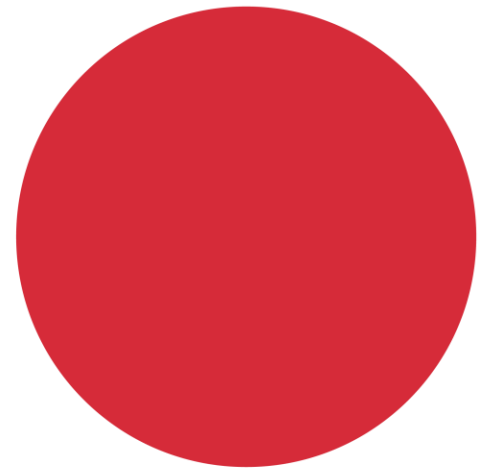


UK Coaching Population Study 2024 Report

Heath 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, **Health** coaches have been defined as those who coach people in the following groups:

- Those with physical disabilities,
- Those with learning disabilities,
- Those with a long term illness or health condition,
- Those who are new to sport and physical activity,
- Those who are inactive or infrequently active.



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.

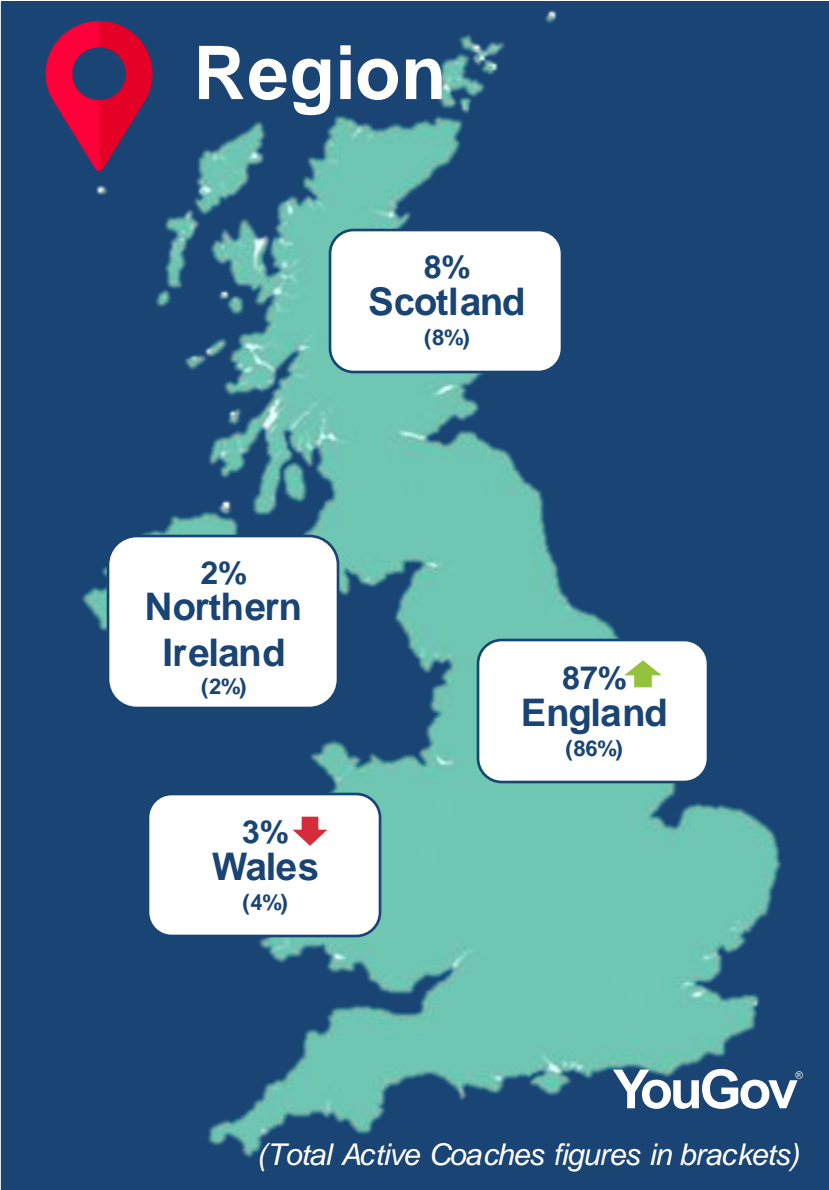
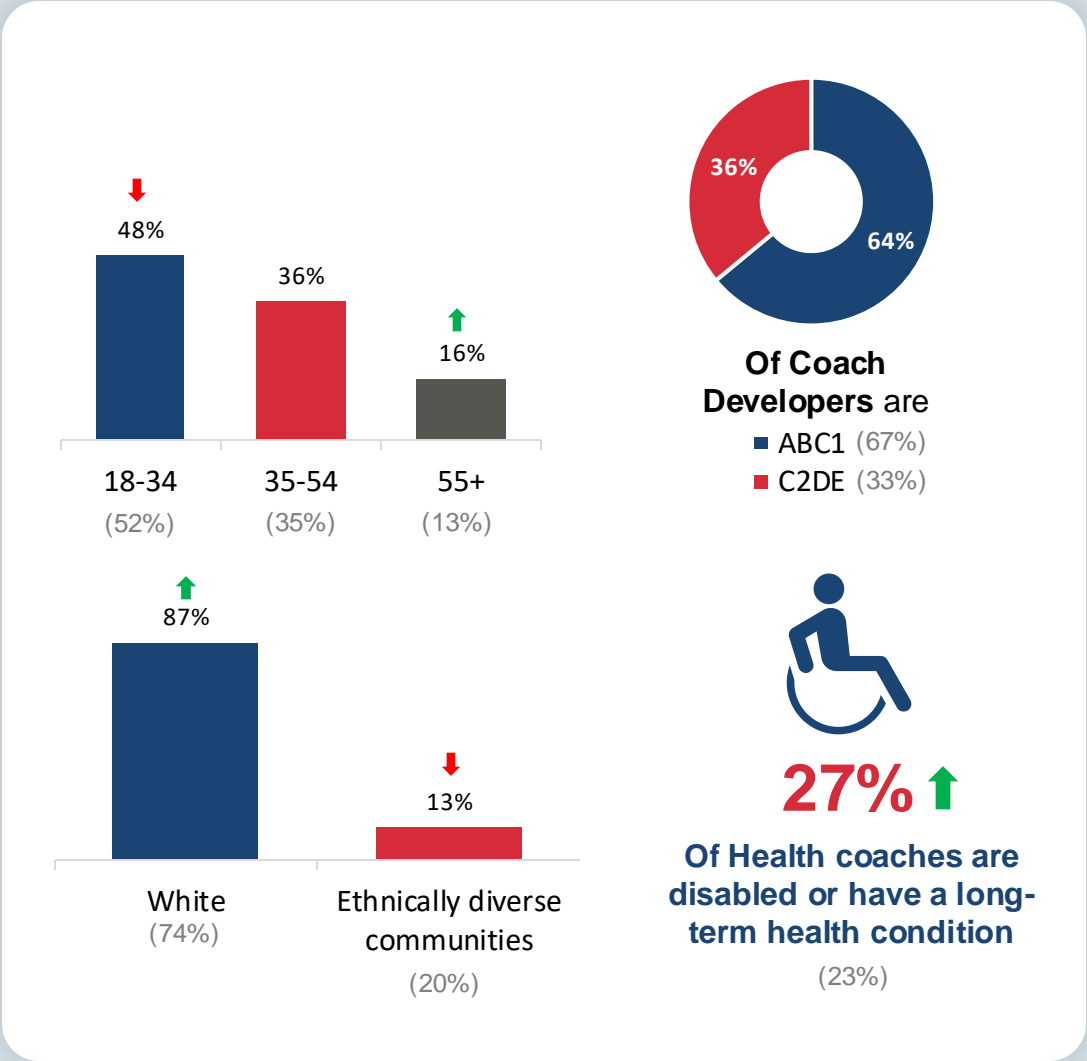
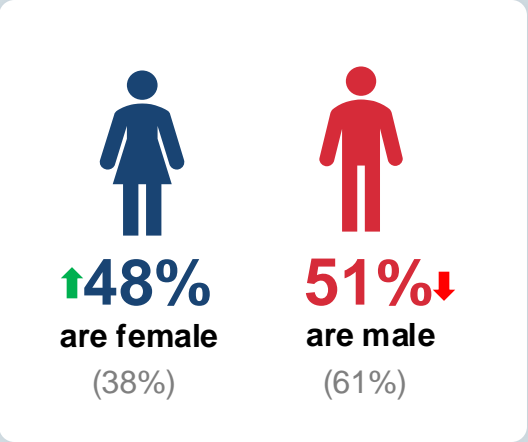


Key Findings

- Health coaches are more likely than Active Coaches as a whole to be older (55+), White and have a disability or long-term health condition
- Compared with Active Coaches as a whole, Health coaches are more likely to be paid only coaches (33%), and also are more likely to report that coaching is their primary occupation (16%)
- Health coaches are more likely than Active Coaches to coach dance (17% vs 14%), exercise, fitness and personal training (15% vs 10%), and combat sports (13% vs 10%). They are also more likely to coach at a community group (21% vs 16%), outdoor urban space (16% vs 12%), or school session (outside of PE) (14% vs 11%)
- Health Coaches are more likely to hold a recent informal/formal learning or development related to coaching (39% vs 35%), and they are more likely to hold a formal coaching qualification (60% vs 53%) compared to Active Coaches as a whole
- Health coaches are more likely than Active Coaches as a whole to agree that they can adapt activities to be inclusive of all participants (90% vs 81%), as well as agree that they feel their coaching makes a difference to their participants (88% vs 82%) and look forward to coaching (78% vs 72%)
- Compared with Active Coaches as a whole, Health coaches are more likely to identify most challenges asked about as barriers to coaching

Active Coaches Overview by Coach Developers

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



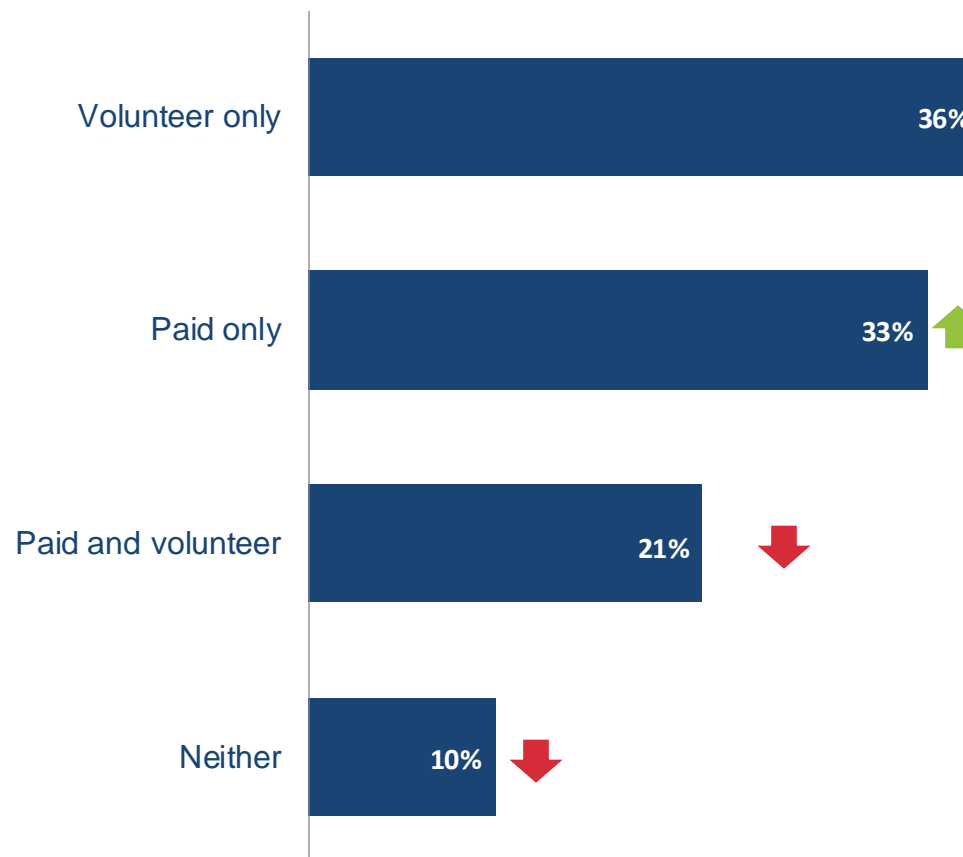
Compared with Active Coaches as a whole, Health Coaches are significantly more likely to coach as their primary occupation and to coach for more than 10 hours per week

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



Net: Any paid

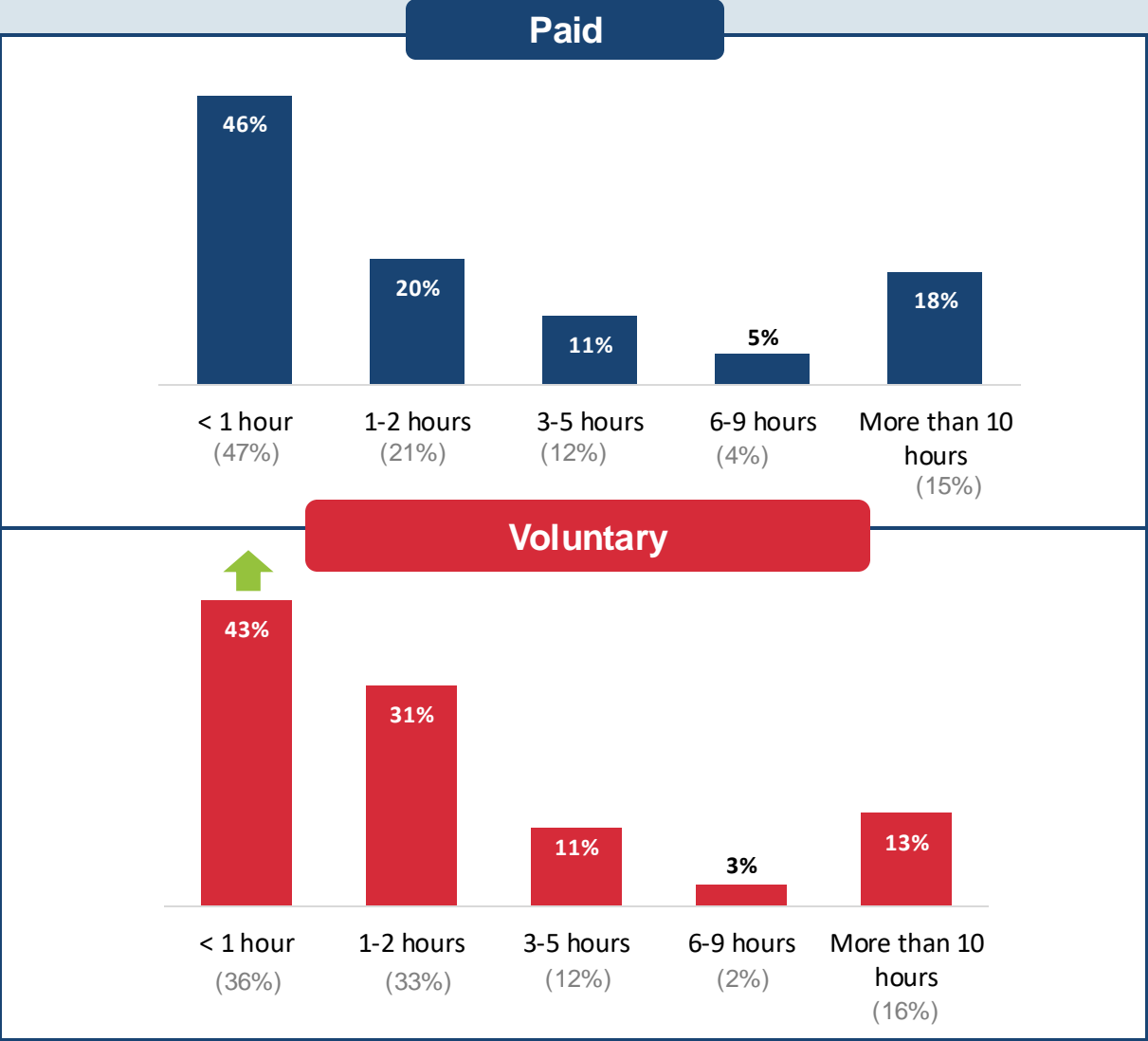
54% ↑
(53%)

16% ↑

are coaching as their
primary occupation (12%)

(Total Active Coaches figures in brackets)

Hours spent coaching per week



Health coaches are more likely than Active Coaches to coach dance, and at a community group, outdoor urban space or school session

UKC_Q9_rcy. 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
Base: Those who have coached in the last 12 months (Total: n=2,013; Health coaches: n=464)



What? (Top 5)



Team sports

29% ↑
(40%)



Racket games

18% ↑
(16%)



Dance

17% ↑
(10%)



**Exercise/fitness/
personal training**

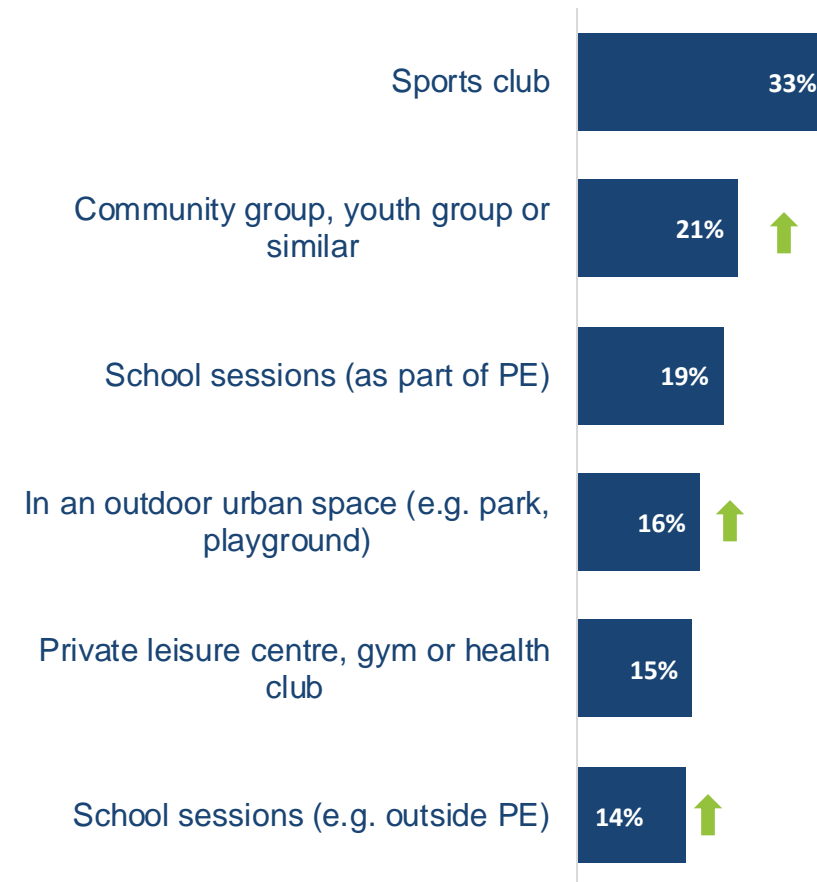
15% ↑
(4%)



Combat sports

13% ↑
(12%)

Where? (Top 6)

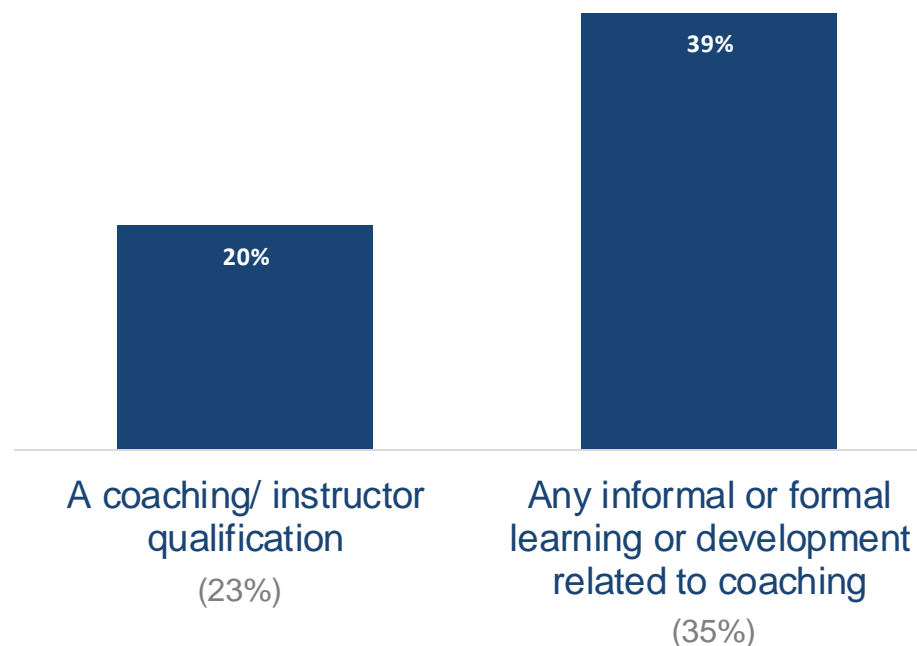


(Total Active Coaches figures in brackets)

Health coaches are more likely than Active Coaches to have done any informal or formal learning related to coaching in the last 12 months

Q40. What is your highest level of coaching qualification? Base: Those who have coached in the last 5 years (Total: n=4,023; Health coaches: n=464) 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; Health coaches: n=464)

Qualifications taken in last 12 months



40%↓

Have no formal
coaching
qualifications
(47%)

(Total Active Coaches figures in brackets)

Coaching statements (net % agree)

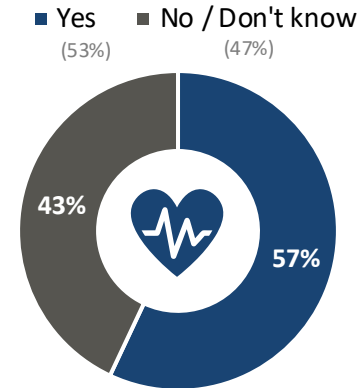


Compared with Active Coaches as a whole, Health coaches are more likely to have access to coaching support; they are also more likely to identify lack of support from employers/clubs/governing bodies as a key barrier

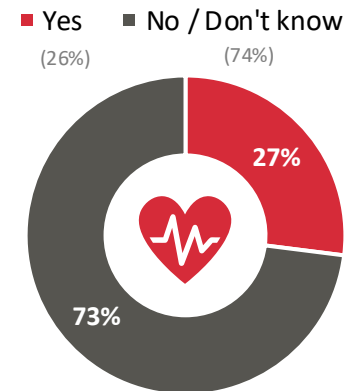
SE_7. Do you currently have access to someone who can support you in your coaching role? (i.e. a coach developer or a mentor who can help educate, support or teach you about coaching) / MT_5. Do you currently work with other coaches or instructors to educate, support, mentor or teach them about coaching? / 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)

