent to High Performance



Team sports
48%↑
(40%)



Racket games
26%↑
(16%)



Combat sports
22%↑
(14%)



Swimming & aquatics
19%↑
(10%)

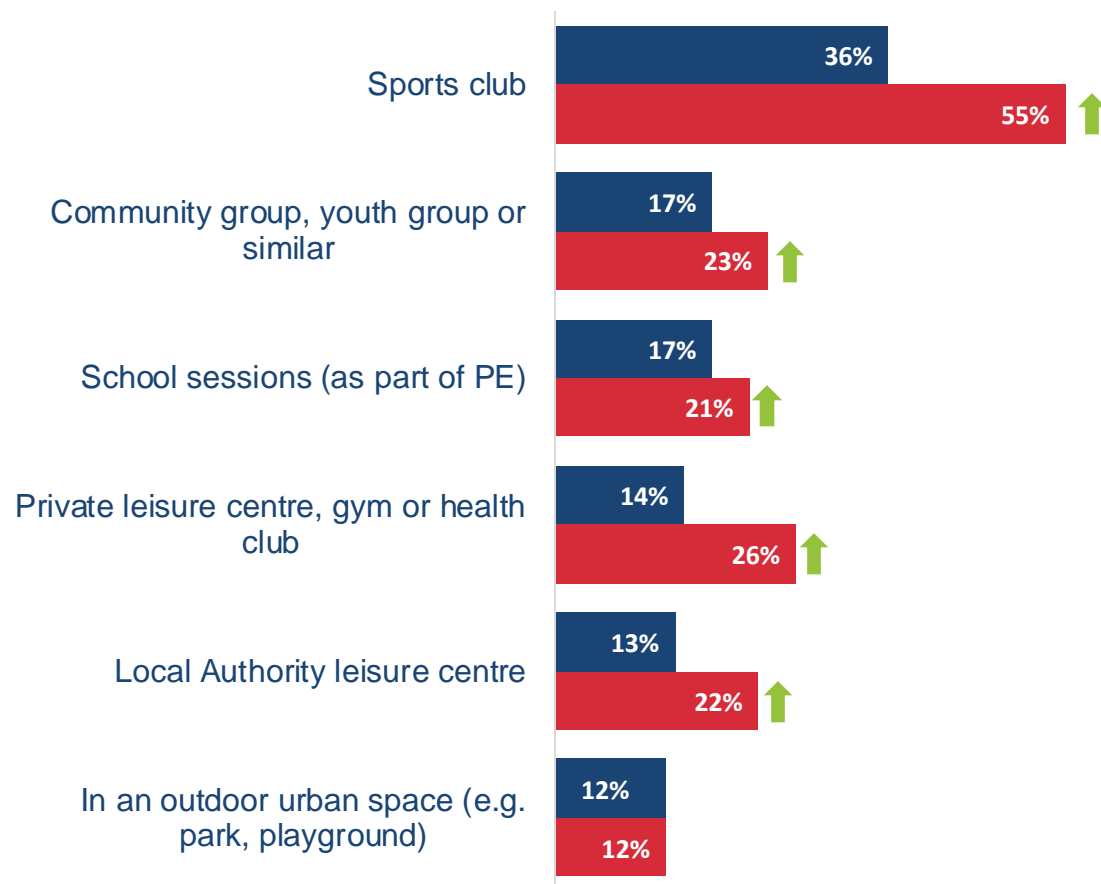


Athletics
16%↑
(10%)

(Total Active Coaches figures in brackets)

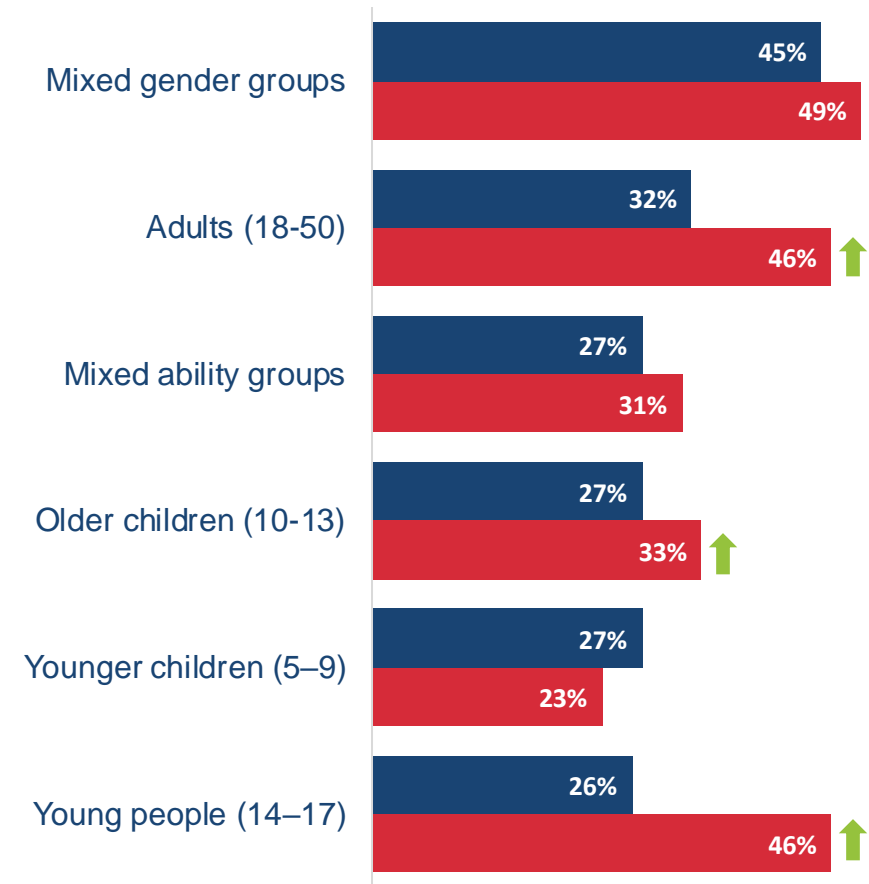
Where? (top 6)

■ Community ■ Talent to High Performance



Who? (top 6)

■ Community ■ Talent to High Performance

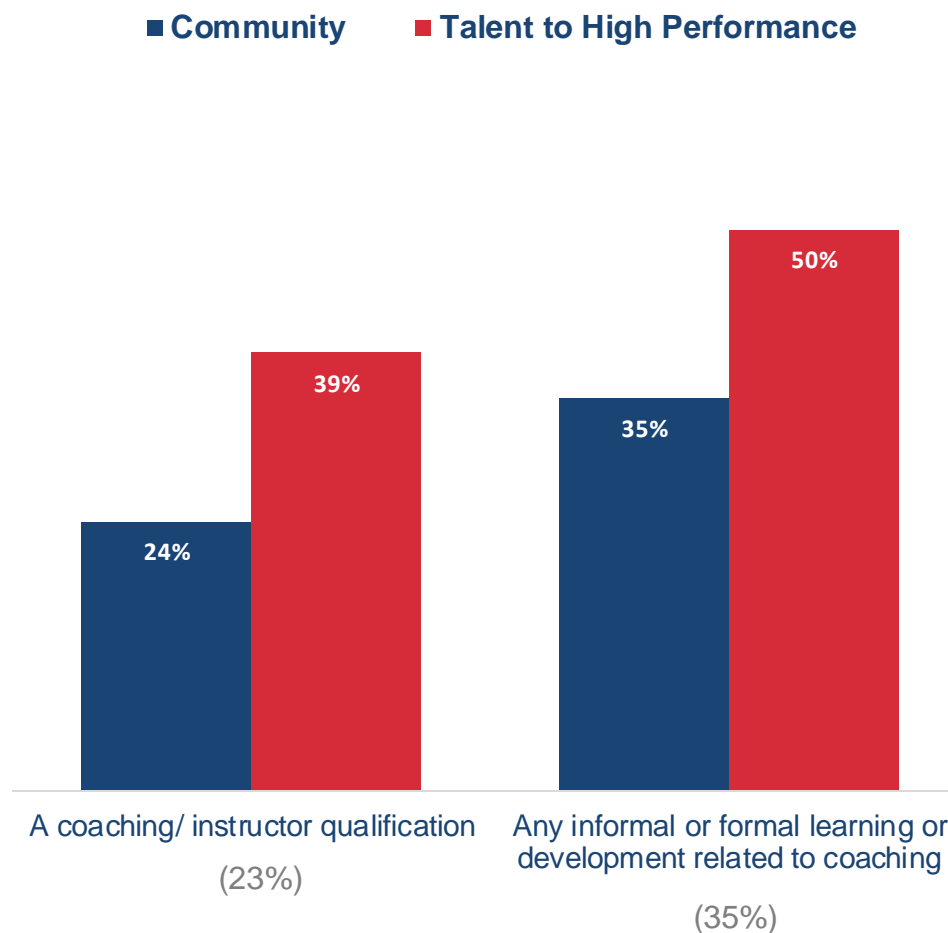


Talent to High Performance coaches are more likely than Active Coaches as a whole to hold a qualification, as well as agree with all listed statements

q40. What is your highest level of coaching qualification? Base: Those who have coached in the last 5 years (Total: n=4,023; Coach Developers: n=288) MT_8. When, if at all, was the last time you completed...? / q37. Thinking about your experience of being a coach or physical activity instructor, how much do you agree or disagree with the following statements?

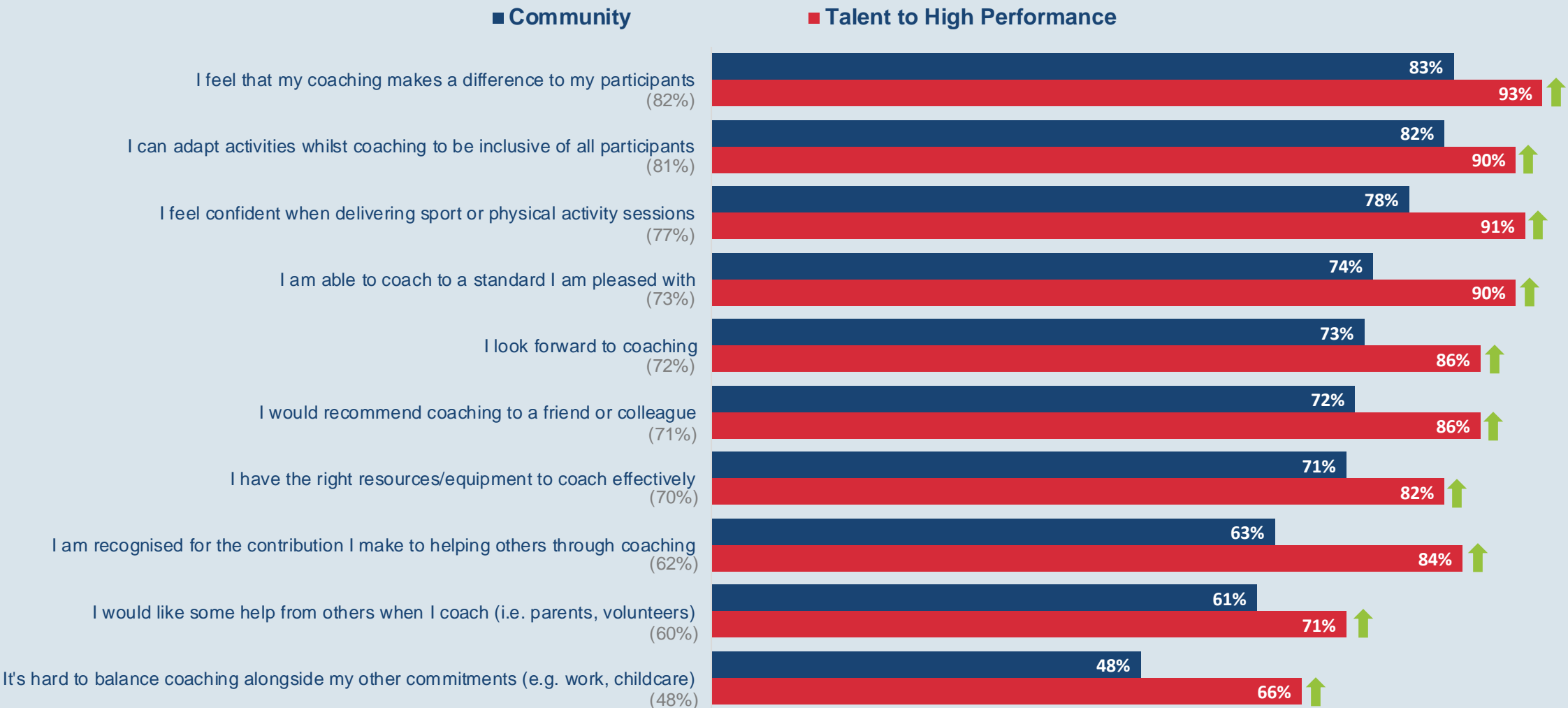
Base: Those who have coached in the last 12 months (Total: n=2,013; Coach Developers: n=173)

Qualifications taken in last 12 months



45% **12%↓**
Have no formal coaching qualifications
(47%)

Coaching statements (net % agree)

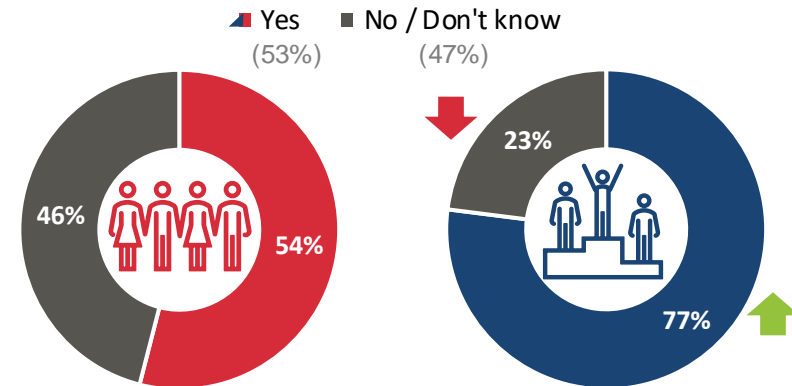


Compared with Active Coaches as a whole, Talent to High performance Coaches are more likely to have access to coaching support; they are also more likely to identify lack of support from employers/clubs/governing bodies as a key barrier

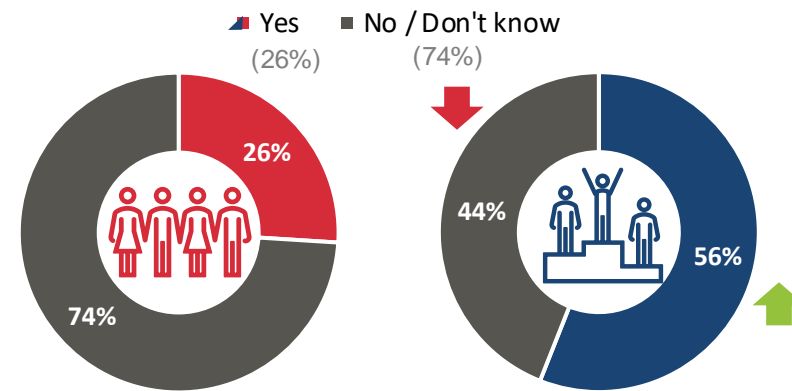
SE_7. Do you currently have access to someone who can support you in your coaching role? (i.e. a coach developer or a mentor who can help educate, support or teach you about coaching) / MT_5. Do you currently work with other coaches or instructors to educate, support, mentor or teach them about coaching? / q46. What do you think are the main challenges or barriers facing coaches in the United Kingdom? Please tick all that apply.

Base: Those who have coached in the last 12 months (Total: n=2,013; Coach Developers: n=173)

Access to coaching support



Is currently in a coaching support role



(Total Active Coaches figures in brackets)

Challenges / barriers facing coaches (top 5)

