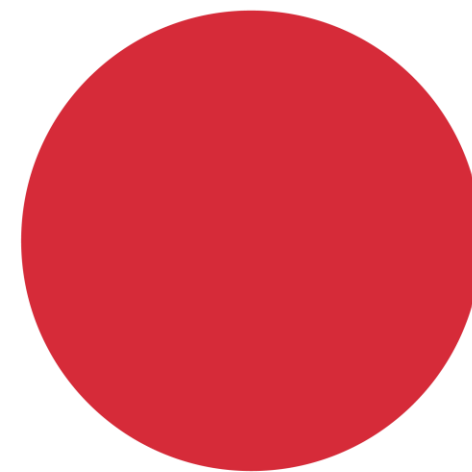


UK Coaching Population Study 2024 Report

Coach Developers Spotlight

All reports are produced by **YouGov** and edited by UK Coaching

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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, **Coach Developers** have been defined as those who self-describe as mentors and Coach Developers (who support coaches through a blended approach of coaching conversations, in-situ observations, critical reflections, supportive challenges etc)

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.

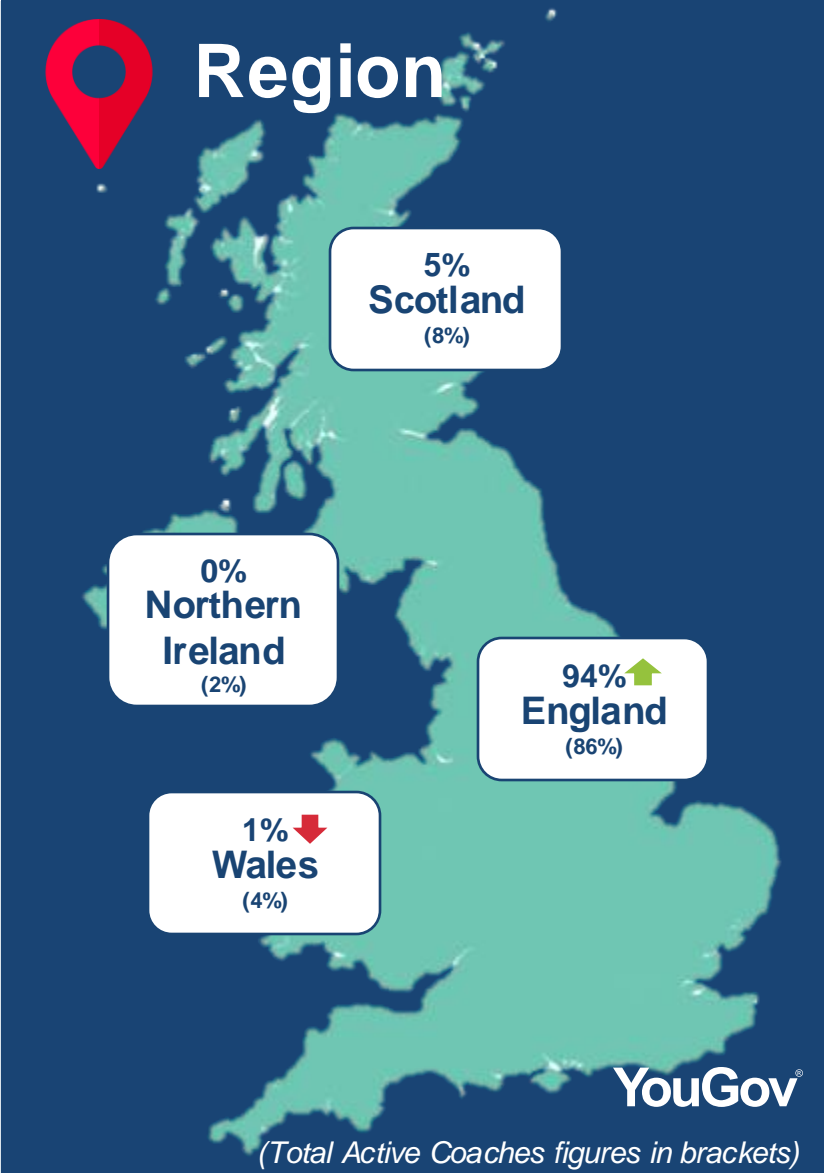
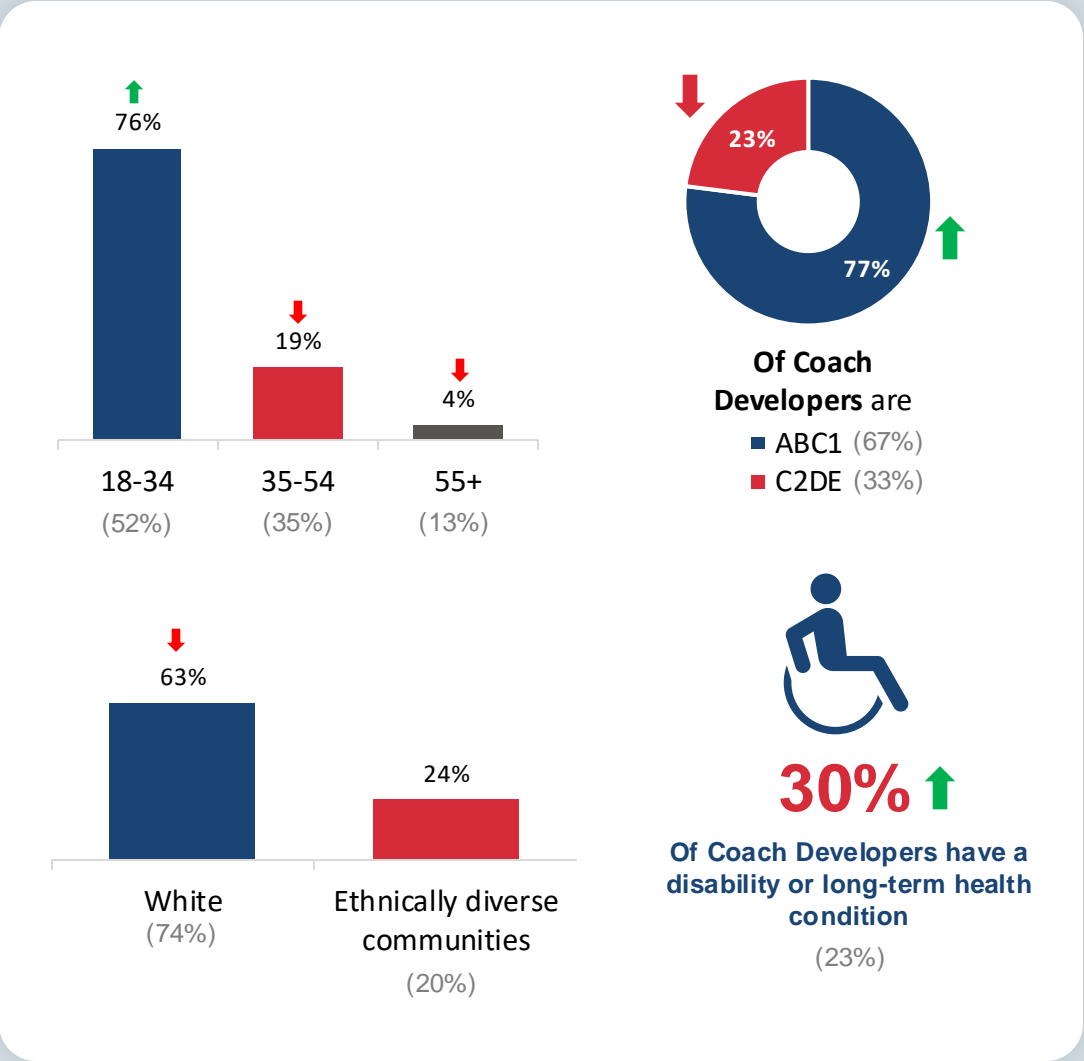
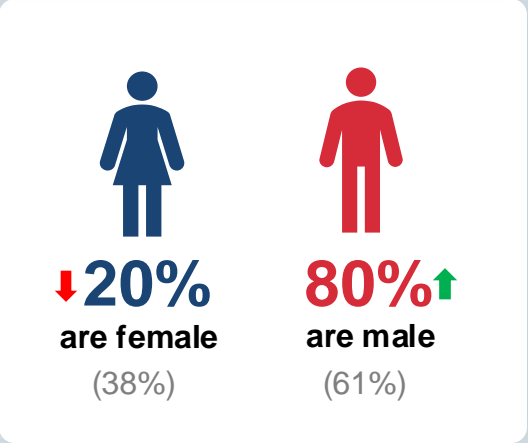
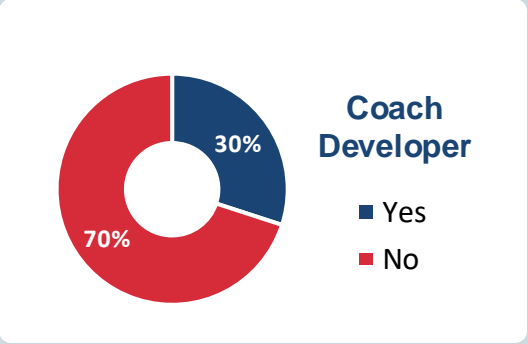


Key Findings

- Three in ten (30%) Active Coaches are considered Coach Developers
- Coach Developers are more likely than Active Coaches as a whole to be male (80% vs 61% UK average), from England (94% vs 86%), and to make up a larger proportion of young coaches (76% aged 18-34 vs 52%). They also are more likely to be from higher social grades (77% vs 67%) a
- Compared to Active Coaches as a whole, Coach Developers are more likely to hold an official qualification; they are also more likely to say that coaching is their primary occupation (36% vs 12%), coach a mixture of both paid and voluntary (81% vs 31%), and coach more than 10 hours per week
- Coach Developers are more likely than Active Coaches to coach team sports (59% vs 40%), racket games (32% vs 16%), combat sports (25% vs 10%), angling (20% vs 4%), and athletics (18% vs 12%)
- Coach Developers coach at sports clubs, leisure centres, community groups and school sessions more often than Active Coaches as a whole. They also are more likely to coach mixed gender groups (54% vs 44%)
- Coach Developers are significantly more likely to have access to a coaching support compared to Active Coaches in the UK as a whole (91% vs 53%). They are also more likely to cite lack of support from employers/clubs/governing bodies (29% vs 21%) as a barrier they face

Active Coaches Overview by Coach Developers

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



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

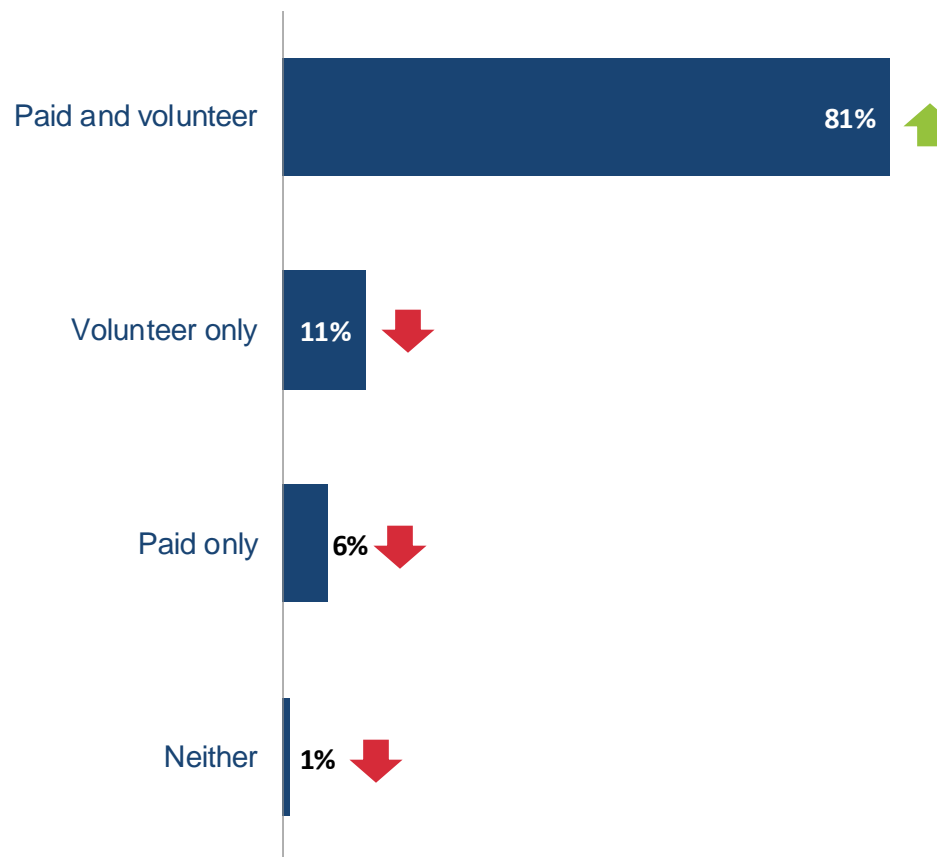
q27_rcx. On average, in a typical week, how many hours do you spend coaching or instructing sport or physical activity? - In a paid capacity.

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

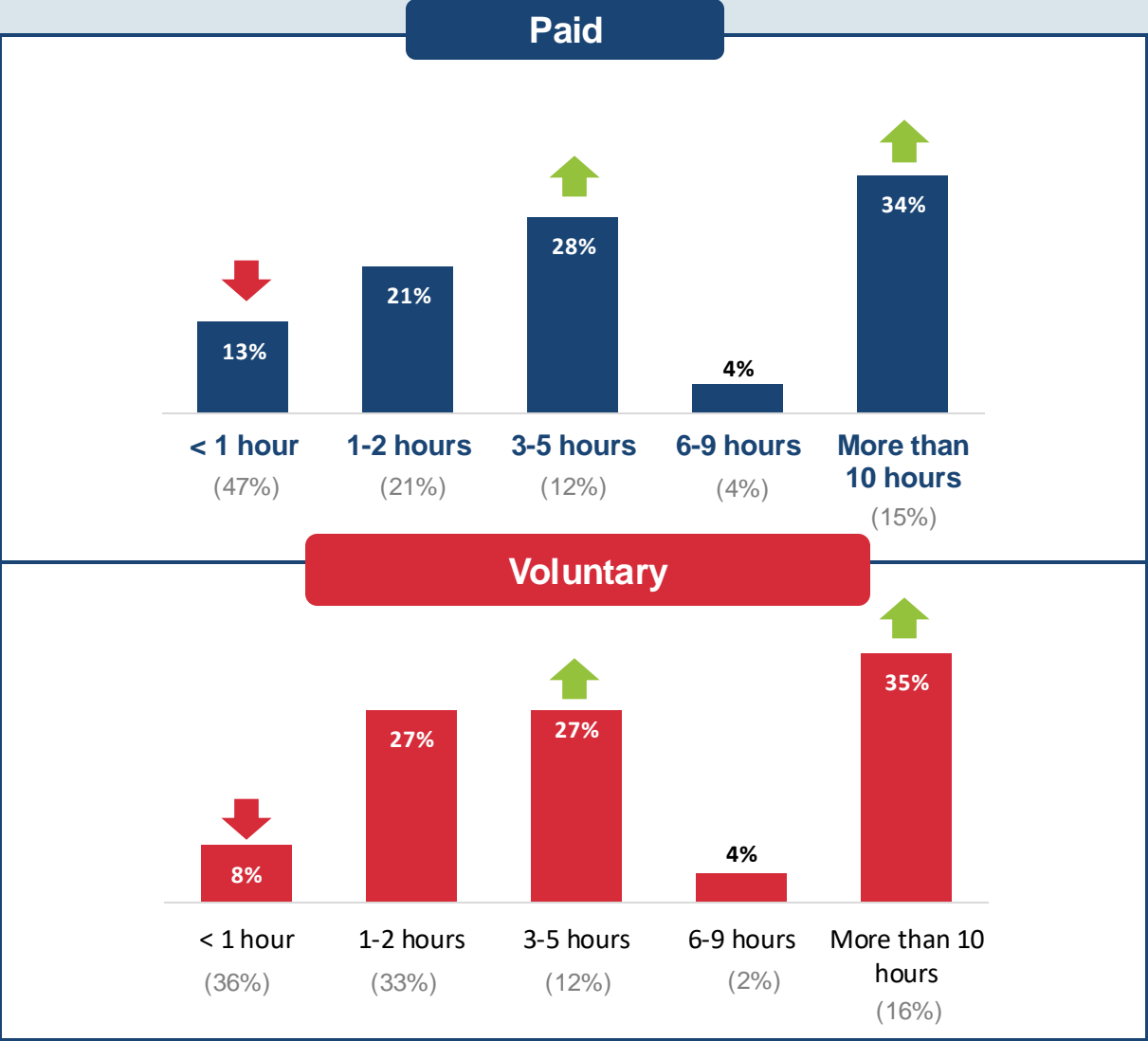
87% ↑
(53%)

36% ↑

are coaching as their
primary occupation (12%)

(Total Active Coaches figures in brackets)

Hours spent coaching per week



**Coach Developers
are most likely to
coach team sports,
at sports clubs, and
to coach mixed
gender groups**

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 / 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; Coach Developers: n=173)



What? (Top 5)

Coach Developers



Team sports

59%↑
(40%)



Racket games

32%↑
(16%)



Combat sports

25%↑
(10%)



Angling

20%↑
(4%)

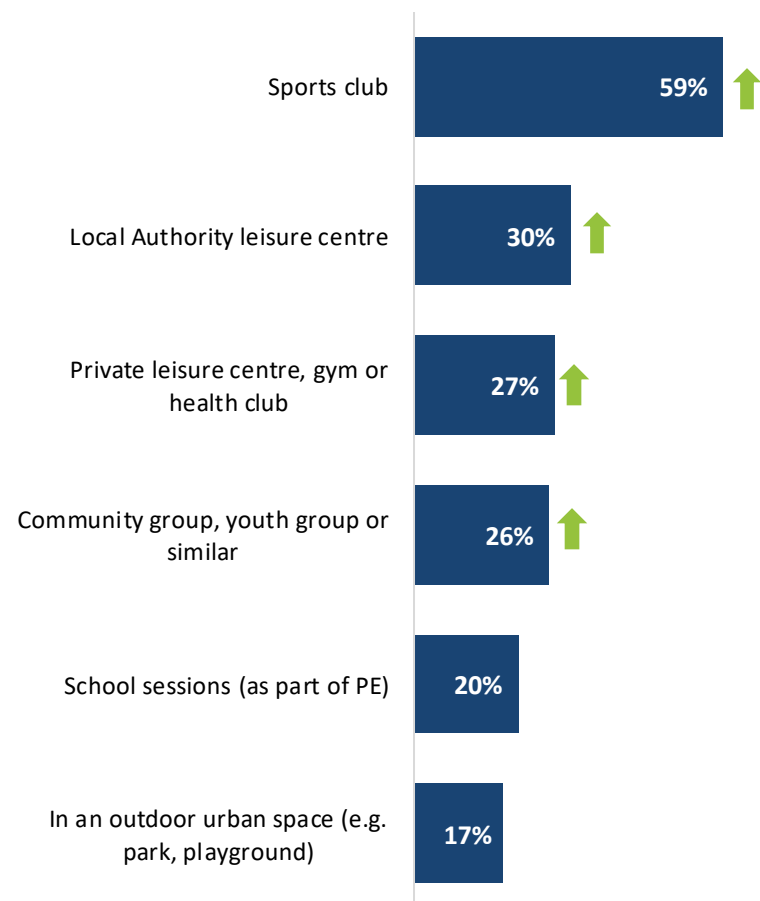


Combat sports

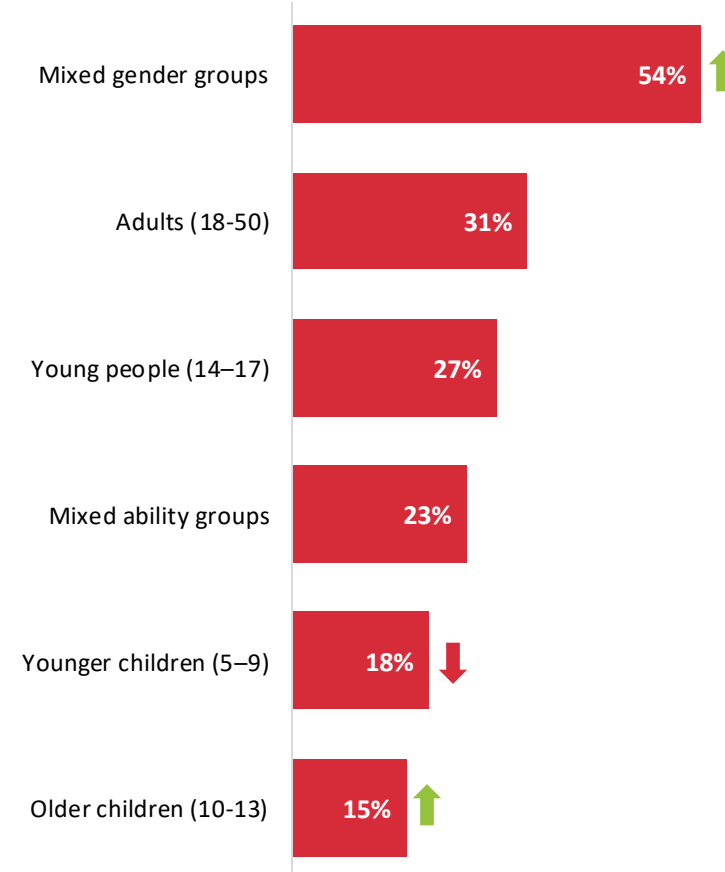
18%↑
(12%)

(Total Active Coaches figures in brackets)

Where? (top 6)



Who? (top 6)

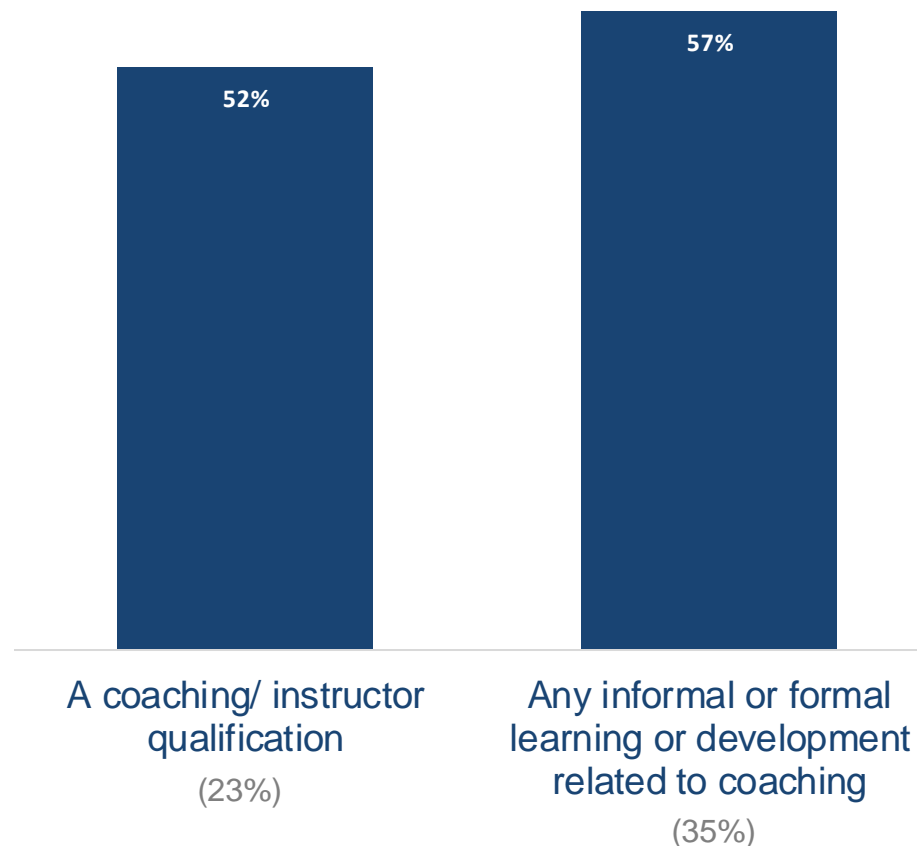


Qualifications taken in last 12 months

Coach Developers 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)



15%↓

Have no formal
coaching
qualifications
(47%)

(Total Active Coaches figures in brackets)

Coaching statements (net % agree)

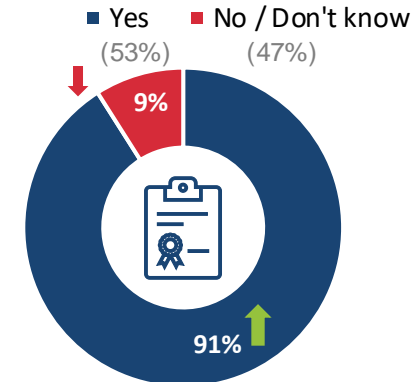


Compared with Active Coaches as a whole, Coach Developers are more likely to have access to further coaching support; they are also more likely to identify lack of support from employers/clubs/governing bodies as a key barrier

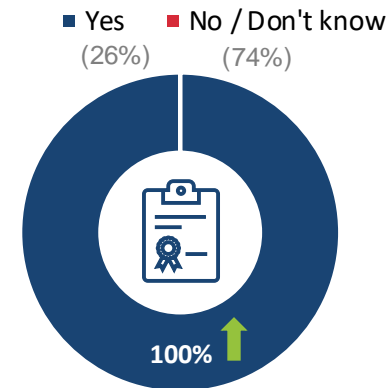
SE_7. Do you currently have access to someone who can support you in your coaching role? (i.e. a coach developer or a mentor who can help educate, support or teach you about coaching) / MT_5. Do you currently work with other coaches or instructors to educate, support, mentor or teach them about coaching? / 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 Coach Developers (top 5)

