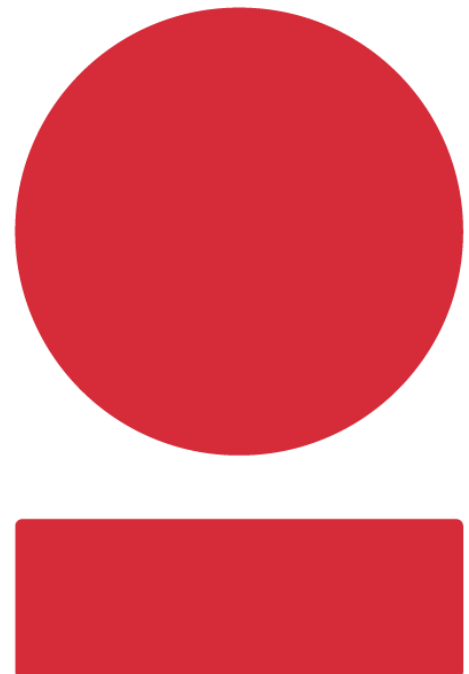


**Coaching in the UK 2024**

# **UK COACHING 2024 SURVEY**

**Coaches Report**



Produced by You Gov – Edited by UK Coaching

## Table of Contents

Background and method.....	2
Section 1: Incidence, profile and background .....	6
How many coaches are currently active in the UK? .....	6
How diverse is the coaching population? .....	6
Section 2: Sport and Physical Activity coaching in the UK .....	9
Reasons for first becoming a coach.....	9
Pay status of active coaches .....	12
Time spent coaching and number of sessions coached in a typical week .....	13
Level, location and types of participants coached.....	14
Section 3: Sport and Physical Activity Coaching Quality .....	20
Qualifications.....	20
Understanding the coaching needs of different groups .....	24
Primary role as a coach .....	25
What makes a great coach, according to coaches? .....	28
Section 4: Sport and Physical Activity coaching support.....	33
Access to a coaching support.....	33
Barriers to coaching.....	39
Awareness of UK Coaching.....	42

## Background and method

This report presents findings from a study commissioned by UK Coaching to explore public opinion of coaches and coaching, as well as to inform UK Coaching's key objectives as an organisation. This study aims to measure the incidence of coaches in the UK, analyse any changes since when the research was last conducted in 2019 and 2022, and build a picture of the demographic characteristics of these coaches.

In 2019, a survey of 50,797 UK adults aged 18+ was conducted online between the 9<sup>th</sup> August and the 19<sup>th</sup> September 2019. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

In 2022, a survey of 30,088 UK adults aged 18+ was conducted online between the 20<sup>th</sup> September and the 19<sup>th</sup> October 2022. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

In 2024, a survey of 30,990 UK adults aged 18+ was conducted online between the 1<sup>st</sup> May and the 7<sup>th</sup> June 2024. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

In order to explore all forms of coaching, 'coaching' has been defined for the purposes of this research as: "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.".

Throughout the report, 'Active Coaches' are defined as those who have coached any sport or physical activity in the last 12 months.

The socio-economic groups refer to the National Readership Survey social grades: A (upper middle), B (middle), C1 (lower middle), C2 (skilled working), D (working), E (lowest). These are defined as: A: Higher managerial, administrative or professional. B: Intermediate managerial, administrative or professional. C1: Supervisory or clerical and junior managerial, administrative or professional. C2: Skilled manual workers. Ds: Semi and unskilled manual workers. E: Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income.

Unless stated otherwise, 'LGBTQ+' refers to all respondents who have listed their sexuality as 'gay, lesbian, bisexual or other' and those who do not identify with the sex they were assigned with at birth, or those who define their gender in another way that is not male or female. 'Transgender and non-binary' refers to all respondents who have stated they now identify differently to the sex they were assigned at birth or those who were born as 'intersex'. 'Cis-gender' refers to all respondents who identify as either 'male' or 'female' and state this is the sex they were assigned at birth.

Throughout sport and physical activities are discussed in groups, these groups are as follows:

Grouped Activity	Sports/ Activity
<b>Action sport</b>	Roller skating, Skateboarding
<b>Angling/ fishing</b>	Angling
<b>Bat and ball sports</b>	Cricket, Rounders
<b>Combat sports</b>	Boxing, Chinese martial arts, Fencing, Judo, Ju Jitsu, Karate, Taekwondo, Wrestling
<b>Cycling</b>	Cycling
<b>Dance</b>	Dance
<b>Exercise, fitness and personal training</b>	Exercise and movement (e.g. Zumba, Aerobics, Boxercise, etc.), Weightlifting
<b>Gaelic/ Irish sports</b>	Gaelic football, Hurling/ Camogie, Shinty
<b>Gymnastics and Trampolining</b>	Gymnastics, Trampolining



<b>Lawn games</b>	Bowls
<b>Multi-event sports</b>	Modern pentathlon
<b>Outdoor/ adventure sports and activities</b>	Climbing, Orienteering, Parkour
<b>Racket games</b>	Badminton, Squash, Table Tennis, Tennis
<b>Sky diving</b>	Sky diving
<b>Sports associated with a people who have a physical disability</b>	Boccia
<b>Sports on horseback</b>	Equestrian (e.g. Horse riding, jumping, etc.)
<b>Swimming and aquatics</b>	Diving, Swimming, Water polo
<b>Target sports</b>	Archery, Golf, Shooting (e.g. clay pigeon)
<b>Team sports</b>	Basketball, Field hockey, Football, Handball, Lacrosse, Netball, Rugby league, Rugby union, Volleyball
<b>Track and field sports</b>	Athletics
<b>Water sports</b>	Canoeing, Rowing, Sailing/ yachting, Surfing, Water skiing, Windsurfing
<b>Winter sports</b>	Curling, Ice hockey, Ice skating, Skiing, Snowboarding
<b>Yoga</b>	Yoga
<b>Other</b>	Other

For any 2019 data, these are based on the 2018 ONS mid-year population estimate of 52,383,965 people aged 18+ in the UK. For any 2022 and 2024 data, these are based on the 2022 ONS mid-year population estimate of 53,513,132 people aged 18+ in the UK.

The tables displayed in this report that show the total differences between 2019 and 2022 use colour coded significance testing (P-values). The green colour gradients show where figures are statistically significantly higher and the red colour gradients highlight where the figures are statistically significantly lower. The darker the colour, the more significant the differences between yearly data is. The P-value (shown below) is the difference of what would be expected if the 2019, 2022 and 2024 figures are statistically

significantly different. P-values test null hypotheses of “no difference” or “independence.” It is common to declare differences with P-values less than .05 as “statistically significant.” The P-value is the probability of observing a larger difference than what was observed in the sample data under the assumption that there is, in fact, no difference in the population.

**Figure 1. Key of significance testing for year on year data**



## Section 1: Incidence, profile and background

### How many coaches are currently active in the UK?

Six percent of UK adults state that they have coached, instructed, trained, taught or led sport or physical activity in the last 12 months. This figure remains the same as in 2019 and 2022. Six percent equates to around 3.2 million active coaches across the UK. Two thirds (68%) of UK adults in 2024 state they have never coached, but a quarter (25%) have coached at some point in their lives. These figures are consistent with previous year's findings.

	Year		
Frequency of those who have coached	2019	2022	2024
In the past 12 months	6%	6%	6%
In the past 2 years	2%	2%	2%
In the past 3 years	2%	2%	2%
In the past 5 years	2%	3%	2%
Longer than 5 years ago	14%	13%	13%
Never	68%	67%	68%
Don't know/can't remember	7%	7%	7%
Unweighted N	50797	30088	30990

### How diverse is the coaching population?

As was the case in previous years, active coaches are more likely to be men than women. Indeed, around six in ten (61%) of active coaches are men, compared with 38% women. At the UK level, 8% of men are active coaches, compared with 5% of women.

Consistent with previous years, those from ethnically diverse communities are more likely to be active coaches than white people (compared to the ONS population count). Eleven percent of those from ethnically diverse communities are active coaches, compared with 5% of white people. This translates to 20% of active coaches being from an ethnically diverse community, of which 9% are Asian/Asian British, 7% are Black/Black British, 2% are from mixed ethnic backgrounds, and 2% are from other backgrounds. Nearly a quarter (23%) of active coaches in 2024 are either limited a little or a lot by a disability of long term health condition, the same proportion as in 2022 and 2019.

A third (33%) of active coaches are in a lower social grade (C2DE), compared to 67% who are in a higher social grade (ABC1). Compared to 2022, there has been a decrease in the proportion of active coaches who are in lower social grades (C2DE), from 38% to 33%. This returns it to levels previously seen in 2019.

It remains that coaches are likely to be younger, with 52% of active coaches aged 18 to 34, which has been steadily increasing over time (40% in 2019, 45% in 2022). More than a third (35%) of active coaches are aged between 35 and 54 years, a decrease from 39% in 2022. Thirteen percent are aged 55 and over, which has decreased steadily from 2019 (20%, and 16% in 2022).

As was the case in 2019 and 2022, people living in London are more likely to be a coach than adults across the UK as a whole. Indeed, the proportion of active coaches who live in London has increased over time, from 15% in 2022 to 22% in 2024.



Demographic breakdown of active coaches 2024	
Gender	
Male	61%
Female	38%
In another way	1%
Ethnicity	
White	74%
Mixed/multiple ethnic groups	2%
Asian/ Asian British	9%
Black / African / Caribbean / Black British	7%
Other Ethnic group	2%
NET: Ethnically Diverse	20%
Refused	6%
Disability or long term health condition	
Yes – limited a lot / a little	23%
No	77%
Social Grade	
ABC1	67%
C2DE	33%
Age	
18-34	52%
35-54	35%
55+	13%
Region	
North East	3%
North West	11%
Yorkshire and the Humber	6%
East Midlands	7%
West Midlands	10%
East of England	7%
London	22%
South East	13%
South West	8%
Wales	4%
Scotland	8%
Northern Ireland	2%
NET: North	20%
NET: Midlands	17%
NET: South	50%
Net: England	86%
Unweighted N	2013



## Section 2: Sport and Physical Activity coaching in the UK

### Reasons for first becoming a coach

Of those who have coached in the last five years, a quarter (25%) state that they began coaching other participants whilst still playing. Following this, a similar proportion say they became a coach to support their local club/team (24%) and to stay involved in sport or physical activity (23%). Compared with 2022, all reasons for becoming a coach (except progressing from volunteering) have seen an increase in the proportion of those selecting them.

Why did you become a coach	Year		
	2019	2022	2024
I began coaching other participants whilst still playing	23%	20%	25%
I was inspired by my own coach	12%	12%	16%
To stay involved in sport or physical activity	21%	20%	23%
To contribute to my local community	19%	18%	22%
To support my local club/team	23%	20%	24%
As a result of child's involvement in the sport	16%	15%	18%
Progressed from volunteering (e.g. helping out in the club)	21%	18%	20%
Career development	15%	15%	18%
Other	12%	10%	8%
Don't know	7%	10%	5%
Unweighted N	5756	3743	4023

Looking at demographic differences, those who are younger (aged 18-34) are more likely to cite most reasons listed except contributing to their local community (where there are no differences by age groups), and as a result of a child's involvement in the sport (where those aged 35-54 are most likely at 24%).

Those from ethnically diverse Communities are more likely than white coaches to cite reasons such as to contribute to their local community (29% vs. 20%), as a result of a child's involvement in the sport (22% vs. 17%) and because they were inspired by their own coach (19% vs. 15%).

Why did you become a coach	Age			Ethnicity	
	18-34	35-54	55+	White	Ethnically Diverse Communities
I began coaching other participants whilst still playing	27%	20%	30%	26%	21%
I was inspired by my own coach	19%	14%	9%	15%	19%
To stay involved in sport or physical activity	26%	20%	22%	23%	24%
To contribute to my local community	22%	21%	22%	20%	29%
To support my local club/team	26%	21%	23%	24%	24%
As a result of child's involvement in the sport	14%	24%	20%	17%	22%
Progressed from volunteering (e.g. helping out in the club)	22%	17%	18%	20%	19%
Career development	20%	17%	11%	18%	20%
Other	5%	11%	14%	11%	2%
Don't know	5%	6%	4%	5%	6%
Unweighted N	2231	1253	539	2968	824

Male coaches are more likely than female coaches to cite reasons such as supporting local club/team (28% vs. 19%), beginning coaching whilst playing (27% vs. 22%), to stay involved in sport or physical activity (27% vs. 19%), to contribute to their local community (24% vs. 19%), and as a result of their child's involvement (20% vs. 15%). Conversely, female coaches are only more likely to cite other reasons (13% vs. 5%).

Turning to look at disability, those who do not have a disability or long term health condition are more likely to cite staying involved in sport or physical activity as a key reason for becoming involved in coaching (25% vs. 21%). Otherwise, there are no differences by disability when looking at reasons for getting involved in coaching.

	Gender			Disability or long term health condition	
Why did you become a coach	Male	Female	In another way	Yes	No
I began coaching other participants whilst still playing	27%	22%	39%	27%	24%
I was inspired by my own coach	17%	15%	4%	15%	16%
To stay involved in sport or physical activity	27%	19%	19%	21%	25%
To contribute to my local community	24%	19%	36%	21%	22%
To support my local club/team	28%	19%	16%	24%	25%
As a result of child's involvement in the sport	20%	15%	4%	19%	18%
Progressed from volunteering (e.g. helping out in the club)	20%	19%	36%	21%	19%
Career development	19%	18%	14%	18%	18%



Other	5%	13%	6%	8%	8%
Don't know	4%	6%	0%	5%	5%
Unweighted N	2303	1647	24	1043	2872

### Pay status of active coaches

Just over half of active coaches (53%) are paid for their coaching. This is made up of 22% active coaches who do only paid coaching, and 31% who do paid and voluntary coaching. Compared with 2022, there has been a decrease in the proportion of active coaches who do only voluntary coaching, from 40% to 33%. This has translated into an increase in the proportion who do paid and voluntary coaching (17% to 31%), and an overall increase in the proportion of coaches who are paid in any capacity (38% to 53%).

	Year		
Paid/unpaid coaching status	2019	2022	2024
Paid only	21%	21%	22%
Volunteer only	46%	40%	33%
Paid and volunteer	16%	17%	31%
Neither	17%	22%	15%
Net: All paid	37%	38%	53%
Unweighted N	2745	1681	2013

Consistent with previous years, active coaches from ethnically diverse communities are more likely than white active coaches to do both paid and voluntary coaching (44% vs. 26%). Those aged 18-34 are also most likely to do both paid and voluntary coaching (44%), and since those from ethnically diverse communities tend to be younger, these two findings are likely linked. Conversely, white active coaches are more likely to do only paid coaching (24% vs. 13%), as are those aged 35-54 (27%).



Turning to look at gender, female active coaches are more likely than male active coaches to do only paid coaching (34% vs. 13%). Male active coaches are more likely to do only voluntary coaching (37% vs. 26%) and both paid and voluntary coaching (36% vs. 22%).

	Ethnicity split		Age			Gender		
Paid/unpaid coaching status	White	Ethnically Diverse Communities	18-34	35-54	55+	Male	Female	In another way
Paid only	24%	13%	19%	27%	20%	13%	34%	17%
Volunteer only	35%	27%	25%	36%	53%	37%	26%	35%
Paid and volunteer	26%	44%	44%	20%	10%	36%	22%	19%
Neither	15%	15%	13%	17%	17%	13%	17%	29%
Net: All paid	50%	57%	62%	46%	30%	50%	57%	36%
Unweighted N	1512	386	1041	695	277	1194	793	11

### Time spent coaching and number of sessions coached in a typical week

In a typical week, active coaches spend an average of 9.4 hours of coaching in a paid capacity, an increase from an average of 4 hours in 2022.

Furthermore, active coaches spend an average 10.3 hours of voluntary coaching each week, which again is an increase from an average of 6.3 hours in 2022.

Consistent with 2022, active coaches from ethnically diverse Communities do, on average, more hours of both paid (13 hours) and voluntary (11.2 hours) coaching per week.



		Gender		Ethnicity	
Hours spent coaching (average)	All	Male	Female	White	Ethnically Diverse Communities
In a paid capacity	9.4	10.1	8.2	8.2	13.1
In a voluntary capacity	10.3	12	7.8	9.1	11.2
Unweighted N	2013	1194	793	1512	386

Male active coaches also do, on average, more hours coaching in a voluntary capacity per week than their female counterparts (12 hours vs. 7.8 hours).

There has also been a notable increase in the proportion of active coaches who say that coaching is their primary occupation, from 9% in 2022 to 12%. Analysis by age indicates that this increase has been driven by younger active coaches. Indeed, in 2022, 11% of 18-34-year-olds indicated that coaching was their primary occupation, which has increased to 16% in 2024.

	Year		
Is coaching a primary occupation	2019	2022	2024
Yes	8%	9%	12%
No	92%	91%	88%
Unweighted N	2823	1681	2013

### Level, location and types of participants coached

Consistent with 2022, it is most common for active coaches to coach at recreational level (68%). This is followed by 18% who coach at club level, and 14% who coach at academy level. Notably, there has been an increase in the proportion who coach at academy level when compared with 2022, from 8%. There has also been an increase in active coaches coaching at national level, from 3% in 2022, to 6%.

Level of activity coached	Year		
	2019	2022	2024
Recreational level	67%	66%	68%
Academy level	8%	8%	14%
Club level	19%	18%	18%
District, county or regional level	5%	5%	6%
National level	3%	3%	6%
International level	2%	2%	3%
Other	4%	3%	3%
Don't know	8%	9%	6%
Unweighted N	2823	1681	2013

Looking at location, it is still most common for active coaches to coach at a sports club, and the proportion who do has increased since 2022 from 26% to 34%. There have also been increases across other locations, namely: coaching at community groups (16% vs. 10%), school sessions (16% vs. 13%), private leisure centres (14% vs. 11%), local authority leisure centres (13% vs. 10%), further or higher education sessions (6% vs. 4%) and sports institutes (5% vs. 3%).

Where coached	Year	
	2022	2024
Sports club	26%	34%
Local Authority leisure centre	10%	13%
Private leisure centre, gym or health club	11%	14%
Community group, youth group or similar	10%	16%
School sessions (as part of PE)	13%	16%
School sessions (e.g. outside PE, Active Schools)	9%	11%
Further or Higher Education sessions	4%	6%
Sports Institute or similar	3%	5%
In an outdoor/countryside setting (river, forest, etc.)	10%	9%
In an outdoor urban space (park or playground, etc.)	11%	12%
Private sessions with my own clients	9%	8%





In a talent/performance environment (e.g. first selective environment, regional or national age group team)	2%	3%
Other	13%	8%
Unweighted N	1681	2013

Those from ethnically diverse communities are more likely than average to coach at community groups (20%), private leisure centres (19%) and at sport institutes or similar (8%), whilst those who are white are more likely to coach in an outdoor/countryside setting (10%). Male active coaches are also more likely to coach at sports clubs (43%), private leisure centres (16%), an outdoor space (14%) and sports institutes (6%). Conversely, female active coaches are more likely to coach at school sessions as part of PE (22%).

Where coached	Ethnicity split		Gender		
	White	Ethnically Diverse Communities	Male	Female	In another way
Sports club	34%	32%	43%	21%	11%
Local Authority leisure centre	12%	16%	14%	11%	8%
Private leisure centre, gym or health club	13%	19%	16%	11%	16%
Community group, youth group or similar	16%	20%	16%	18%	18%
School sessions (as part of PE)	16%	17%	13%	22%	0%
School sessions (e.g. outside PE, Active Schools)	10%	11%	10%	12%	6%
Further or Higher Education sessions	6%	5%	6%	5%	24%
Sports Institute or similar	4%	8%	6%	3%	0%
In an outdoor/countryside setting (river, forest, etc.)	10%	5%	10%	8%	12%
In an outdoor urban space (park or playground, etc.)	11%	15%	14%	7%	12%
Private sessions with my own clients	8%	12%	8%	9%	8%



In a talent/performance environment (e.g. first selective environment, regional or national age group team)	2%	5%	3%	3%	0%
Other	9%	6%	7%	11%	9%
Unweighted N	1512	386	1194	793	11

Turning to look at which groups of participants active coaches most commonly coach, consistent with previous years it is most likely for active coaches to coach mixed gender groups, at 44%. Following this, 30% coach adults aged between 18-50.

There have been significant increases in the proportion who coach older children (10-13) since 2022, from 22% to 26%, which takes it back to more comparable levels seen in 2019 (28%). Similarly, there has been an increase in the proportion who coach young people (14-17), from 19% to 25%.

Types of participants coached	Year		
	2019	2022	2024
Mixed gender groups	43%	44%	44%
Mixed ability groups	29%	28%	26%
Pre-school children (0-4)	8%	9%	8%
Younger children (5-9)	30%	27%	25%
Older children (10-13)	28%	22%	26%
Young people (14-17)	22%	19%	25%
Adults (18-50)	34%	29%	30%
Older adults (50+)	15%	13%	13%
Talented players/high performance athletes	5%	3%	5%
People new to the sport/physical activity	23%	18%	16%
People who are inactive/infrequently active	11%	8%	10%
People from low income groups	10%	10%	9%
People with a physical disability	7%	6%	7%
People with a learning disability	9%	9%	10%
People with a long-term illness or health conditions	6%	5%	6%



People from black and minority ethnic groups	10%	10%	9%
Women or girls only groups	6%	6%	5%
Men or boys only groups	4%	3%	4%
Other	2%	3%	2%
Don't know	5%	7%	4%
LGBTQIA+ communities	-	-	3%
<b>Net: At least one</b>	<b>95%</b>	<b>93%</b>	<b>96%</b>

Looking at differences by demographic groups, active coaches who are white are more likely than those who are from ethnically diverse communities to coach most of the groups asked about. Furthermore, those active coaches with a disability or long term health condition are more likely than those without to coach the following groups: older adults (50+) (17% vs. 12%), people with a physical disability (11% vs. 6%), people with a learning disability (13% vs. 9%), people with a long-term illness or health condition (10% vs. 5%), and people from ethnically diverse communities (12% vs. 8%).

Types of participants coached	Ethnicity		Disability or long term health condition	
	White	Ethnically Diverse Community	Yes	No
Mixed gender groups	46%	36%	44%	44%
Mixed ability groups	29%	17%	30%	25%
Pre-school children (0-4)	7%	8%	9%	7%
Younger children (5-9)	27%	21%	21%	27%
Older children (10-13)	27%	21%	21%	27%
Young people (14-17)	25%	22%	21%	26%
Adults (18-50)	32%	25%	32%	30%
Older adults (50+)	15%	7%	17%	12%
Talented players/high performance athletes	5%	4%	6%	5%
People new to the sport/physical activity	19%	6%	16%	16%
People who are inactive/infrequently active	11%	6%	12%	9%



People from low income groups	10%	8%	12%	9%
People with a physical disability	8%	5%	11%	6%
People with a learning disability	11%	6%	13%	9%
People with a long-term illness or health conditions	7%	4%	10%	5%
People from black and minority ethnic groups	10%	7%	12%	8%
Women or girls only groups	6%	4%	4%	6%
Men or boys only groups	4%	4%	4%	3%
Other	2%	1%	2%	2%
Don't know	3%	8%	5%	4%
LGBTQIA+ communities	4%	1%	4%	3%
<b>Net: At least one</b>	<b>97%</b>	<b>92%</b>	<b>95%</b>	<b>96%</b>
Unweighted N	1512	386	445	1517

## Section 3: Sport and Physical Activity Coaching Quality

### Qualifications

Amongst those who have ever coached, it remains that it is most common that they have never completed a coaching/instructor qualification (38%) or informal/formal development training (27%). However, compared with previous years, there has been a decline in the proportion who say they have never completed either form of training/qualification, and an increase in the proportion who say they have done these in more recent years.

	Year		
<b>A coaching/instructor qualification</b>	2019	2022	2024
Within the last 12 months	8%	9%	14%
In the past 2 years	10%	10%	14%
In the past 3 years	10%	11%	10%
In the past 5 years	9%	9%	9%
Longer than 5 years ago	15%	13%	12%
Never	45%	44%	38%
Don't know	3%	4%	
Unweighted N	5756	3743	4023

	Year		
<b>Any informal or formal learning or development related to coaching (e.g. CPD, workshops, mentoring, etc.)</b>	2019	2022	2024
Within the last 12 months	16%	15%	20%
In the past 2 years	13%	13%	16%
In the past 3 years	11%	13%	13%
In the past 5 years	11%	11%	10%
Longer than 5 years ago	14%	12%	10%
Never	31%	31%	27%
Don't know	4%	5%	5%
Unweighted N	5756	3743	4023

Those who are younger are more likely to have taken a coaching/instructor qualification (18% of 18-34s, vs. 4% of 55+) in the last 12 months. And similarly, those who are younger are more likely to have done any informal/formal development training (23% of 18-34s vs, 13% of 55+).

Furthermore, those from higher social grades (ABC1s) are also more likely to have completed both a coaching/instructor qualification (15% vs. 13%) and any informal/formal learning (22% vs. 18%) in the past 12 months than those from lower groups (C2DEs).

	Age			Social Grade	
<b>A coaching/instructor qualification</b>	18-34	35-54	55+	ABC1	C2DE
Within the last 12 months	18%	11%	4%	15%	13%
In the past 2 years	17%	11%	5%	13%	14%
In the past 3 years	12%	8%	4%	10%	10%
In the past 5 years	10%	9%	8%	9%	9%
Longer than 5 years ago	5%	16%	31%	11%	14%
Never	35%	41%	46%	39%	36%
Don't know	3%	3%	2%	2%	5%
Unweighted N	2231	1253	539	2782	1241

	Age			Social Grade	
<b>Any informal or formal learning or development related to coaching (e.g. CPD, workshops, mentoring, etc.)</b>	18-34	35-54	55+	ABC1	C2DE
Within the last 12 months	23%	20%	13%	22%	18%
In the past 2 years	18%	15%	8%	16%	16%
In the past 3 years	15%	11%	6%	13%	13%
In the past 5 years	10%	11%	11%	9%	12%
Longer than 5 years ago	4%	12%	26%	9%	11%
Never	25%	27%	33%	28%	25%
Don't know	5%	5%	3%	4%	6%
Unweighted N	2231	1253	539	2782	1241





There has been a steady decline in the proportion of coaches who do not have a coaching qualification in recent years. Indeed, in 2019, 51% of those who have coached in the last 5 years reported not having a coaching qualification, which has since fallen to 47% who report this in 2024. Likely linked to the above findings that 18-34 year old coaches are more likely to have completed a recent qualification/ learning, they are the most likely age group to have any level of coaching qualification (54% vs. 41% 55+). Furthermore, men who have coached in the last 5 years are more likely than their female counterparts to have any level of qualification (54% vs. 44%).

Coaching qualifications	Year		
	2019	2022	2024
No coaching qualification	51%	50%	47%
Activator/ leader qualification	8%	7%	9%
Level 1 (or equivalent)	11%	11%	11%
Level 2 (or equivalent)	12%	11%	12%
Level 3 (or equivalent)	7%	9%	8%
Level 4 (or equivalent)	3%	4%	4%
HE/FE Degree or Diploma, or above	4%	5%	6%
Other	3%	4%	3%
<b>Net: Any level of qualification</b>	<b>46%</b>	<b>46%</b>	<b>50%</b>
Unweighted N	5756	3743	4023

Despite those from higher social grades being more likely to have recently completed any form of qualification/learning, there is no difference in likelihood to have a qualification by social grade.

	Age			Social Grade	
Coaching qualifications	18-34	35-54	55+	ABC1	C2DE
No coaching qualification	45%	49%	54%	47%	47%
Activator/ leader qualification	10%	8%	8%	9%	10%
Level 1 (or equivalent)	12%	11%	5%	11%	10%
Level 2 (or equivalent)	13%	12%	12%	12%	12%
Level 3 (or equivalent)	9%	7%	8%	8%	9%
Level 4 (or equivalent)	4%	3%	4%	4%	3%
HE/FE Degree or Diploma, or above	6%	6%	4%	6%	5%
Other	1%	5%	5%	3%	3%
<b>Net: Any level of qualification</b>	<b>54%</b>	<b>47%</b>	<b>41%</b>	<b>50%</b>	<b>50%</b>
Unweighted N	2231	1253	539	2782	1241

Turning to look at ease of obtaining a qualification, compared with 2022 there has been an increase in the proportion of those coaches who have a qualification who said it was easy to obtain (50% vs. 43%). Demographic groups who are more likely to say it was easy to obtain their qualification include men (52% vs. 47% women) and those who are younger (54% 18-34s vs. 40% 55+).

	Year		
Ease of obtaining qualification	2019	2022	2024
Very easy	15%	14%	18%
Easy	31%	29%	32%
Neither easy nor difficult	34%	32%	31%
Difficult	15%	16%	15%
Very difficult	3%	4%	3%
Don't know	2%	4%	1%





<b>Net: Easy</b>	<b>46%</b>	<b>43%</b>	<b>50%</b>
<b>Net: Difficult</b>	<b>18%</b>	<b>21%</b>	<b>18%</b>
Unweighted N	2769	1839	2185

	Gender			Age		
Ease of obtaining qualification	Male	Female	In another way	18-34	35-54	55+
Very easy	21%	14%	0%	22%	14%	10%
Easy	31%	33%	49%	33%	30%	30%
Neither easy nor difficult	31%	31%	22%	27%	35%	37%
Difficult	14%	17%	22%	14%	16%	19%
Very difficult	3%	4%	8%	3%	3%	2%
Don't know	1%	1%	0%	1%	2%	2%
<b>Net: Easy</b>	<b>52%</b>	<b>47%</b>	<b>49%</b>	<b>54%</b>	<b>44%</b>	<b>40%</b>
<b>Net: Difficult</b>	<b>17%</b>	<b>21%</b>	<b>29%</b>	<b>17%</b>	<b>19%</b>	<b>21%</b>
Unweighted N	1335	809	10	1265	662	258

## Understanding the coaching needs of different groups

Compared with 2022, there has been a slight increase in the proportion of active coaches who have some level of understanding of the coaching needs to adults aged 18-50 (81% vs. 77%), which makes it the most commonly cited group asked about. Indeed, compared with 2022, a majority of the groups asked about have seen an increase in the proportion of active coaches who say they understand their needs. Notable increases include understanding the needs of participants with a learning disability (54% vs. 47%) and physical disability (52% vs. 45%).

		Year	
NET: Level of good understanding in coaching different groups	2019	2022	2024
Pre-school children (0-4)	46%	45%	50%
Younger children (5-9)	58%	57%	62%
Older children (10-13)	67%	66%	72%
Young people (14-17)	70%	69%	75%
Adults (18-50)	76%	77%	81%



Older adults (50+)	61%	61%	64%
Talented players/high performance athletes	47%	50%	60%
People new to the sport/physical activity	71%	71%	76%
People who are inactive/infrequently active	62%	64%	69%
People from low income groups	64%	65%	70%
People with a physical disability	43%	45%	52%
People with a learning disability	45%	47%	54%
People with a long-term illness or health conditions	42%	46%	52%
People from black and minority ethnic groups	66%	64%	66%
Women or girls only groups	68%	67%	70%
People from LGBTQ+ groups	-	57%	56%
Men or boys only groups	-	-	69%
Unweighted N	0-2823	0-1681	2013

Unsurprisingly, active coaches who are members of certain groups are more likely to feel confident coaching them. For example, 77% of female active coaches identified that they understand the specific needs to women or girls only groups, compared with 70% of all active coaches. Around three in four (76%) active coaches from ethnically diverse communities understand the specific needs of people from ethnically diverse communities, compared with 66% of all active coaches. Furthermore, 77% of LGBTQ+ active coaches understand the specific needs to people from LGBTQ+ groups, compared with 56% of all active coaches.

### Primary role as a coach

Turning to look at what active coaches consider as their primary roles and responsibilities, it remains most common for them to identify building confidence and self-esteem in participants. However, the proportion of active coaches citing this has decreased compared with 2022, from 48% to 40%.

Following this, one in three (33%) identify developing technique, teaching drills and skills as a primary role, followed by the same proportion (33%) who say promoting health and personal wellbeing.

There have been some other notable shifts when compared with 2022. Namely, more active coaches identify inspiring others (21% vs. 18%), preparing people for events or competitions (12% vs. 9%), and developing those who are talented (11% vs. 7%) as primary roles.

Primary role as a coach	Year		
	2019	2022	2024
To teach the rules of the game/sport	19%	16%	19%
To develop technique, and teach drills and skills	36%	32%	33%
To prepare people for events or competitions	9%	9%	12%
To promote health and personal wellbeing	33%	34%	33%
To build confidence and self-esteem in participants	50%	48%	40%
To help people achieve their individual sports/activity goals, whatever that might be	31%	28%	26%
To inspire others	19%	18%	21%
To get people active	25%	26%	24%
To keep people active	21%	23%	21%
To develop those who are talented	9%	7%	11%
Other	3%	3%	2%
None of these	4%	5%	2%
To deliver inclusive and accessible sessions	-	-	19%
<b>Net: At least one</b>	<b>96%</b>	<b>95%</b>	<b>98%</b>
Unweighted N	0-2823	0-1681	2013

Furthermore, there are interesting differences in perceived roles and responsibilities when analysing by gender. Male active coaches are more



likely than average to see their role as competitive, for example: to develop technique (38%), to help people achieve their goals (30%), to prepare people for events and competitions (14%), and to develop those who are talented (13%). Conversely, female active coaches are more likely than average to focus their role on health and wellbeing of participants, for example: to build confidence and self-esteem (46%), to promote health and personal wellbeing (40%), to get people active (28%), to deliver inclusive and accessible sessions (26%), and to keep people active (24%).

Primary role as a coach	Gender		
	Male	Female	In another way
To teach the rules of the game/sport	20%	16%	19%
To develop technique, and teach drills and skills	38%	26%	38%
To prepare people for events or competitions	14%	8%	0%
To promote health and personal wellbeing	28%	40%	19%
To build confidence and self-esteem in participants	36%	46%	56%
To help people achieve their individual sports/activity goals, whatever that might be	30%	20%	15%
To inspire others	23%	18%	12%
To get people active	22%	28%	23%
To keep people active	20%	24%	26%
To develop those who are talented	13%	8%	0%
Other	1%	3%	6%
None of these	2%	2%	0%
To deliver inclusive and accessible sessions	15%	26%	22%
<b>Net: At least one</b>	<b>98%</b>	<b>98%</b>	<b>100%</b>
Unweighted N	1194	793	11

## What makes a great coach, according to coaches?

Of all who have ever coached, it is most common for them to think that a great coach is one who gives constructive feedback and corrections. However, the proportion who think this has declined from 50% in 2022, to 45%. Following this, 41% of those who have ever coached think a great coach improves peoples' skills and ability, which has also declined from 45% who thought so in 2022. Thirdly, 40% think great coaches are those who are friendly and approachable, consistent with 2022 (39%).

What makes a good coach	Year		
	2019	2022	2024
Have previous experience of coaching	16%	15%	17%
Are highly skilled in the sport/activity	28%	25%	25%
Are qualified	34%	32%	32%
Know the rules of the game	21%	21%	21%
Improve peoples' skills/ability	48%	45%	41%
Get good results (i.e. win matches/games)	13%	13%	14%
Are confident	17%	16%	17%
Listen to participants	26%	28%	25%
Are friendly and approachable	40%	39%	40%
Build good relationships and rapport	38%	38%	34%
Treat all participants as individuals	38%	36%	32%
Give constructive feedback and corrections	53%	50%	45%
Create a warm and welcoming environment	31%	33%	33%
Maintain high levels of safety	24%	24%	24%
Other	1%	1%	0%
I'm not sure, I don't know anything/enough about coaching	5%	4%	3%

Make the adjustments necessary for the session to feel fully accessible and inclusive for all involved	-	-	29%
Unweighted N	12725	7801	8120

Looking at differences by age groups, those who are younger (18-34) are most likely to think a great coach is one who is confident (20% vs. 14% 55+) and gets good results (19% vs. 8% 55+). Those who are aged between 35 and 54 are most likely to think that being friendly and approachable (44% vs. 37% 18-34), improving peoples' skills/ ability (44% vs. 37% 18-34), building good relationships and rapport (37% vs. 32% 18-34), and creating a warm and welcoming environment (36% vs. 28% 55+) are all qualities that make a great coach. Those who have ever coached who are older (55+) are most likely to believe that a great coach is one who gives constructive feedback and corrections (49% vs. 42% 18-34), treats all participants as individuals (42% vs. 24% 18-34) and are qualified (40% vs. 27%).

Turning to look at differences by ethnicity, coaches from a white background are more likely to identify most of the items asked about as qualities that make a great coach. Conversely, those from ethnically diverse communities are more likely to say that a great coach is one who gets good results (20% vs. 13%).

	Age			Ethnicity	
What makes a good coach	18-34	35-54	55+	White	Ethnically Diverse Community
Have previous experience of coaching	16%	17%	17%	16%	19%
Are highly skilled in the sport/activity	26%	24%	26%	25%	27%
Are qualified	27%	31%	40%	33%	28%
Know the rules of the game	21%	20%	23%	21%	22%





Improve peoples' skills/ability	37%	44%	43%	42%	36%
Get good results (i.e. win matches/games)	19%	13%	8%	13%	20%
Are confident	20%	16%	14%	17%	19%
Listen to participants	24%	24%	26%	25%	23%
Are friendly and approachable	37%	44%	41%	42%	33%
Build good relationships and rapport	32%	37%	35%	35%	29%
Treat all participants as individuals	24%	34%	42%	34%	23%
Give constructive feedback and corrections	42%	47%	49%	48%	35%
Create a warm and welcoming environment	34%	36%	28%	33%	30%
Maintain high levels of safety	21%	23%	29%	25%	21%
Other	0%	1%	1%	0%	1%
I'm not sure, I don't know anything/enough about coaching	2%	3%	5%	4%	3%
Make the adjustments necessary for the session to feel fully accessible and inclusive for all involved	28%	30%	31%	31%	23%
Unweighted N	3104	2433	2583	6675	1108

Those who have a disability or long term health condition are more likely than those without to say that a great coach is one who treat all participants as individuals (36% vs. 31%), are qualified (35% vs. 31%), make necessary adjustments for the sessions to feel fully accessible and inclusive (33% vs. 28%) and maintain high levels of safety (27% vs. 23%). Conversely, those without a disability or long term health condition are more likely to select a majority of qualities asked about.

Finally, looking at differences by gender, male coaches are more likely to identify results driven qualities, such as improving peoples' skills/ abilities (43% vs. 39% female coaches), knowing the rules of the game (24% vs. 19%), and getting good results (17% vs. 10%). Conversely, female coaches are more likely to believe that qualities related to wellbeing and inclusivity make a great coach, such as being friendly and approachable (46% vs. 36%), creating a warm and welcoming environment (38% vs. 29%), and making necessary adjustments to make people feel included (37% vs. 24%).

What makes a good coach	Disability or long term health condition		Gender		
	Yes	No	Male	Female	In another way
Have previous experience of coaching	15%	17%	18%	14%	9%
Are highly skilled in the sport/activity	23%	27%	27%	23%	14%
Are qualified	35%	31%	31%	34%	18%
Know the rules of the game	22%	21%	24%	19%	13%
Improve peoples' skills/ability	40%	42%	43%	39%	39%
Get good results (i.e. win matches/games)	12%	15%	17%	10%	3%
Are confident	15%	18%	19%	15%	10%
Listen to participants	26%	24%	25%	24%	41%
Are friendly and approachable	38%	42%	36%	46%	41%
Build good relationships and rapport	31%	36%	34%	34%	45%
Treat all participants as individuals	36%	31%	32%	33%	46%
Give constructive feedback and corrections	42%	48%	46%	45%	50%





Create a warm and welcoming environment	30%	34%	29%	38%	42%
Maintain high levels of safety	27%	23%	21%	28%	33%
Other	0%	0%	1%	0%	2%
I'm not sure, I don't know anything/enough about coaching	3%	3%	4%	3%	6%
Make the adjustments necessary for the session to feel fully accessible and inclusive for all involved	33%	28%	24%	37%	31%
Unweighted N	2608	5358	4639	3324	73

## Section 4: Sport and Physical Activity coaching support

### Access to a coaching support

Compared with 2022, a higher proportion of active coaches have access to coaching support, someone who currently supports them, at 36% (compared with 29%).

Do you have access to a coaching mentor	Year		
	2019	2022	2024
Yes – I currently have someone supporting me	32%	29%	36%
Yes – I have access to someone but they don't currently support me	19%	15%	17%
No	43%	48%	41%
Don't know	6%	8%	6%
<b>Net: Yes</b>	<b>51%</b>	<b>45%</b>	<b>53%</b>
Unweighted N	2823	1681	2013

Consistent with 2022, active coaches from higher social grades (ABC1) are more likely to have access to coaching support than those from lower social grades (C2DE) (39% vs. 30%). In fact, the proportion of active coaches from higher social grades who have access to coaching support has increased from 32% in 2022, to 39% in 2024.

Female active coaches are now less likely to have access to coaching support than male active coaches (33% vs. 39%), a gap that did not exist in 2022.

The proportion of active coaches with (41% vs. 33%) and without (34% vs. 28%) a disability or long term health condition who have access to coaching support has increased compared with 2022. However, active coaches who have a disability or long term health condition are now more likely to have

access to coaching support than those with no disability or condition (42% vs. 34%). This difference did not occur in 2022.

	Social Grade		Gender			Disability or long term health condition	
Do you have access to a coaching mentor	ABC1	C2DE	Male	Female	In another way	Yes	No
Yes – I currently have someone supporting me	39%	30%	39%	33%	9%	41%	34%
Yes – I have access to someone but they don't currently support me	18%	14%	16%	18%	0%	17%	17%
No	38%	48%	39%	43%	91%	38%	42%
Don't know	5%	7%	5%	6%	0%	4%	6%
<b>Net: Yes</b>	<b>57%</b>	<b>44%</b>	<b>55%</b>	<b>51%</b>	<b>9%</b>	<b>58%</b>	<b>52%</b>
Unweighted N	1431	582	1194	793	11	445	1517

Turning to look at differences by age, younger active coaches (18-34 year olds) are now again the most likely age group to have access to coaching support (41% vs. 31% 35-54s and 29% 55+). Whilst this difference didn't occur in 2022, in 2019 there was a similar pattern whereby 36% of 18-34 year olds had access to coaching support, making them the most likely age group to (versus 30% of 35-54s, and 28% of 55+).

As was the case in 2022, there is no difference by ethnicity in likelihood to have access to coaching support, with 36% of active coaches who are white having access to someone, compared with 35% of those from ethnically diverse Communities.

Do you have access to a coaching mentor	Age			Ethnicity	
	18-34	35-54	55+	White	Ethnically Diverse Community
Yes – I currently have someone supporting me	41%	31%	29%	36%	35%
Yes – I have access to someone but they don't currently support me	15%	19%	19%	17%	17%
No	38%	44%	50%	42%	41%
Don't know	6%	7%	2%	5%	7%
<b>Net: Yes</b>	<b>57%</b>	<b>50%</b>	<b>47%</b>	<b>53%</b>	<b>52%</b>
Unweighted N	1041	695	277	1512	386

Consistent with 2022, in 2024 it is most common for those active coaches who have coaching support to have sourced it via a club (37%). Following this, 30% say they self-sourced someone, whilst one in four (25%) found theirs via a facility, an increase from the 15% who said this in 2022.

Compared with 2022, there has also been an increase in the proportion who say they sourced their coaching support via enrolling on a funded programme/coach education programme (16% vs. 12%).

How sourced coaching mentor	Year	
	2022	2024
Self-sourced	26%	30%
National Governing body	19%	19%
Enrolled on Funded Programme/Coach Education Programme	12%	16%
Club	36%	37%
Facility (e.g. the gym)	15%	25%
Other	11%	7%



Don't know	6%	4%
Unweighted N	756	1094

Younger active coaches are more likely to have self-sourced their coaching support (34%), sourced it via a facility (32%), or through enrolling on a programme/coach education programme (19%). Conversely, those aged 55+ are most likely to have sourced their coaching support via a club (46%) or National Governing Body (26%).

Those from ethnically diverse communities are also more likely to have self-sourced their coaching support (42%) or sourced them through a facility (35%). Given that active coaches from ethnically diverse communities tend to be younger, these findings are likely linked.

How sourced coaching support	Age			Ethnicity	
	18-34	35-54	55+	White	Ethnically Diverse Community
Self-sourced	34%	25%	26%	28%	42%
National Governing body	17%	20%	26%	20%	14%
Enrolled on Funded Programme/Coach Education Programme	19%	13%	12%	15%	20%
Club	34%	38%	46%	38%	32%
Facility (e.g. the gym)	32%	18%	9%	22%	35%
Other	4%	11%	16%	9%	3%
Don't know	5%	5%	2%	5%	3%
Unweighted N	607	356	131	810	218

Of all who have ever coached, one in ten (10%) currently work with other coaches or instructors to educate, support, mentor or teach them about coaching, an increase from 7% who did so in 2022 and 2019.



	Year		
Are you supporting coaching	2019	2022	2024
Yes	7%	7%	10%
No	90%	89%	87%
Don't know	3%	4%	3%
Unweighted N	12725	7801	8120

As with previous years, those from an ethnically diverse community are more than twice as likely as white coaches to offer coaching support (19% vs. 8%). It also remains that younger people are more likely to offer coaching support (18% of 18-34s vs. 3% of 55+). Since those from ethnically diverse communities tend to be younger, these two findings are likely to be linked.

Men are more likely to offer coaching support than women (12% vs. 8%), a difference which did not occur in 2022. Furthermore, there is now no difference in likelihood to offer coaching support between those who have a disability or long term health condition and those who do not (11% vs. 10%). Comparatively, in 2022, those with a disability or long term health condition were twice as likely as those without to be offering coaching support (10% vs. 5%).

	Ethnicity		Age			Gender		
Are you supporting coaching	White	Ethnically Diverse Community	18-34	35-54	55+	Male	Female	In another way
Yes	8%	19%	18%	8%	3%	12%	8%	2%
No	90%	75%	77%	89%	97%	85%	89%	95%
Don't know	2%	6%	5%	3%	1%	3%	3%	2%
Unweighted N	6675	1108	3104	2433	2583	4639	3324	73



Turning to look at job titles for their coaching support role, it is most common for those who educate, support, mentor or teach others about coaching to have the title Head of Coaching, with around one in five (21%) selecting this. This is an increase from 13% in 2022, and 9% in 2019. Following this, 19% indicate that their job title is Head of Workforce, an increase from 14% in 2022. Furthermore, 18% have the title of Head of Coaching and Qualifications, which has also steadily increased from 12% in 2022 and 8% in 2019.

Titles for mentoring role	Year		
	2019	2022	2024
Head of Coaching	9%	13%	21%
Head of Coaching and Qualifications	8%	12%	18%
Head of Workforce	14%	14%	19%
Workforce Manager	11%	17%	18%
Coach Developer	13%	13%	14%
Head of Coach Development	8%	10%	12%
Coach Development Manager	9%	10%	14%
Coach Engagement Manager	5%	8%	10%
Coach Qualification Manager	4%	5%	6%
Other	7%	5%	3%
Not applicable – I don't have a title for this role as a mentor	41%	31%	25%
Don't know	5%	5%	3%
Unweighted N	808	524	895

Notably, females supporting coaches are less likely than their male counterparts to have the title Head of Coaching (25% vs. 15%), a difference that did not exist in 2022 (12% vs. 13%).



Titles for mentoring role	Gender		
	Male	Female	In another way
Head of Coaching	25%	15%	0%
Head of Coaching and Qualifications	19%	14%	0%
Head of Workforce	19%	19%	56%
Workforce Manager	17%	18%	0%
Coach Developer	15%	14%	0%
Head of Coach Development	14%	9%	0%
Coach Development Manager	15%	12%	0%
Coach Engagement Manager	10%	9%	0%
Coach Qualification Manager	5%	9%	0%
Other	3%	4%	0%
Not applicable – I don't have a title for this role as a mentor	24%	30%	0%
Don't know	2%	4%	44%
Unweighted N	605	275	2

## Barriers to coaching

A third (33%) of those who have ever coached cite balancing work/home life as one of the main barriers to coaching. The same proportion (33%) reference the cost of training/qualifications. Following these, 31% say that the lack of investment in facilities and equipment is a main barrier, a slight increase from 28% who cited this in 2022 (but a return to levels previously seen in 2019).

Barriers to coaching	Year		
	2019	2022	2024
Lack of support from employers, clubs or national governing bodies	22%	20%	22%
Lack of experienced or qualified coaches	16%	16%	18%
The voluntary nature of coaching/lack of pay	31%	29%	29%
Declining participation rates	18%	16%	18%





The cost of training/qualifications	34%	32%	33%
Lack of opportunity to take additional training/CPD	15%	15%	15%
The length of time it takes to undertake qualifications/training/CPD	18%	18%	20%
Dealing with parents (behaviour or interference)	29%	24%	27%
Behavioural issues of players/participants	23%	19%	24%
Lack of investment in facilities and equipment	31%	28%	31%
Balancing work/home life	33%	31%	33%
Other	2%	1%	1%
Not sure	17%	16%	13%
Unweighted N	5756	3743	4023

Those who have ever coached from ethnically diverse communities are more likely to cite the lack of opportunity to take additional training/CPD (consistent with 2022 findings) (20% vs. 13%). Conversely, those who are white are more likely to cite the following barriers: balancing work/home life (34% vs. 28%), lack of investment in facilities and equipment (33% vs. 26%), the voluntary nature of coaching/lack of pay (32% vs. 19%), and dealing with parents (29% vs. 22%).

Those who have ever coached who are female are more likely to identify the cost of training/qualifications as a main barrier than those who are male (37% vs. 30%), and less likely to cite declining participation rates (15% vs. 20%).

Turning to look at age groups, those aged between 35 and 54 are more likely to cite barriers such as balancing work/home life (41%), dealing with parents (33%), the voluntary nature of coaching (33%) and behavioural issues (26%).

	Gender			Age			Ethnicity	
Barriers to coaching	Male	Female	In another way	18-34	35-54	55+	White	Ethnically Diverse Communities
Lack of support from employers, clubs or national governing bodies	22%	21%	20%	23%	21%	19%	22%	21%
Lack of experienced or qualified coaches	18%	17%	15%	19%	18%	15%	18%	19%
The voluntary nature of coaching/lack of pay	28%	30%	35%	27%	33%	28%	32%	19%
Declining participation rates	20%	15%	20%	17%	18%	20%	18%	16%
The cost of training/qualifications	30%	37%	46%	31%	34%	35%	34%	30%
Lack of opportunity to take additional training/CPD	15%	15%	7%	16%	15%	10%	13%	20%
The length of time it takes to undertake qualifications/training/CPD	20%	20%	21%	20%	19%	20%	20%	20%
Dealing with parents (behaviour or interference)	28%	26%	30%	23%	33%	31%	29%	22%
Behavioural issues of players/participants	24%	22%	20%	22%	26%	27%	24%	22%



Lack of investment in facilities and equipment	32%	30%	31%	30%	32%	35%	33%	26%
Balancing work/home life	34%	32%	22%	28%	41%	35%	34%	28%
Other	1%	1%	0%	1%	2%	2%	1%	1%
Not sure	12%	14%	14%	13%	12%	19%	13%	13%
Unweighted N	2303	1647	24	2231	1253	539	2968	824

## Awareness of UK Coaching

One in three (29%) of those who have coached in the last 5 years know a lot or a little about UK Coaching. A further 17% state that they have heard of UK Coaching, but don't know anything about it. Notably, those demographic groups who are more likely to have heard of UK Coaching are male coaches (50%), those from ethnically diverse communities (60%), those under 35 (54%), and those who have a disability or long term health condition (52%).

	All	Ethnicity		Age			Disability or long term health condition	
Awareness of UK Coaching		White	Ethnically Diverse Community	18-34	35-54	55+	Yes	No
Heard of it, and know a lot about it	11%	9%	16%	14%	8%	3%	14%	10%
Heard of it, and know a little about it	18%	16%	22%	21%	15%	10%	21%	17%
Heard of it, but don't know anything about it	17%	15%	22%	19%	13%	15%	17%	17%



Never heard of it	50%	56%	32%	40%	58%	69%	44%	52%
Don't know	5%	4%	8%	6%	5%	2%	5%	5%
<b>Net: Know a lot/a little</b>	<b>29%</b>	<b>25%</b>	<b>39%</b>	<b>35%</b>	<b>23%</b>	<b>13%</b>	<b>35%</b>	<b>26%</b>
<b>Net: Heard of</b>	<b>45%</b>	<b>40%</b>	<b>60%</b>	<b>54%</b>	<b>36%</b>	<b>28%</b>	<b>52%</b>	<b>43%</b>
Unweighted N	4023	2968	824	2231	1253	539	1043	2872

Interestingly, more of those who have coached in the last 5 years have heard of the 'Play Their Way' campaign. Indeed, 51% claim to know a lot or a little about the campaign, with a further 27% who say they have heard of it but don't know anything about it.