



# Annual Review 2022 – 2023

# **UK Coaching – Here for the Coach**

**We are the team behind the coach.  
We empower, champion, and develop  
coaches to play a pivotal role in  
building healthier and happier  
communities by bringing great  
coaching to the lives of millions.**







# In this year's **Annual Review**

we proudly present our notable achievements that have made a significant impact in the coaching field. Despite facing challenges, and embracing opportunities, we have advanced with a strong commitment to excellence and innovation.

# Table of Contents

Making Dreams Happen	7	Safeguarding Children and Young People	42
Introduction from the Chairman and CEO	8	UK Coaching Club	44
Our Vision	12	Platform Resources	48
Coaching in Numbers	14	High Standards of Governance and Integrity	52
What We Do	16	Headline Stats 2022/2023	54
#Born2Coach	18	Coach Development Programmes	58
UK Coaching Awards 2022	20	Coach Development Workforce	64
Coaching in the UK Research 2022	24	Case Study: British Gymnastics	66
Introducing Play Their Way	26	People and Culture	68
Driving Diversity in Coaching	30	Environmental, Social and Governance	70
UK Coaching's Tutor Recruitment	34	Financials	72
Inclusive Activity Programme	36	Looking to the Future	74
An Introduction to Boccia	38	Thank You	76

# Making Dreams Happen

**As Patron of UK Coaching, I am pleased to present the 2022 -2023 Annual Review. It highlights the achievements of the team, which has delivered a diverse and extensive programme of work that has had a valuable and far-reaching impact on many different sectors and across all communities.**

The 'Born2Coach' movement demonstrated that great coaching has the power to inspire and transform lives. By pursuing its goal to expand and strengthen the coaching workforce, more people

have discovered their potential and passion to coach.

Two of the jewels in a golden summer of sport were the Commonwealth Games in Birmingham and the European Women's Football Championship. Behind every goal and every gold, and every smile on the faces of those watching, there was a coach who helped make dreams a reality.

The Lionesses captured the hearts of a nation by winning an historic first major trophy. It was fitting that the architect behind England's triumph, Sarina Wiegman, was amongst the many deserving coaches honoured at the 25th UK Coaching Awards held in Leeds. The Coaching Moment of the



Year winner spoke of the satisfaction she feels at supporting people to achieve more than they believed possible. All our 2022 finalists are testament to the truth that behind every sporting feat, however big or small, there is a coach who inspires greatness with modesty. Wiegman went on to lead the Lionesses to a first World Cup final in 2023. Although they did not win the competition, Wiegman was the unwavering force behind England's progress to the final. Success at the tournament only strengthened the Lionesses position as sporting role models.

Finally, you will read below of the 'Coaching in the UK, 2022' Research report conducted for UK Coaching

by YouGov. The report highlights the contribution the nation's three million coaches make to the lives of their participants. Regarding trust, when compared to other professions, coaches ranked an impressive fourth, after nurses, teachers, and social workers. The findings speak volumes as to the esteem coaches are held in.

As the team behind the nation's coaches, many congratulations to UK Coaching for achieving such great outcomes for our nation.

**HRH, The Princess Royal**



# Introduction from the Chairman

**The UK Coaching community – coaches, athletes, our stakeholders, and our own team – has faced significant challenges in recent times.**

The COVID pandemic brought about profound changes in coaching, sport, and physical activity. Unfortunately, lockdowns and ongoing restrictions disproportionately affected the most vulnerable in our society, limiting access to facilities and opportunities. Many venues had to close their doors, and some have yet to fully reopen.

The ongoing drop in activity was met with increased obesity levels, and a crisis facing our NHS. All this points to a need to focus on improving the nation's health by promoting increased activity and exercise.

Furthermore, the rising cost of living has widened the gap between those who have access to sport and physical activity and those who do not. Amid these challenges, the Whyte Review shed light on unacceptable behaviour among some coaches in gymnastics, casting a shadow on the profession.

Nevertheless, within these adversities, the UK Coaching team has remained resilient, committed to transforming our organisation. Our aim is to be truly game changing as champions of the coach. At the heart of that journey is a move to digital learning and a

passion to ensure we are relevant and valuable to the coaching community at all levels.

Our "#Born2Coach" and "Play Their Way" campaigns are shining examples of how we can make a positive impact on coaches and society. At this moment in time, it is essential that we partner closely and effectively with our governing bodies in sport and organisations such as Sport England, UK Sport, and CIMSPA.

The UK Coaching Club is at the centre of our offering. Although much progress has been made to create an exceptional digital learning portal, much more is still to be

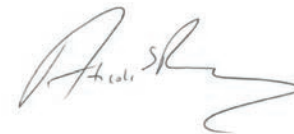
done in expanding our membership.

This report captures the key activities and achievements of UK Coaching over the past year. None of these achievements would have been possible without the passionate efforts and commitment of the UK Coaching staff. I would like to thank them for how they continue to drive change and progress in the coaching sector. Their expertise and hard work are formidable.

I would also like to thank the Board of Trustees who generously dedicate their time and offer valuable guidance to steer us forward.

All done with huge professionalism and good humour.

At UK Coaching, we acknowledge that we have experienced more change in the past three years than in the entire previous decade. We recognise that the pace and magnitude of this transformation must continue to accelerate in the months and years ahead if we are truly to fulfil our purpose of being "Here for the Coach".



**Atholl Duncan**  
**Chairman**



# Introduction from the CEO

**Just as great coaches are there to support and guide their participants to achieve their desired outcomes, so we are here for the coach to support them to be the best they can be.**

As the only organisation representative of coaches at all levels and across all activities in all environments, we are proud to represent and support the 3 million coaches across the UK who deliver physical activity and sport to the millions of children and adults who participate.

We know that great coaches change lives and communities, and this year's annual review brings to life just a few of these stories.

Talking to coaches in the wake of COVID's economic impact and

alarming reports of sports abuse, including gymnast mistreatment revealed in the Whyte Review, we know that coaches are feeling the pressure. This year we have been focused more than ever before in supporting the coach, not only in their coaching practice, but in their everyday lives too.

Our membership offer, the UK Coaching Club, was enhanced to ensure coaches who needed help would be able to get it. Access to training and self-care provided critical support to coaches during

this period when they may have otherwise not been able to continue coaching.

UK Coaching Club is now recognised as the association for coaches in the UK, providing leadership, support, advocacy, and representation for all coaches. It provides members with access to our extensive online learning materials, confidential counselling service, tax and legal clinics, and bespoke support for coaches dealing with allegations, complaints, and disputes.

In addition, coaches were asking how best they can support their participants in these testing times. We responded swiftly and proactively, with support from Sport England, and started the development of our Duty to Care Hub and Digital Badge which will launch in June 2023.

We supported over 20,000 coaches from low socio-economic backgrounds to access our comprehensive UK Coaching Club membership package free of charge.

Nearly half a million coaches came to our website this year to get support and learning.

We work closely with over 500 organisations to support their coaching workforce. We provide support to all those who employ, deploy or develop coaches, whether that's a coach developer, a head of coach education or a training provider. Our role is to ensure 'coaching organisations' have the best possible guidance and advice to support the coaches they engage with.

One of the biggest challenges we still face is that of greater diversity in the coaching workforce and greater access to coaching for all communities. We continue to champion diversity and inclusion both within our own organisation and that of the partners we work with.



**Mark Gannon**  
**Chief Executive Officer**

# Our Vision

**“To build a healthier and happier nation through great coaching.”**

We know that great coaching of physical activity and sport helps build individuals and communities, contributing to a healthier and happier nation. Both paid and volunteer coaches in the UK hold a crucial position in transforming lives and communities. To ensure their ongoing ability to make a difference, our goal is to lead the way in promoting healthier and happier communities by inspiring and assisting coaches in all aspects of their work and ensuring that all we do as an organisation is inclusive and reflective of society.

**Coaches are the key to healthier and happier communities.**



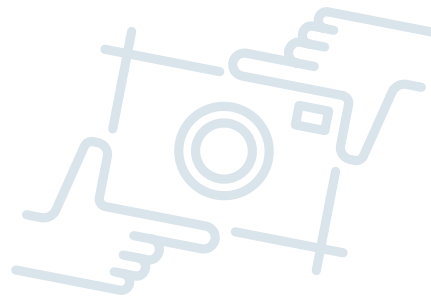
“  
A good coach can change a game;  
a great coach can change a life.”

**John Wooden**

# #Coaching in numbers

## A snapshot of the UK's coaching landscape

**17%** of coaches are from an ethnically diverse community



**66%** of coaches deliver coaching at a recreational level



**79%** of participants said they think their coaches are trustworthy

**40%** of coaches are volunteers



**90%** of participants said that have confidence in their coach



**55%** of coaches are male



**44%** of coaches are female

**82%** of participants agree that coaching has **positively** impacted their mental health and well-being

**80%** of participants said that the coaching they receive **helps to improve** their physical health.



# What We Do



## **We Represent**

The voice of coaching in the UK, celebrating & representing coaches in the media, working with the UK government for support, funding and legislation and championing inclusivity and diversity at every step.



## **We Empower**

Developing coaches through on and offline learning and courses, events and workshops for every stage of their coaching journey.



## **We Assist**

Providing toolkits, resources, insurance and specially selected partner offers via our UK Coaching Club.



## **We Connect**

Our community of peers, experts and coaches to share best practice, elevate each other and collaborate with sporting bodies and organisations.

**Represent**



**#Born2Coach**

# **Inspiring People to Unleash Their Inner Coach**



**The theme of our #Born2Coach campaign is to build a bigger, better and more diverse coaching workforce by supporting and empowering people to discover their inner coach and unlock their potential to make a difference to people's lives.**

Its underpinning premise is that there is a great coach in all of us, and that coaching has a critical role to play in the recovery and well-being of the nation after the pandemic.

We believe that everyone already has the knowledge required to make a difference to people, to help them to reach their sporting goals, they just need either the right opportunity or the right guidance to make that a reality.

#Born2Coach was an incredible campaign that helped to highlight the tremendous rewards associated with coaching and debunk the idea that coaching was limited to certain sports, backgrounds, or experience levels. It was successful in showing how incredibly committed we have been to addressing numerous inequalities and building a coaching workforce that is

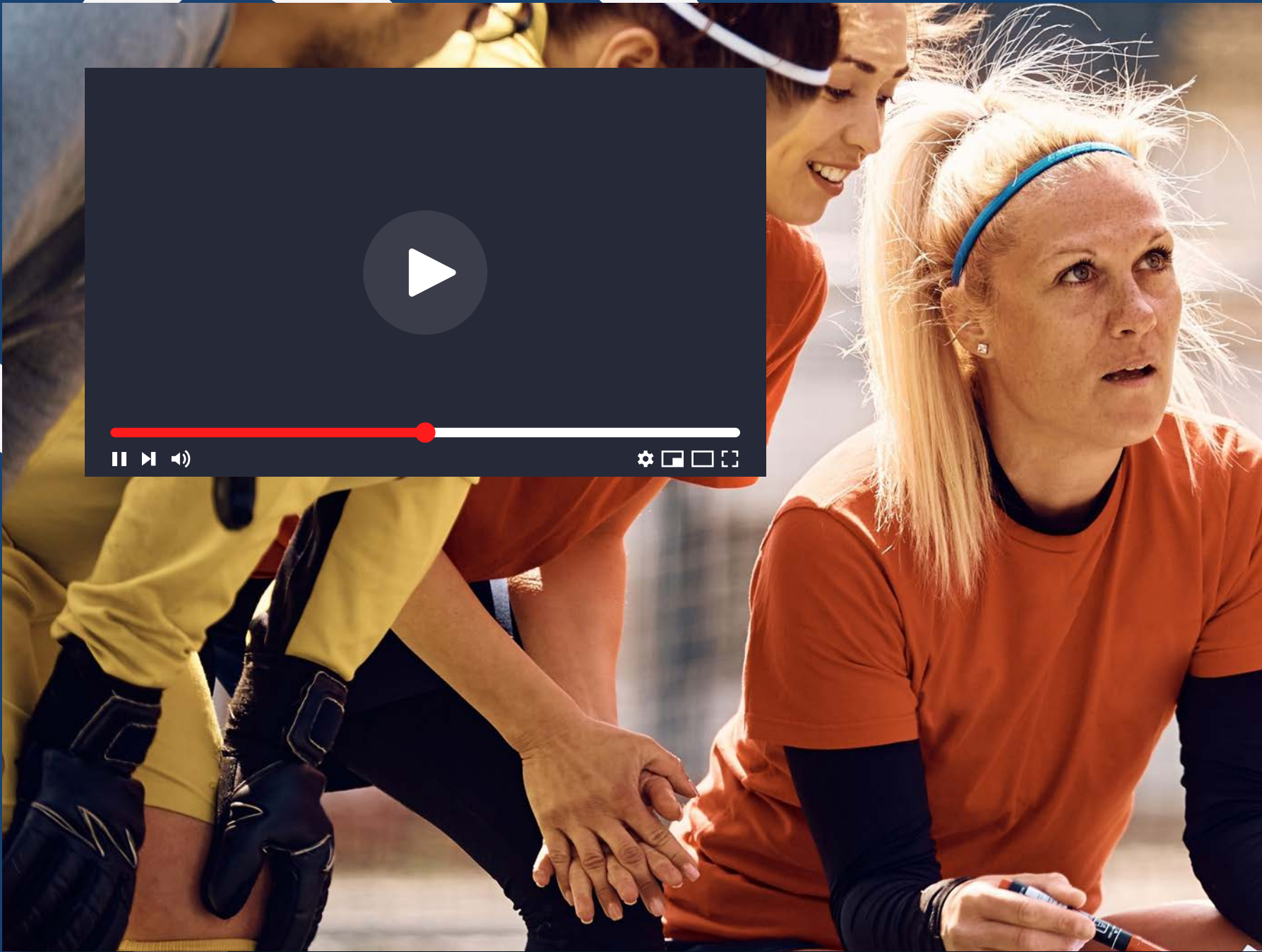
much more representative of people from a wide range of backgrounds.

Sports Governing Bodies worked collaboratively with us to provide invaluable insights into the day-to-day life of a coach while also showing the qualities of what makes one great. On top of this, we utilised inspiring case studies and videos to showcase the essential qualities and benefits of being a coach, helping people to develop skills they may have already had inside of them.

To do this we worked diligently to curate multiple online pages catering for everyone from aspiring to experienced coaching levels so that they could easily rediscover their purpose and use their knowledge to positively impact other people.

Building a representative coaching base has long been at the forefront of what we do for some time and having that network of coaches who are committed to serving diverse communities is a journey of change that we want to be involved with.

Everyone has the power and knowledge to become a coach, it's been our pleasure – through the #Born2Coach initiative – to unleash the potential that people have, giving them the platform, they desperately needed to help and inspire so many more people. We are immensely proud of the work we've done so far, but we also know that this isn't the end of our good work.





“

I feel incredibly passionate about the recruitment drive, having progressed from athlete to coach myself. The coaching workforce at all levels needs to be inclusive, diverse, and accessible to all, and people need to be aware of the incredible opportunities coaching can bring to our lives both as participants and as coaches.”

**Mel Marshall, Adam Peaty’s coach, former Olympian & Lead Coach at the British Swimming Performance Centre**

# UK Coaching Awards 2022

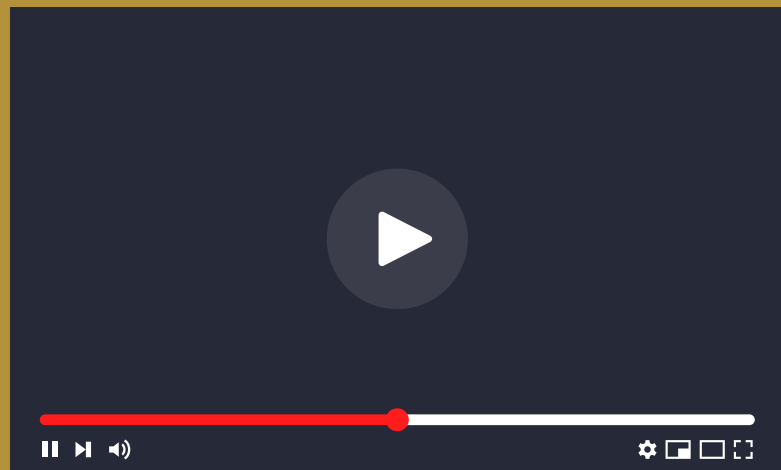
## Shining a light on the nation's coaches



On December 6, 2022, the 25th annual UK Coaching Awards took centre stage, celebrating the UK's most impactful coaches in grand style. This illustrious event served as a platform to honour exceptional coaches, including Sarina Wiegman of the Lionesses, Simon Watt of British Cycling, and the legendary Aston Moore from UK Athletics. These coaching luminaries were recognised for their invaluable contributions to the athletes and teams they lead, in a year marked by significant

events and competitions, including the Commonwealth Games and Women's European Championships held on home soil.

The awards ceremony proved to be a powerful catalyst, propelling coaches into the national and regional spotlight once more. It garnered extensive media coverage, with a remarkable total of **39** pieces highlighting the outstanding achievements of these coaching maestros. The collective reach of this media buzz extended to a staggering **9.1 million**, amplifying the importance and impact of coaching in sports and society.



## Media stats



**14** pieces  
TV and radio  
coverage with a  
potential reach of  
**2.7 million**



Total online  
estimated reach  
**9.1 million**



**39** pieces  
of print and  
online with estimated  
views of  
**1.1 million**



## Winners' quotes

“

The enjoyment,  
the fun, that's the  
sort of thing that  
kept me going.”

“

Suddenly I was out  
on stage giving an  
acceptance speech &  
crying my eyes out. It  
was an amazing night &  
I'll carry it with me for  
a long time.”

“

It was absolutely  
amazing, I've  
genuinely  
never attended  
anything like it.”

# Bob's story

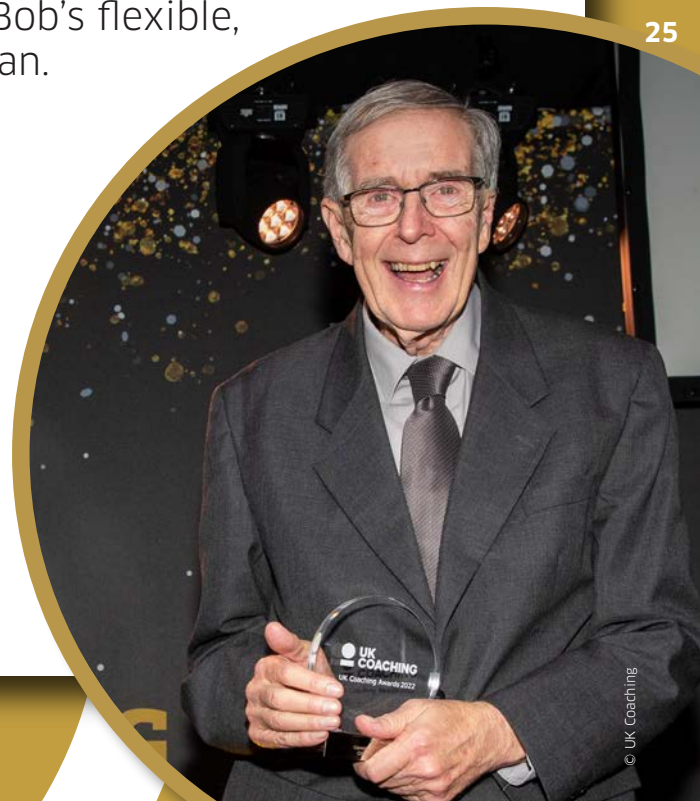
## Bob Mowlem won the Community Coach of the Year.

Bob has coached youth football for nearly 60 years and remains passionate to develop and learn, keeping himself fully up to date with the Football Association coaching practice.

Every player under his tutelage is asked to complete an age-appropriate player development sheet, with individual and group skill development plans - including any potential barriers - discussed and resolved with players and their guardians. Young players' feedback in individual and team settings is important to maximise their enjoyment in Bob's flexible, open sessions - sessions he promotes his players to help plan.

An FA-qualified welfare officer who supports player, coach and spectator codes of conduct, Bob offers his safe and bespoke coaching expertise for free and when within a club setting ensures reduced or waived subscriptions. He welcomes assistance from older youth players and other coaches, when required.

Bob has coached thousands of young footballers and served on various club and local youth league committees. In 2013 he received a grassroots heroes' award as part of the FA's 150th anniversary. He regularly mentors less experienced coaches.



# Coaching in the UK research 2022

**Right now, there are around three million coaches across the UK, working with people from all backgrounds and covering a number of unique demographics.**

Coaching across the UK has changed significantly over the last year, in terms of methods, demographics and a number of other important factors including coaching environments. Within this evolution, we've seen some impressive and ingenious new coaching styles and methods, inspiring people to reach their full potential in sport and physical activity. And we've been keeping right up to date on the latest facts and figures throughout the sporting world – at least when it comes to coaching and coaches.

Since 2017 we have been actively benchmarking the number of active coaches across the UK and from this

year's research, we have produced **17** individual reports – including regional perspectives and spotlights on coaching environments and specific demographics. These include gender, ethnicity, social grade, and disability and long-term health conditions.

The somewhat surprising, but in some ways reassuring, trend data shows that the number of coaches across the UK has remained static in the last six years – staying at around that three million mark (with minimal shifts in the demographic.) However, this isn't to say there weren't any significant shifts in the numbers in the past six years.

Some of the highlights included the number of qualified coaches increasing by **six per cent to 56%** and the number of level three coaches almost **doubling** from **5 to 9%**. On top of this, our research allowed us to gain a deeper

understanding of specific groups, including Talent and High Performance, those who are inactive, and those with long-term health conditions. This helps us offer much more detailed and thorough reports showing people a truer picture of coaching in the UK.

This research enables us to understand what is happening across the Home Nations, however, to better understand why it's happening we need to perform a deeper dive. That way we can start to make more impactful changes for the benefit of not only coaches but those being coached too.

To find any of the relevant reports you can do so by visiting [here](#).



## Introducing Play Their Way



# Children Shape Their Own Sporting Experience

**This year has seen the exciting development of Play Their Way – an innovative behavioural change campaign that will ignite a grassroots coaching movement across England, changing how children and young people experience being active. We’re calling it child-first coaching!**

Funded by Sport England and the National Lottery, UK Coaching has been chosen to deliver Play Their Way for the Children’s Coaching Collaborative (CCC) a collective of 17 like-minded organisations with a common purpose and desire to effect change for the better together – all underpinned by the UN Convention on the Rights of a Child: The Right to Play

(Choice), The Right to be Heard (Voice) and The Right to Develop (Journey), placing the child at the centre of their sporting experience.

As the driving force behind the campaign, we’re excited to see how Play Their Way will revolutionise coaching and create more positive experiences for children in sport and physical activity. This approach involves understanding the needs of the children’s coaching community (we’ve consulted with over 1,500 of them in the past year), so they can help children develop a lifelong love for being active.

We understand there can’t be a one-size fits all approach to the Play Their Way movement and that coaches need to be inspired in order to scale the movement

A photograph of two young girls in yellow and blue soccer uniforms hugging on a field. The girl on the left is wearing a yellow jersey with blue accents and blue shorts. The girl on the right is wearing a yellow jersey with a blue crest and blue shorts. They are both smiling and laughing. In the background, another player in a blue jersey is visible on a green field. The photo is framed by a thick yellow border.

"EXCELLENT  
CONCEPT."

From initially hearing of child-first coaching to seeing the progression at the event this week, you can certainly see the thought that has gone into developing the ideas. I definitely want to use this approach when developing children and young people as an NGB."

**(Summit attendee)**

at pace. This involves showcasing best practices to demonstrate impact and leverage wider change, supporting coaches to develop their child-first coaching and delivering wider systemic awareness to facilitate change.

Over the last 12 months, we've been building the Play Their Way brand, which is seriously playful, and always encouraging and fearlessly forward-thinking. Our mission has been to create a campaign identity that the coaching community can relate to and eventually own. We embody the irrepressibly positive, supportive coach. Through all the communications, we celebrate the best of coaching, putting children and young people first in everything we do. We are serious about play; we want the movement to feel fun and inclusive.

However, our vision extends beyond coaches; we aim for the CCC's philosophy to permeate the entire children's coaching ecosystem. Over the past year, we've organised three virtual coaching sector workshops to introduce and

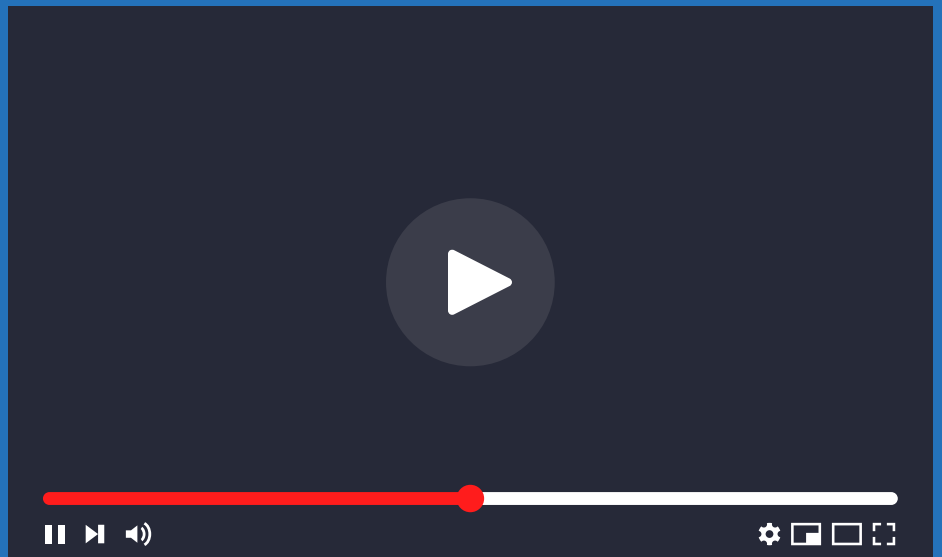
gather insights from National Governing Bodies, Active Partnerships, educational institutions, and sporting charities. In December, we hosted a Children's Coaching Summit, to bring child-first coaching to life, providing sector partners with practical implementation advice to support their coaching networks.

And these changes can't take effect without resources. The development of the Play Their Way Hub is central to empowering coaches with the tools and resources to take action and recruit others. By showcasing and supporting those already aligned with child-first coaching principles, we will be able to share practical lived experiences which demonstrate rights-based coaching in varied sporting contexts. These resources will enable coaches to self-reflect on their practice and take micro-actions in their sessions.

A child-first coaching approach is the key to helping young people develop a genuine and lifelong love for being active and staying in sport longer.



Images © PTW



# Driving Diversity in Coaching

**We are more determined than ever to focus on equity, equality, diversity, and inclusion in the coaching community. This year we have worked, and continue to work, with key external partners including Sport England, Activity Alliance, Sporting Equals, Active Partnerships, National Governing Bodies of Sport, Women in Sport, UK Sport, Mind and AKD Solutions to be #Hereforthecoach.**

The ultimate ambition for us is to make internal and external cultural changes to tackle inequalities for future generations. Our coaches are the driving force, and their experiences and feedback will form the foundations to overcome these any associated challenges.

We continue to be an accessible and inclusive organisation that supports coaches to build their confidence and competence and champion the importance

of having a diverse coaching workforce. To do this we've focused this year on making sure that all our recruitment information details our commitment to equality and is available in alternative formats if needed.

We have rejoined Inclusive Employers and at least 10 of our staff were involved in the Leading For Renewal Project - funded by Sport England. We have also continued the Diversity Expert Group within the sector and led the creation of the Children's Coaching Collaborative Project, Play Their Way.

All new staff must have a face-to-face induction meeting with HR, where our commitment to diversity, equality and inclusion is highlighted. Our staff will be supported by the redevelopment of relevant policies and procedures to ensure that our policies are gender-neutral, inclusive and more employee-focused. Including the introduction of the optional use of nouns/ pronouns in email signatures.

We are designing and have piloted a Think Space to support NGBs, Sports and Organisations to consider how they start to diversify their coaching workforce. This has emerged from the delivery of the UK Coaching Coach Development Programmes and will allow us to identify and support a diverse/modern coaching workforce.

Collaborating with partners across the sector we have reviewed and updated our Duty to Care Hub and Digital Badge. It now consists of six pillars, including Diversity, Inclusion, Mental Health & Well-being, Physical Well-being, Safeguarding and Safe to Practice.

Work with diversity is ever evolving. We have taken huge steps to influence cultural and educational change, developing a more diverse performance coaching workforce in the process. We're looking to create more role models for athletes and players to aspire to be like, as well as retaining, developing, and future-proofing our coaches, reinforcing that feeling of belonging and creating a fully inclusive culture.



# Empower





# UK Coaching's Tutor Recruitment

**As a part of this year's Tutor Recruitment, we enlisted the expertise of 22 tutors. Their role? To carry forward our renowned commitment to top-notch learning and to play a crucial part in shaping a robust future for coaching.**

Over the last 12 months we've worked hard to recruit and re-recruit the best tutors from across the UK, improve the onboarding process, and establish a support network for our tutors to learn and develop. Our recruitment process saw us adopt a person-centred approach where we focussed on the individuals' knowledge, skills, and ethos of learning and assessment, as well as their passion for driving change in coach education. What came from that was a robust,

redesigned, and innovative process and curriculum of learning to onboard new tutors and make sure the existing ones stayed current for future years. It's so important to us that we get this right now, to ensure that our standards continue to be met, not just for now, but for future generations too.

The new curriculum put the learners at the heart, benefitting from upskilled tutors who gained knowledge of modern learning theory, trends, and practices. This, in turn, helped to make sure our tutor facilitation reflects the world-class learning we pride ourselves on developing.

By adopting this new way of thinking about the onboarding and development journey, it allowed our tutors to be inducted into a vast range of products

with autonomy, reducing time and cost to the deliver. Meaning our tutors feel confident learning or teaching something new because of the frameworks in place.

In addition, our tutors are now supported through guidance, learning news and drop-in sessions, as well as peer-to-peer aid for each other. By developing this a support network has formed, and our tutors are telling us they feel more innovative as they confidently transform their approach to facilitating learning, feeling more valued as a UK Coaching tutor in the process.



# Inclusive Activity Programme

**We believe that sports should be open and available to all, despite any physical or mental disabilities. That's why this year we supported the Activity Alliance (AA) to redesign and redevelop a fresh Inclusive Activity Programme (IAP), leading the way when it comes to equipping our coaches with the knowledge and skills to deliver inclusive sessions for disabled people.**

The AA wanted to make sure the new IAP was fit for the future, and in our efforts to make that a reality we really pushed the boundaries of innovation when it came to developing ideas for the programme, something that was unfamiliar territory for AA.

As the lead for inclusion in the UK, we felt it was necessary to bring AA with us on this important journey. We persuaded them to meet the Inclusive Coaching standard, an important milestone for us, and something they'd not previously achieved. On top of that, to make sure that the programme was sector-leading, we expanded the requirement for rationale and skill.

We also utilised a number of modern learning principles to completely overhaul the programme, increase the confidence in our coach learners and make sure that the learning reached new depths, and our coaches reached new heights when it came to skill levels.

The result? This collaborative approach bore fruit and we achieved our goals to the highest of levels – levels that pleased AA and exceeded their expectations. IAP tutors were given access to a newly created,

exclusive area on our Tutor Zone, where they could access important resources including videos of the delivery and extensive tutor notes.

The programme now has a revamped workshop and eLearning module as well as a learner workbook which can be used in the eLearning, workshop and coaching environment, and an IAP Hub, which hosts additional learning resources. In addition, learners can achieve CPD points and the relevant standard through the completion of this programme, adding more credibility and weight to the product.



# Elevating Boccia's Visibility



Boccia is a small sport with a relatively small profile and limited reach. UK Coaching was approached to boost that reach by creating tailored e-learning to introduce Boccia to a wider audience including charities, active partnerships, local authorities, and existing coaches, thereby expanding its reach to athletes with high support needs.

## **Key Objectives:**

- Increase participation in the sport (athletes and participants)
- Increase number of coaches available across the UK (In formal and informal environments)

- Identify progression pathways and options for next steps for both the coach and participants.

## **A Major Leap:**

The official launch of “Introduction to Boccia” in April marked a significant turning point. This bespoke e-learning aims to shed light on the lesser-known sport and generate interest, acting as a precursor to Level 1 coaching certification.

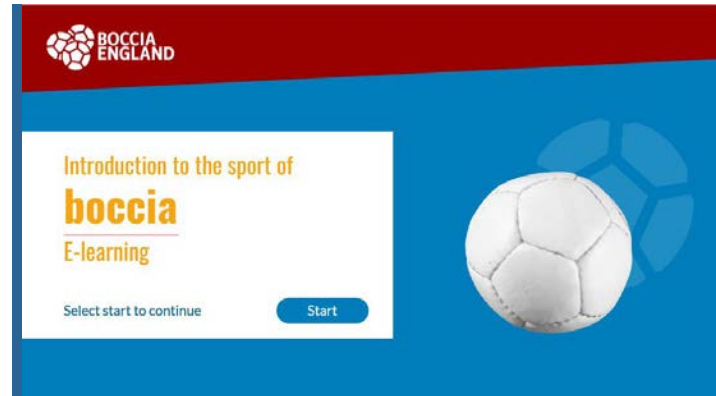
Credit goes to the staff at Boccia for their substantial contributions. Collaborating closely with Boccia England, who served as Subject Matter Experts, they played a pivotal role in this achievement.



This elearning adds to our Suite of courses and is an introductory for those wanting to learn more about our sport. The Intro to Boccia has been able to strengthen our infrastructure work as it is the first step into learning more about our sport. We hope that from this elearning it will provide people with a pathway to access our courses.”

- Stacey Reed, Boccia People Development Manager

For more information on [their courses](#) or to find a [range of resources](#) visit Boccia England’s website.



## Enhancing Accessibility:

Hosted on the UK Coaching website, the learning has been made available to encourage and identify progression pathways and options for the next steps in the Boccia journey for both players and coaches. If we can continue to increase the number of coaches and participants across the UK in the next few

years, then our work will continue to be a success.

As well as the eLearning module, Boccia England was keen to establish a new method of reporting. From these conversations, a cobranded dashboard was created to capture the learning data of users while also allowing them to create a platform for their Assistant



### e-Learning Summary

Partner Name

Boccia England

33

Current Users

33

All Time Users

Enrolment Date: Filter:

12/03/2015 27/07/2023

Course Status Filter:

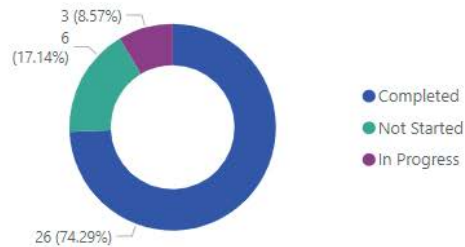
Completed

In Progress

Failed

Not Started

#### Course Status Breakdown



#### Courses By Enrolment Date



#### Most Popular eLearning Courses



Coach users and the wider community. On top of this, a visual impairment eLearning module was also purchased, further increasing the accessibility to the sport.

### Results:

To date, 33 participants have accessed the course, with 26 successfully completing it. This momentum propels us forward in our pursuit of success. Explore the remarkable progress at <https://www.ukcoaching.org/courses/elearning-courses/boccia-elearning>. Access the e-learning module alongside various resources, news, and support options.



# **Safeguarding Children and Young People Renewal eLearning suite**

**As part of our ongoing partnership with the NSPCC's Child Protection in Sport Unit, we decided to refresh our popular eLearning programme: "Safeguarding Children and Young People Renewal eLearning Suite." We teamed up with the NSPCC to give this e-learning a fresh new look and feel, and we didn't stop there.**

Now, each course in the suite has two parts:

## **The Core 'Renewal' Module:**

This module offers learners a downloadable action planner, presented as an interactive PDF. Learners can easily download, save, and personalise

this planner for use in their coaching environment. Notably, the renewal module now incorporates child voiceovers, complementing the adult voice, in order to establish a stronger emotional connection with the audience. This approach places the child at the centre of the learning experience.

## **Bolt-On Topics:**

The second module in each course delves into various supplementary subjects, such as Digital Safety for Children in Sport, Protecting Deaf and Disabled Children in Sport, or Working with Parents and Carers. These modules combine practical tips, dispelling common myths, and presenting in-depth scenarios to enrich the learning journey.



Child Protection  
in Sport Unit

# NSPCC

These updates and improvements aim to provide a more engaging, informative, and comprehensive learning experience in the field of safeguarding children and young people in sports.





**Assist**



# UK Coaching Club



## Enhancing Value and Engagement

**This year we made a significant change to our membership tiers, helping us to consolidate our offering under the UK Coaching Club banner, and making it easier for coaches to choose the best option for them.**

Switching from Standard, Subscription, and Membership, to Basic, Premium, and Platinum membership we saw **5,810** Premium membership sales, **1,199** Platinum membership sales, **5,679** Fitness Insurance sales and **415** Fitness and Sports Massage sales.

On top of that, we have continued our relationship with The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) meaning that eligible members of our partner organisation

have access to the UK Coaching Premium membership. From this partnership, we saw **13,819** eligible members accessing our fantastic support and resources, meaning more people visiting our website and gaining invaluable knowledge.

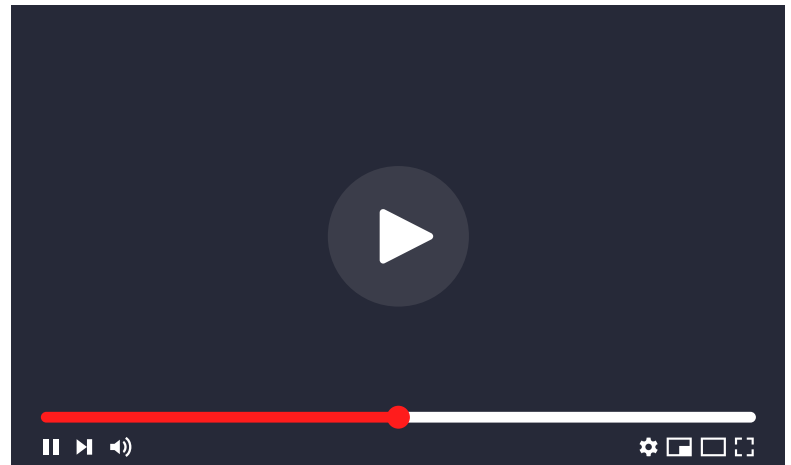
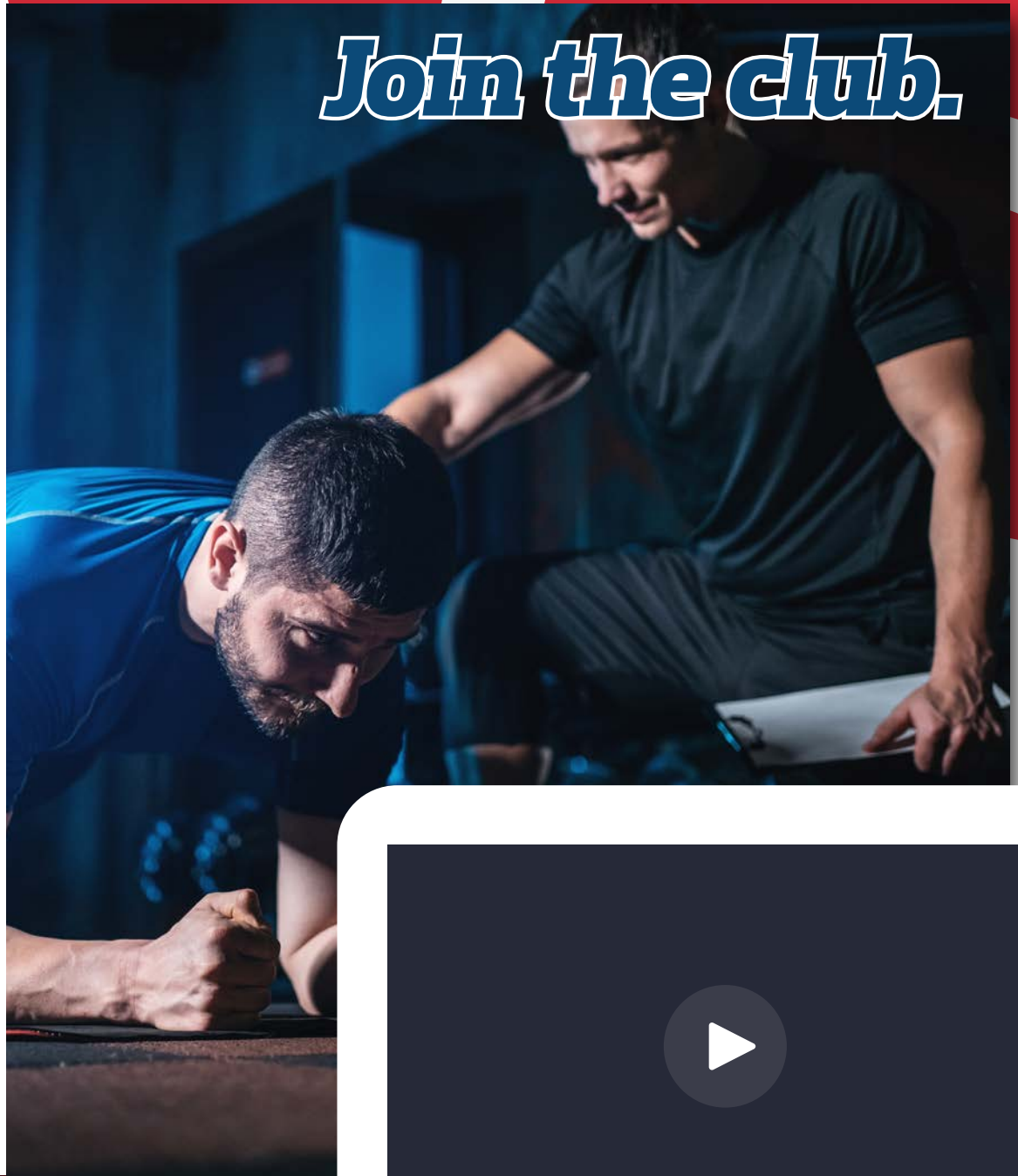
In the same period, Coach Perks was launched – a new membership benefit for Premium and Platinum members. It gives our valued members numerous benefits including discounts on essentials, such as coaching kit and weekly shopping to more fun things like money off attractions and days out. Through this incentive, members had the chance to save up to £2,000 a year (based on the average UK household monthly spend).

We also enjoyed a successful partnership with the University of Sussex, which

allowed us to introduce the Sports Law Clinic. This gave Premium and Platinum members free access to an online clinic, giving our coaches working in sport and physical activity legal advice and guidance. This extended to a range of topics including civil and criminal law disputes, safeguarding, employment law, commercial contracts, charities governance and disputes with national sports organisations.

This is incredibly important as the law is ever-changing, so it was nice to be able to offer our members some guidance and support so they were armed with the necessary knowledge to resolve any possible disputes that may have arisen.

# *Join the club.*



# Platform Resources

Learning resources available on ukcoaching.org. We publish new resources on a weekly basis.

**Page Views**  
2022-2023  
**407,773**

## Highlights in 2022-23

Launch of Physical Preparation Toolkit (150 resources within the toolkit) as a new paid product

**150**

## Learning resources Online via our platform

**162**  
Resources Published in 2022-23

**150**  
resources within the toolkit

Physical Preparation Toolkit

UK Coaching Club Register to Access

**97**

UK Coaching Club Subscription

**65**



# Platform Resources

## Top five UK Coaching Club Basic



**Coaching Behaviours**

UK Coaching Team  
20 Feb 2019  
36,765 views  
Effective people, Developing Mindsets, Coach Developer

Coaching Behaviours

This screenshot shows the top of a resource page titled 'Coaching Behaviours'. It features a header with the title and a row of colorful icons representing various sports and coaching activities. Below the header, there is a navigation bar with the UK Coaching Team logo, the date '20 Feb 2019', and view statistics '36,765'. There are also tags for 'Effective people', 'Developing Mindsets', and 'Coach Developer'. The main title 'Coaching Behaviours' is displayed in red at the bottom of the page.



**Code of Practice for Sports Coaches**

UK Coaching Team  
03 Jul 2022  
19,148 views

Code of Practice for Sports Coaches

This screenshot shows the top of a resource page titled 'Code of Practice for Sports Coaches'. The header image shows a coach sitting on the grass talking to a group of young football players. Below the header, there is a navigation bar with the UK Coaching Team logo, the date '03 Jul 2022', and view statistics '19,148'. The main title 'Code of Practice for Sports Coaches' is displayed in red at the bottom of the page.



**Be Quick Be Smart Restart a Heart**

UK Coaching Team  
10 May 2021  
12,878 views

Be Quick Be Smart Restart a Heart

This screenshot shows the top of a resource page titled 'Be Quick Be Smart Restart a Heart'. The header image shows a person lying on their back with hands on their chest, illustrating CPR. Below the header, there is a navigation bar with the UK Coaching Team logo, the date '10 May 2021', and view statistics '12,878'. The main title 'Be Quick Be Smart Restart a Heart' is displayed in red at the bottom of the page.



**Skills and Qualities of a Coach**

UK Coaching Team  
26 Apr 2018  
49,794 views  
Organising and Planning

Skills and Qualities of a Coach

This screenshot shows the top of a resource page titled 'Skills and Qualities of a Coach'. The header image shows a coach in a blue and black jacket talking to a group of young girls in yellow and blue sports gear. Below the header, there is a navigation bar with the UK Coaching Team logo, the date '26 Apr 2018', and view statistics '49,794'. There is also a tag for 'Organising and Planning'. The main title 'Skills and Qualities of a Coach' is displayed in red at the bottom of the page.



**The 'Four Rs' of Safeguarding Adults**

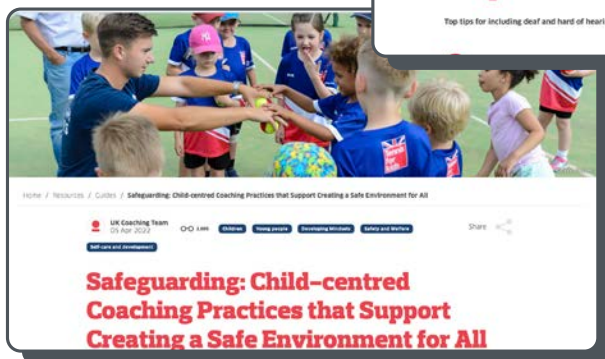
UK Coaching Team  
18 Nov 2015  
19,144 views  
Safety and Welfare

The 'Four Rs' of Safeguarding Adults

This screenshot shows the top of a resource page titled 'The 'Four Rs' of Safeguarding Adults'. The header image shows a hand moving a wooden chess piece on a board. Below the header, there is a navigation bar with the UK Coaching Team logo, the date '18 Nov 2015', and view statistics '19,144'. There is also a tag for 'Safety and Welfare'. The main title 'The 'Four Rs' of Safeguarding Adults' is displayed in red at the bottom of the page.

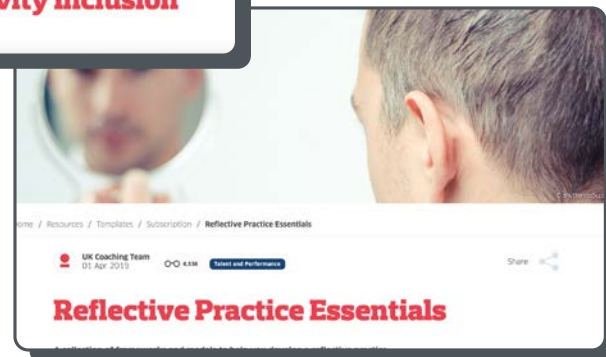
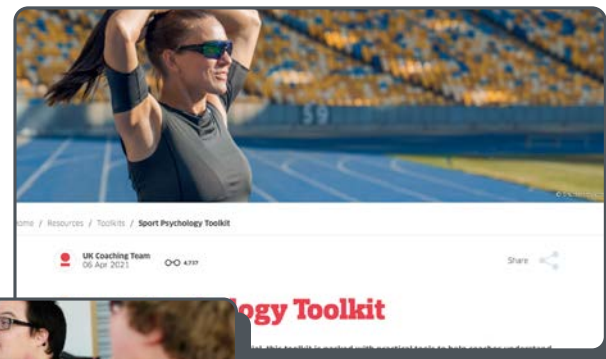
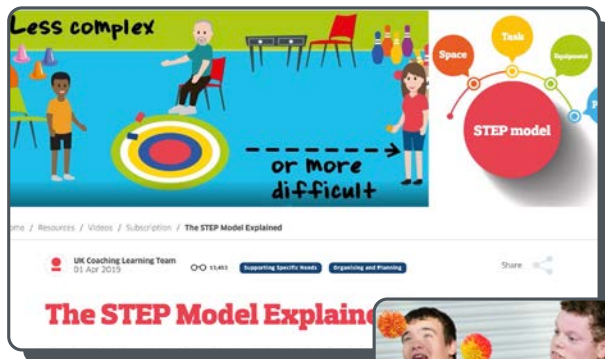
\*You may need to subscribe or log in to view these pages in full

## Published 2022–23



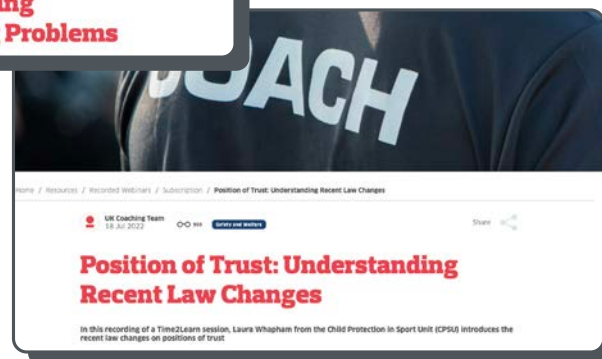
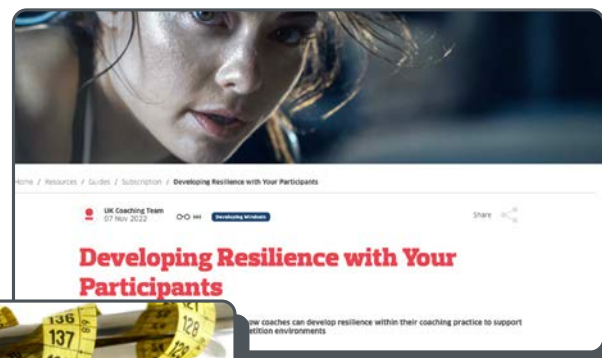
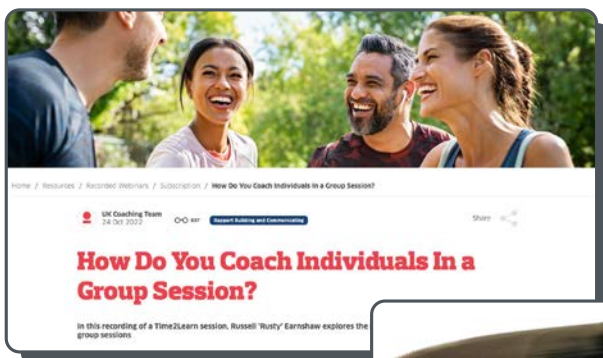
# Platform Resources

Top five UK Coaching Club Premium



\*You may need to subscribe or log in to view these pages in full

## Published 2022–23



# High Standards of Governance and Integrity

**We have continued to ensure that we remain compliant with the Sport England and UK Sport Code for Sports Governance launched in 2016 and revised in 2021.**

The Code ensures that gold standards of governance are achieved and sets out the highest levels of transparency, accountability, and financial integrity.

Detailed information on our governance work can be found in our Annual Governance Statement 2022-23 which is published on [our website](#).

During the reporting period, UK Coaching's Board of Directors had eleven Board members up to 31 December 2022, composed of ten Non-Executive Directors and one Non- Executive Chair.

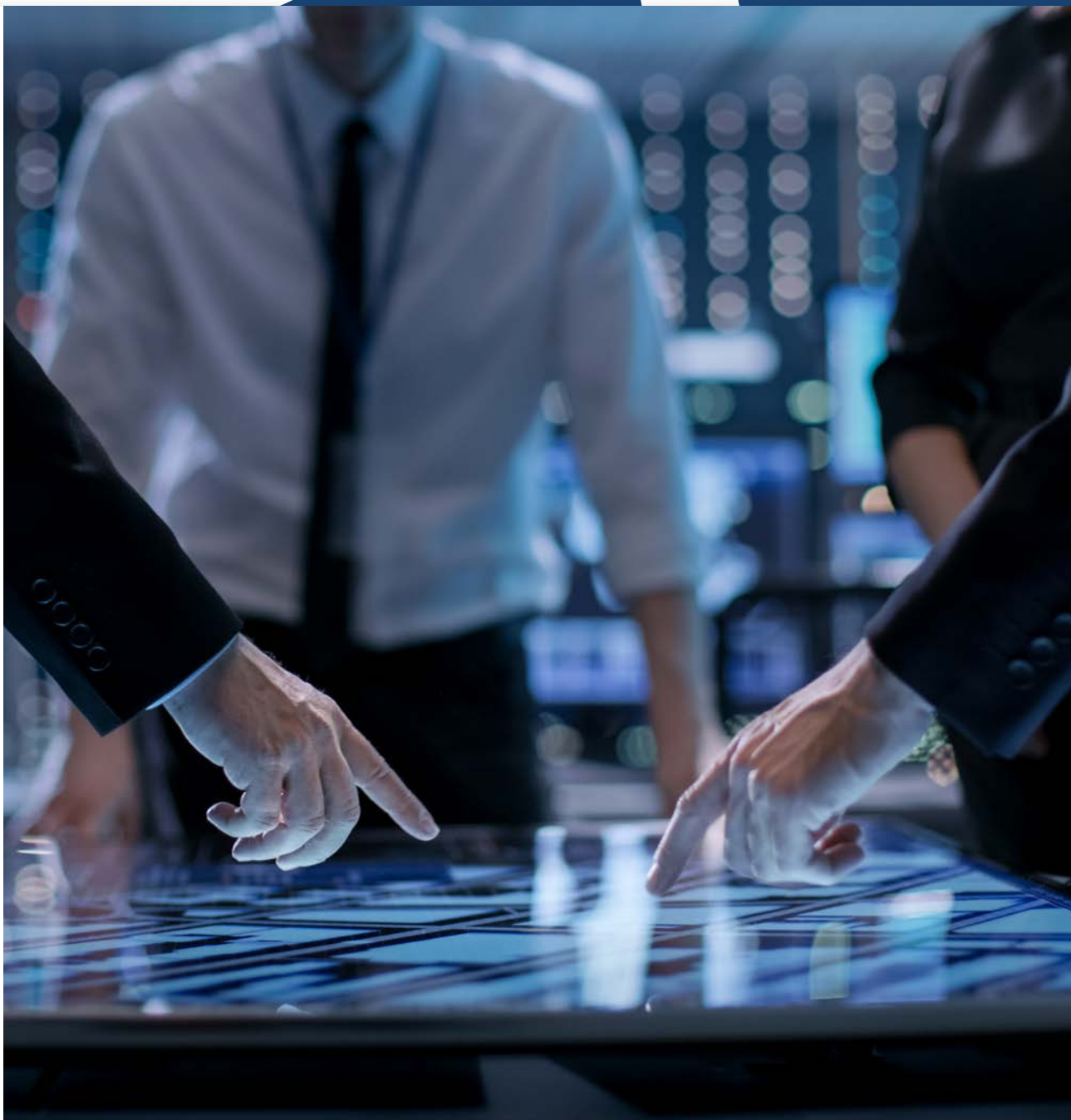
Nine Board members between 1 January 2023 and 31 January 2023 made up of eight Non-Executive Directors and one Non-Executive Chair, and ten Board members between 1 February 2023 and 31 March 2023 made up of nine Non-Executive Directors and one Non-Executive Chair.

The Board has statutory and fiduciary responsibilities under charity law and the Companies Act 2006. It is also collectively responsible for the organisation's long-term success and is exclusively vested with the power to lead it.

All the Board members were Independent Directors during the reporting period. Any such appointment is via a formal, rigorous, open, transparent, and publicly advertised recruitment process, attracting the broadest range of suitable candidates.

During the reporting period, three full Board meetings, two developmental meetings and five Board update meetings were held. All meetings held were quorate.

Each Board member takes on additional duties as per their skill sets, which are detailed on a Skills Matrix, reviewed on an annual basis.



# UK Coaching Solutions Headline Stats 2022/23



UK Coaching Solutions - our trading subsidiary - has been serving the needs of the sport and physical activity sector for more than 30 years, providing a range of products and services which have evolved into a one-stop shop for our clients and partners. The UK Coaching Solutions team understand coaching skills and behaviour and support the coaching workforce with various services including digital course design, learning platforms, live learning CPD, assessments, research, graphical design, video creation, learning administration, and IT hosting.

- ▶ **1,255** workshops sessions were successfully administered
- ▶ **554** direct workshops
- ▶ **443** licenced tutor workshops
- ▶ **258** non licenced tutor workshops
- ▶ **16194** learners were certified via our workshops
- ▶ Tutor workforce refresh and onboard
- ▶ We completed over **400** projects and logged more than **3000** hours of creative services' support on behalf of clients.

# 1st4sport Headline Stats 2022/23



Our regulated awarding organisation, 1st4sport, develops and awards qualifications in the sector and provides end point assessment services. Being regulated increases opportunities for providers to draw on funding for qualifications; enables governing bodies of sport to operate credible coach licence schemes; and indicates a level of competence to employers of coaches.

- ▶ **37** national governing bodies of sport partnered with us.
- ▶ we offer **163** different qualifications in England, Wales and Northern Ireland.
- ▶ End point assessments for **7** different apprenticeship standards offered.
- ▶ Over **22,500** qualification certificates were awarded in the year.
- ▶ **284** recognised centres delivered 1st4sport qualifications.
- ▶ **46** end point assessment lead training providers working with us.

# Connect





# Coach Development Programmes

Over the last 12 months, we have provided a variety of development programmes that assisted over 150 coaches involved in both athlete talent and performance stages of the developmental pathway. Through funding received from UK Sport and Sport England, we were able to create more personalised pathways for their growth.

The 2022/23 Coach Development Programmes offered a range of opportunities to empower and support coaches in their professional growth. The FOCUS Coach Development Programme focused on deepening coaches' understanding of themselves and refining their coaching practices, providing **90** coaches with insights and individualised

support over 28 weeks.

The HORIZON Coach Development Programme catered to **30** coaches, delving into challenges specific to the role of Head of Senior Coach, and covering various coaching themes through interactive workshops and sense-making sessions over 48 weeks.

The Evolve Coaching System Series aimed to support the Coaching System Workforce with tailored workshops, networking, and interactive sessions. Taking place between June 2022 and January 2023, the Coaching System Series was open to individuals working in UK Sport and Sport England funded sports with over **50** participants engaged in the series. Each workshop was accompanied by a 10-minute Lightning Talk summarising the key themes explored during the session.

Finally, the Elevate Coach Development Programme aimed to empower female coaches, offering workshops, networking opportunities, and self-directed learning to enhance their leadership and coaching skills over a six-month period.

These programmes collectively provided coaches with valuable resources, networks, and knowledge to excel in their coaching roles.





## Programme feedback included:

“The coach development programmes delivered by UK Coaching are exceptional. They bring coaches from various sports together, providing opportunities to learn from outside the sporting domain. The blended approach, combining face-to-face sessions, webinars, and interactive spaces, allows coaches to develop in multifaceted ways, fostering holistic development that ultimately benefits coaches and their athletes. Feedback from coaches who participated in the programmes has been overwhelmingly positive, and I wholeheartedly recommend them to other coaches and sports professionals.” - Robbie George, British Cycling

“I was truly impressed with the group session last week (Cody Royle lessons in leadership). It gave me so much to reflect on, akin to the seminars I attended during my MBA, but with a sports coaching lens. Subsequently, I reflected on how I subconsciously apply many MBA elements.”

“What Elevate has given me is the focus to believe in myself and pursue my dreams. Being surrounded by like-minded individuals is immensely valuable. I have realized my own potential and learned that I am indeed capable.” - Coach, Elevate

“Since participating in this programme, I have embarked on a transformative journey. It became apparent that I had lost touch with who I was as a coach. It was a wake-up call.” - Coach, Elevate

# Female Leadership Programme



Loughborough University



As part of our Coach Development work, we also lead the Female Leadership Programme (FLP) aimed to connect, develop, and support women in coaching at all levels through a structured learning journey with integral one-to-one mentoring. The programme employed a blended approach, encompassing workshops, social learning spaces, group and one-to-one sessions, virtual and face-to-face experiences, in-situ learning, and reflective practice. Participants were guided to understand critical areas that impact their coaching, and they were challenged to apply their learnings in practical settings.

Coaches were supported in gaining a deeper understanding of critical areas that influenced their coaching practice. The programme leveraged the Coach Learning Framework and focused on the following areas

- Understanding self
- Understanding individuals
- Understanding the environment
- Understanding coaching practice



This programme provides a safe space where a group of wonderful and admirable individuals come together to comfortably share thoughts, ideas, opinions, and feelings. The coach developers are there to listen, provide advice, and support from their own experiences. I have learned a great deal about myself and have experienced significant personal growth.” - Coach, Loughborough FLP



“I used to believe that having a child would hinder my progress. This course has been crucial in keeping me on track and reminding me that I truly enjoy coaching, even as I adjust to motherhood.” - Coach, Badminton FLP EVOLV



# Coach Development Workforce

**Over the past year, we have strived to improve the knowledge and development of people working in the coach development workforce by using even more resources to keep them engaged and constantly seeking improvement. This has involved the use of Social Learning Spaces, including a series of thought-provoking webinars for tutors and assessors - through the Learning Lab - and coach developers - through Coach Developer Conversations.**

These spaces provided our coaches with a community of learning, actively promoting and building their curiosity, improving their criticality, sharing their insights, and supporting coaches and those supporting coaches.

The webinars were packed full of useful information with everything from guest speakers sharing ideas and research deep dives to best practice sharing and open conversations. Our Learning Lab members found them to be a 'fascinating blend of coaching insights and academic developments,' something we were incredibly proud of.

This year has also seen us form two formal developmental partnerships with two National Governing Bodies - including the England and Wales Cricket Board (ECB) and British Rowing. More than 100 coach developers from the ECB attended our face-to-face development modules, with topics including how the coach developers like to learn themselves, building sticky moments, and using autonomy in effective tutoring. From that, we held two further coach developer conferences looking

at topics including psychological safety, action planning and coach observations/assessment.

With British Rowing we helped to facilitate sessions exploring the possibilities of a more coach-centred offer and culture. This led to them formulating and exploring a new coach education structure as they looked at how their offer may look in the future.

Other areas of work have included adapting how our tutors (both internally and externally) are welcomed in to tutoring roles at UK Coaching – introducing two new interactive sessions both designed to explore the areas of tutoring we see as particularly important. We have also been involved in the design and delivery of several workshops and resources. These have included an update to the Introduction to Supporting Others workshop, collaborating on writing the new Coaching Teenager’s workshop, the Tutor workforce workshops, and supporting the development of an IQA eLearning module.



The sessions are the highlight of my fortnight, and I’m totally happy that I’ve shifted around some other meetings so that I can be on the call. It inspires me to continue to be evangelical.”

“I always tend to judge any form of training or seminars on the basis of do I know more now than when it began and that has certainly been the case with the Learning Lab.” -attendees

**British Gymnastics**

British  
Gymnastics

# Delivering **Safeguarding** to their workforce

Following the release of the Whyte Review in June 2022, British Gymnastics approached us to implement our Safeguarding and Protecting Children Online Classroom Programme within their coaching workforce. They expressed a strong desire to ensure their community of workers received high-quality, in-person training. Our track record in this specialised training area has established us as leaders within the sector.

## **Key Objectives:**

- Custom-tailor the training to be contextually relevant for British Gymnastics.
- Deliver high-quality initial face-to-face training to British Gymnastics' coaching workforce, encompassing both coaches and welfare officers.
- Recruit, train, and deploy a proficient team of tutors.
- Take the lead in managing course logistics, facilitation, adjustments, and addressing inquiries.

The workshops kicked off in December 2022, with a regular schedule of 3 to 4 workshops held each month.

## **Deliverables:**

We conducted three to four Safeguarding and Protecting Children Online classroom sessions every month. Our collaboration with trained tutors enabled us to schedule courses at optimal times and frequencies, aligning with the gymnastics community's needs. This cooperative approach has fortified our relationship with British Gymnastics, ensuring mutual benefit.

To streamline course registration, our IT team devised a bespoke booking process, designed to seamlessly integrate with British Gymnastics' branding: [www.ukcoaching.org/BGSPC](http://www.ukcoaching.org/BGSPC). Attendees accessed the course via a link prominently displayed on the British Gymnastics course finder pages, guaranteeing a smooth transition for learners. Upon completion, participants received a dual-branded UK Coaching/British Gymnastics certificate.

We played a pivotal role in identifying

and recruiting proficient tutors capable of delivering the Safeguarding and Protecting Children Online Classroom. These tutors, equipped with relevant gymnastics experience, underwent orientation to independently conduct the workshops as self-employed professionals.

Moreover, we handled the entire booking and payment process for British Gymnastics' workforce, while also managing cancellations, course adjustments, and inquiries through our dedicated Customer Care team. This arrangement was established in collaboration with British Gymnastics, allowing them a "hands-off" approach due to capacity constraints.

"It made total sense to work with UK Coaching on this project, especially as they were already providing recognised training at this level which we actively promoted to our community. We like many sports wanted to ensure our coaching community were not only

getting a great learning and development experience but that the content was up to date, fit for purpose and bespoke to our sport and organisational policies and procedures to help us create and maintain safe and positive environments for all.” - Katie Richards (Head of Education Design and Development).

### **Results:**

Our collaborative efforts have succeeded in delivering top-tier, initial in-person training to the British Gymnastics workforce.

All objectives that were outlined at the start of the partnership were successfully attained. We also trained a total of four proficient tutors which contributed to the successful training of approximately 40 attendees each month.

“We are delighted that we have been able to work with UK Coaching on this to ensure our community get the information that they need, when

they need it to be able to keep doing the fabulous work they do out in our community. It was really simple to do, and there was absolute collaboration. If you want to have bespoke and effective safeguarding education, I would totally recommend you partnering with UK Coaching on this project.” - Katie Richards (Head of Education Design and Development)





# People and Culture

**This past year we focussed heavily on Wellbeing, Communication, Culture, and EEDI - and the results have been incredible. Feedback showed we were already moving in the right direction with people feeling connected to our values and appreciating the work we did last year on mental health - making sure we had at least 10% of our staff trained as mental health first aiders.**

Now, following the successful launch of our Well-being Rockstars group, we have launched a well-being calendar of events and activities as well as bringing teams monthly happiness posts to boost morale.

For our hardworking staff, we

introduced enhancements to our family-friendly policies. This included giving primary caregivers returning from parental leave the option to work 80% of their work pattern at full pay for three months. The feedback was so incredibly positive that our Head of People and Culture has been asked to speak at events and help other organisations, explaining how and why we created these guidance documents.

Other initiatives saw us enhancing our whistleblowing policy - making it easier for people to report their concerns - and changing our pension provider/ advice on pensions in light of the cost of living crisis.

On the communication side, we created and launched new onboarding and induction processes to ensure new starters get the right amount of information, so they're not



© LUK Coaching





overwhelmed. Offboarding is just as important, and we've improved our exit interview questions so leavers continue to talk positively about UK Coaching.

A new HR information system was implemented, allowing staff to communicate more easily. So whether they are scheduling check-ins, keeping records afterwards, or tracking their career progression, it can be done in one place. We also streamlined processes including holiday balance for part-time workers, and increased functionality.

We have continued to build trust and understanding through our Team Time Out events, taking staff off-site for two days to learn, connect and collaborate. These, along with our current communication channels #WeListen, #WeConnect, #WeCelebrate and #WeCare, have been hugely appreciated across the organisation. In the future, we will look to add a social element too, because all work and no play.

We encourage a values-led culture of We Collaborate, We Coach, We Care, and We Champion Innovation and we're still passionate about making UK Coaching a great place to work. We incorporated a range of initiatives that were suggested from within, that meant something to our people.

We introduced Life Leave, giving colleagues up to five days (on top of annual leave) to volunteer, care for loved ones, move house, study, or for their wellbeing. We've continued to focus on personal development, helping people with funded qualifications or apprenticeships using our levy pot, or via internal development opportunities.

With EEDI we were proud to achieve Disability Confident Level 2 status and are aiming towards Level 3. We also commissioned Inclusive Employers to facilitate listening circles, encouraging colleagues to speak freely and safely.



# Our Environmental, Social and Governance Mission and Commitment

**In the last 12 months, our ESG structure, planning and activities have accelerated at speed, as we adopted a new mission and values – which are available for all to see on the UK Coaching website.**

We understand that great coaching alone isn't enough to create a happier and healthier nation. That's why our work through the ESG team is significant, as we look to create a more sustainable future for our coaches and those who enjoy sports and physical activity, across various communities – at home and further afield too.

Just in the last year, we have created an environmental policy and enhanced

procurement policies. With our company-wide events, we always look to source venues that are local to the majority of staff to cut down on travel emissions. With suppliers for these events, we also think similarly, taking location and sustainable practices into account.

We're committed to mitigating our environmental footprint and working with our partners to achieve carbon neutrality. We have reduced people's need to travel to study thanks to our new learning platform, Percipio. This allows colleagues to learn where and when suits them. We have also made technological improvements by digitising certificates with most partners, ensuring that invites for our awards are electronic.

Our social responsibilities have seen us become key participants in the Diversity Action Group to collaborate and share best practices across the sector. We've also worked with Inclusive Employers to ensure that equality, equity, diversity, and inclusivity (EEDI) continue to be at the heart of our decision-making, and that, in turn, helped us to create our EEDI strategy.

Our colleagues gave us some excellent feedback through the Best Companies survey, including wanting to be more social with their colleagues - so we doubled the number of social events. We also gave staff five Life Leave days that they could use for major life events, including things like house moves, study, pilgrimages, and volunteering. Next year we will also be improving our volunteering efforts, making them more centrally organised rather than people directly sourcing them.

In terms of governance, we formed a brand-new team covering a wide range of subjects including Cyber Essentials Data Protection, Board Governance, Strategy Development and Planning, and Risk Management. A high-level review of policy locations was carried out and shared with staff, as were the Responsible Procurement Principles - these were also published on our website.

It's been a busy year as our ESG group was only set up 18 months ago, and we are extremely proud of the achievements to date and will continue to build on these. The group have redefined their objectives for 2023-24, and we look forward to sharing more of our activities in our next annual report.

# Financials

## CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2023

	2023 £	2022 £
<b>Income From:</b>		
Grants receivable	4,406,512	3,142,590
Other trading activities	3,473,350	3,265,751
Investments	11,127	7,897
<b>Total income</b>	<b>7,890,989</b>	<b>6,416,238</b>
<b>Expenditure on:</b>		
Raising funds	(4,070)	(6,341)
Technical expertise	(1,626,562)	(1,836,584)
Products and services	(875,842)	(962,527)
Talent	(167,926)	(119,091)
Here for the Coach	(1,103,519)	(734,415)
Community & Partners	(1,827,706)	(1,567,165)
Children's Collaborative	(1,468,816)	(413,915)
Performance to High Performance	(258,470)	(249,611)
Amortisation	(121,569)	(121,569)
Other	(327,724)	(296,679)
Co-Branding	(11,929)	(200,000)
Research and insight	(248,080)	(323,878)
<b>Total expenditure</b>	<b>(8,042,213)</b>	<b>(6,831,774)</b>

<b>Net expenditure before investment gains/(losses)</b>	<b>(151,224)</b>	<b>(415,536)</b>
Net gains/(losses) on investments	(30,576)	84,568
<b>Net movement in funds</b>	<b>(181,800)</b>	<b>(330,968)</b>
<b>Reconciliation of funds</b>		
Total funds brought forward	2,520,356	2,851,324
<b>Total funds carried forward</b>	<b>2,338,556</b>	<b>2,520,356</b>

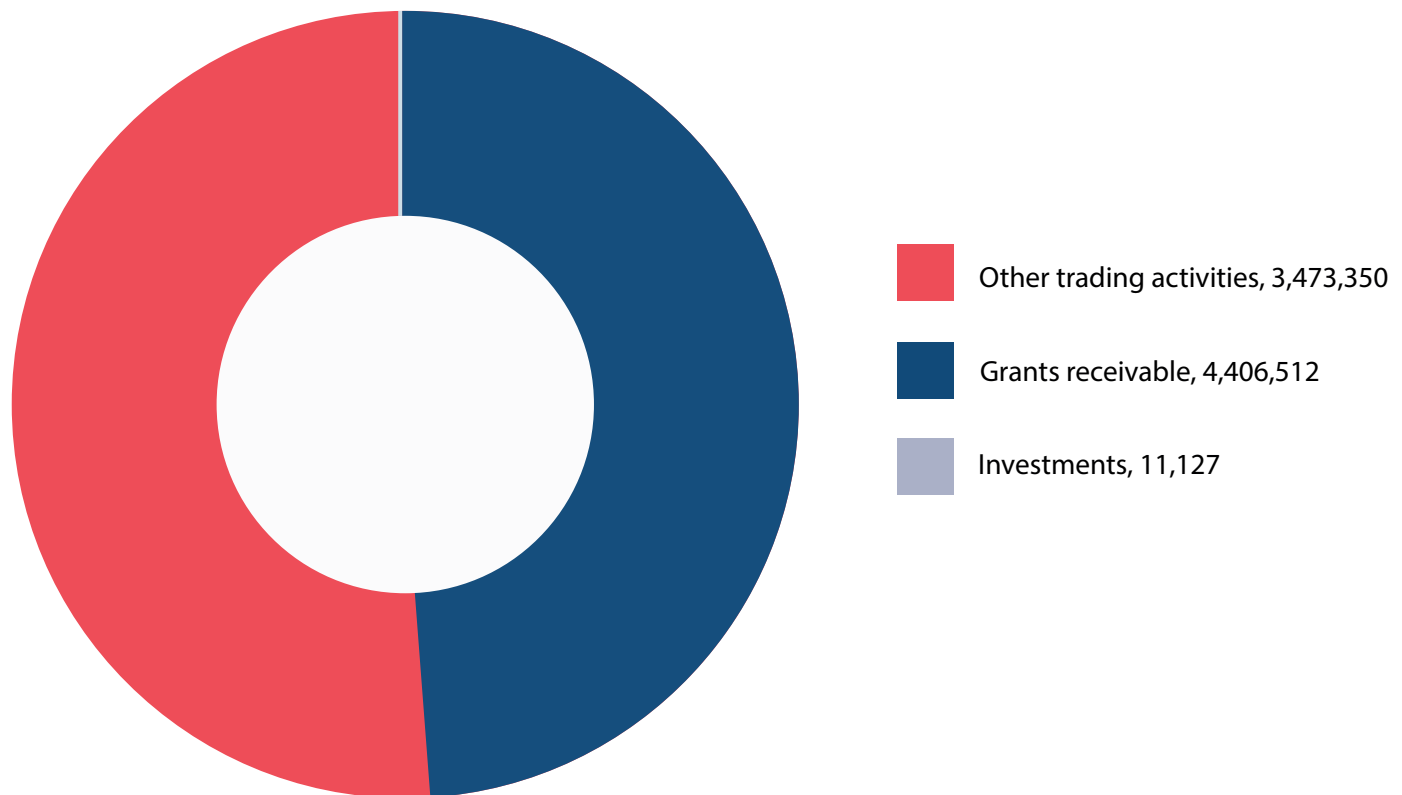
**CONSOLIDATED BALANCE SHEET  
AS AT 31 MARCH 2023**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
<b>Fixed assets</b>		
Intangible assets	364,705	486,274
Tangible assets	298,155	413,793
Investments	1,983,043	2,013,618
	<b>2,645,903</b>	<b>2,913,685</b>
<b>Current assets</b>		
Stocks	22,120	14,521
Debtors	812,518	478,605
Cash at bank and in hand	2,109,184	1,128,607
	<b>2,943,822</b>	<b>1,621,733</b>
<b>Creditors: amounts falling due within one year</b>	<b>(3,251,169)</b>	<b>(2,015,062)</b>
<b>Net current assets</b>	<b>(307,347)</b>	<b>(393,329)</b>
<b>Net assets</b>	<b>2,338,556</b>	<b>2,520,356</b>
<b>Charity funds</b>		
Restricted funds	194,813	194,813
Unrestricted funds	2,143,743	2,325,543
<b>Total funds</b>	<b>2,338,556</b>	<b>2,520,356</b>



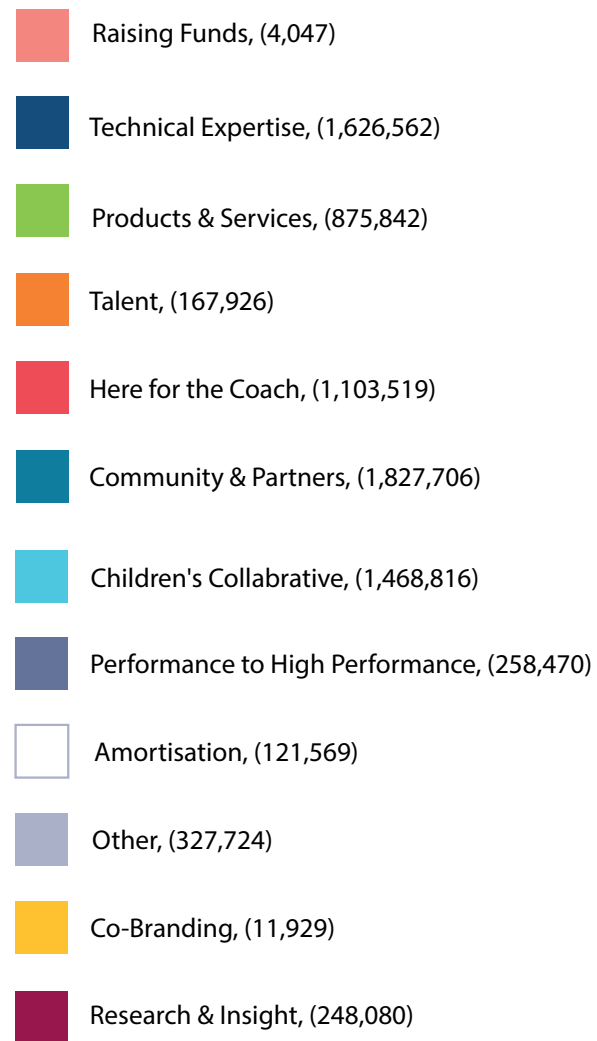
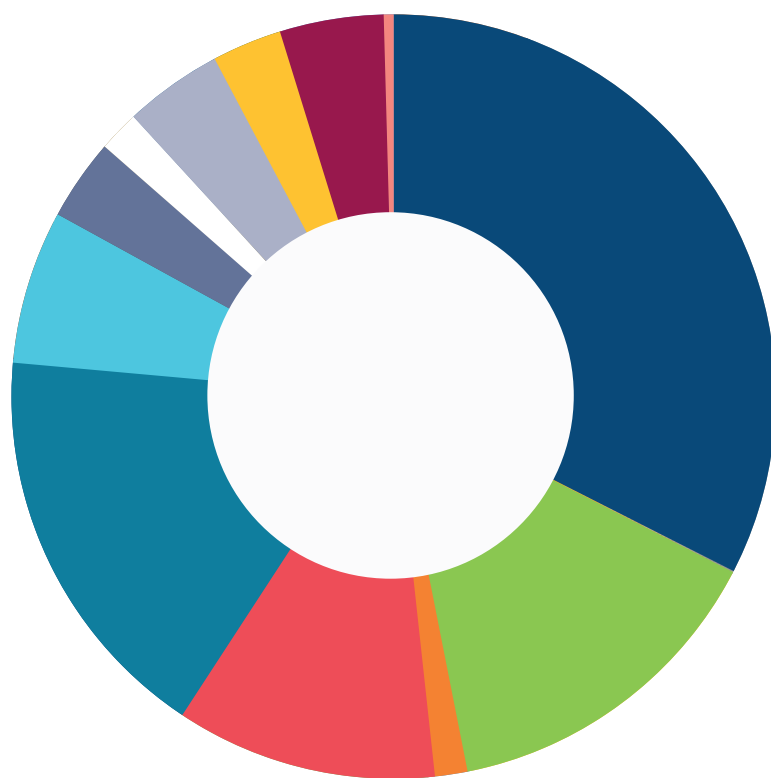
# Financials

## Income 2023



The full accounts can be found at Companies House.

## Expenditure 2023



## Looking to the future

Looking ahead towards 2023-2024, we're keen to continue in our commitment to being 'Here for the Coach'. The year to come features a number of key milestones including the official launch of 'Play Their Way' which over the course of the next 12 months and beyond will be changing how children and young people experience being active. We're also set to pilot the revolutionary Coach Learning Programme with our partners, a programme that is set to boost coaching quality and deployability. We'll also be launching our EEDI Strategy and Strategic Intent which will help guide our future direction. Plus, we'll prioritise developing our coach development workforce to ensure everyone is ready for the journey ahead.



### **Our key objectives for 2023-2024 and for the future remain:**

- understand our customer and stakeholder needs and provide excellent customer service, ensuring we consult and liaise with our key customers to deliver our objectives
- deliver the best products and services to reinforce our mission, ensuring that learning and development, products and services are relevant, current, accessible and engaging
- develop, enable and facilitate a high-performing organisation focussing on our people and influencing a positive and diverse culture
- tackle inequalities to build a mass movement of highly trained, highly motivated, high-quality coaches to inspire and influence behaviour change across all age groups, levels of ability and backgrounds
- create a sustainable business as a not-for-profit organisation with charitable status: every penny we receive, through investors or our own trading, is put back into our work to support and elevate coaches and coaching.

# Thank You

Coaches are catalysts for change. They have the power to transform lives by changing behaviours, attitudes, and habits of people from all backgrounds in all communities.

While we have made progress, there are still areas where change is needed, and we cannot bring about this transformation without the invaluable support of those who stand by us in fulfilling our mission.

A huge thank you to everyone who is helping us to bring about more **great coaching**.

**Our Funders**

**Our Coaching Partners**

**Our Development Partners**

**Our Event Sponsors**

**Our Subscription Partners**





## Join Us

Feeling inspired by what we're about? There are plenty of ways you can get involved and help to bring about more **great coaching**.

---



## Follow Us

We are on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

---



## Support Us

We have several sponsorship opportunities available throughout the year to raise the profile and exposure of your organisation's brand. Contact us to receive more information.



## Hear from Us

Register on [ukcoaching.org](#) to get our **#GreatCoaching** email newsletter and hear about all the learning, films, podcasts and articles we make.

---



## Campaign with Us

Get involved in our campaigns to bring **#GreatCoaching** to communities across the UK.

---



## Join the Coaching Community at [ukcoaching.org](#)

Join us today and unlock exclusive resources, learning and offers to help you understand, connect and empower PEOPLE – from all walks of life. By joining, you'll also be supporting our work.





## **Our Vision**

To build a healthier and happier nation through great coaching

## **Our Purpose**

Here for the Coach

## **Our Mission**

To become the UK's leading destination for learning and development, products and services for the coaching workforce



UK Coaching  
2 City Walk  
Leeds  
LS11 9AR

t: 0113 274 4802  
e: [communication@ukcoaching.org](mailto:communication@ukcoaching.org)  
[www.ukcoaching.org](http://www.ukcoaching.org)