



# **Sports Coaching in the UK III**

**A statistical analysis of coaches and coaching in the UK**

**January 2011**

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# Executive Summary

## Sample

This report is based on data collected through an omnibus survey of 10,363 UK residents. The sample includes residents from across England, Northern Ireland, Scotland and Wales. The data was collected between September and December 2008.

## Participation in sport<sup>1</sup>

- At least half of all UK adults (52%) had participated in sport.
- Two-fifths (40%) were participating on a more frequent basis of once per month.
- Men were more likely to participate than women (60% compared to 45%).

## Use of coaching

- More than one-quarter (27%) of UK adults (6.9 million) have received coaching in the last 12 months.
- As participation increases, so does take-up of coaching – 84% of those who participated in the last week had received coaching.
- Women are more likely to use coaching than men – 30% compared to 25%, increasing to 87% and 82% for those who participated in the last week.

## UK coaches

- There are 1,109,000 coaches in the UK<sup>2</sup> (2.2% of all UK adults).
- Most coaches are male - 69% of all coaches.
- The current coaching population massively over-represents those from higher socio-economic groups – 45% of coaches come from socio-economic group AB, compared to 26% of the UK adult population

## Qualifying and developing coaches

- More than half of all coaches (53%) hold a governing body qualification – indicating an increase on both 2004 and 2006 data (38% and 50% respectively).
- There is still a gap between male and female coaches – only 36% of female coaches are qualified compared to 61% of male coaches.
- Most coaches (69%) are qualified at Level 1 or 2; a further 19% are at Level 3 and 12% are at Level 4.

## Coach employment and pay

- Less than one-quarter (24%) of coaches receive payment for their coaching.
- The dominant form of coaching provision still remains volunteer coaches (76% of all coaches).

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<sup>1</sup> These figures are all based on data for 'the last 12 months' unless otherwise stated.

<sup>2</sup> A coach must have coached at least 12 times in the last year, within a role that is providing 'coaching' rather than 'sport guidance'.

- Full-time coaches earn an average of £19 per hour, whilst part-time coaches are paid £16 per hour.

### **Time spent coaching**

- Almost three-quarters of all coaches (73%) spend three hours or less coaching each week.
- The average length of session was reasonably similar for volunteer and part-time coaches (1.4 hours and 1.3 hours respectively), they were slightly longer for full-time coaches – 1.9 hours.
- Over one-fifth (22%) of a coach's time is spent on administration and travel.

### **Coaching environment and participant groups**

- The largest proportion of coaching occurs within single sports clubs (36%), and schools, outside of PE lessons (19%).
- Coaches mainly work with children – 6-11 year olds (50% of coaches) and 12-16 year olds (49%). Only one-fifth (21%) reported that they worked with adults aged 22 years and over.
- Nearly three-fifths of coaches work with beginners/learners (57%).

### **Public attitudes to coaching**

- The UK adult population continues to be supportive of sports coaching and coaches.
- The main reasons people use coaching are to: improve fitness (72%); enhance fun (68%); and learn something new (47%).
- Female participants were more likely to emphasise improving fitness (77%) than males (67%) while male participants were more likely to emphasise improving sport performance (54%) and developing sport skills (51%) than females (28% and 25% respectively).

## 1. Introduction

This report summarises the key findings and trends from the third phase of the Sports Coaching in the UK research series. Headline results were first published in the *Coaching Workforce 2009-2016* document in 2009.

Data was collected through a survey of residents from across the UK, providing a high-level picture of the use of coaching, as well as an insight into the current coaching workforce and its key characteristics.

To date, the survey has taken place on biennial basis, with previous survey data being collected in 2004 and 2006. Due to the size of the sample involved, this data provides an extremely useful insight into coaching.

| Survey name                          | Sample size |
|--------------------------------------|-------------|
| Sports Coaching in the UK I (2004)   | 9,122       |
| Sports Coaching in the UK II (2006)  | 9,700       |
| Sports Coaching in the UK III (2008) | 10,636      |

### Methodology

The data is collected through a face-to-face Omnibus survey, allowing a large number of respondents to provide information about coaching. The survey takes place with a nationally representative sample of the UK population, interviewing a total of 10,636 adult residents across England, Northern Ireland, Scotland, and Wales. Further questionnaires were also conducted with children aged 5-8 years and 9-16 years, providing a useful insight into their participation in sport and their experiences of receiving coaching. In the case of the children's surveys, 593 children aged 5-8 years and 1,151 9-15 year olds were interviewed.

Following the data collection process, the data was weighted to further ensure that it reflects the characteristics of the UK's population. The data is therefore representative at the national level, and can also offer a useful insight below this level. However, caution must be taken with results below the national level.

The questionnaire was designed by sports coach UK, and the data was collected by market-research agency BMRB. All analysis has been undertaken by sports coach UK. In addition to the analysis in this report, the data was also used in the Coaching Workforce 2009-16 report (available on the sports coach UK website).

### Data comparisons (previous surveys)

This report allows useful comparisons to be made between the Sports Coaching in the UK surveys - I, II and III. Although question wordings have changed slightly over time, as has our definition of a coach, the data still provides a useful platform for understanding the profile of coaches and participants in the UK.

Please note that different specialist research companies have conducted the data collection phase on behalf of sports coach UK for each survey. This may have a minor impact on the comparability of the data.

## 2. Participation in Sport

- **At least half of all UK adults have participated in sport.**
- **Two-fifths were participating on a more frequent basis of once per month.**
- **Men were more likely to participate than women.**

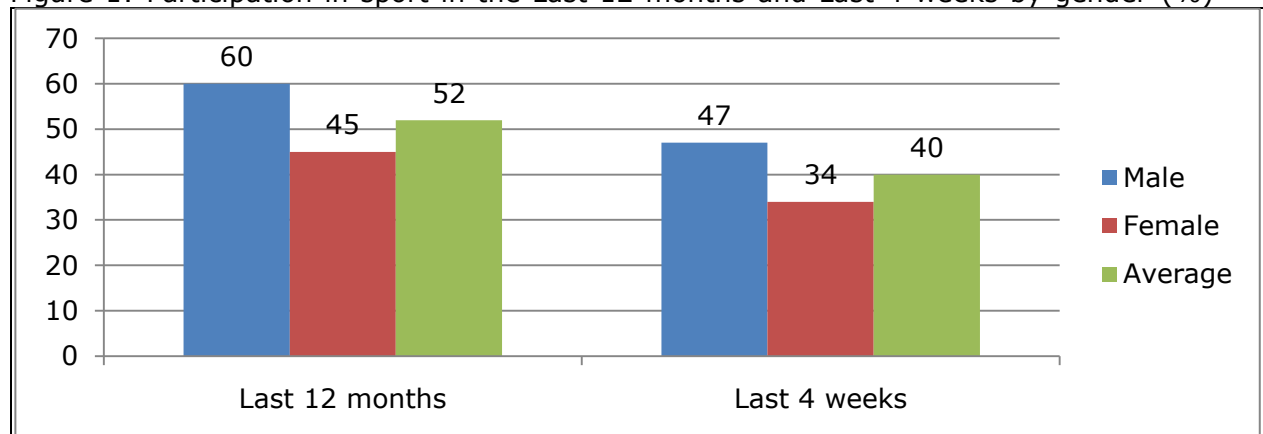
In line with the 2006 data, Sports Coaching in the UK III identifies that over half of all UK adults (52%) had been involved in sport during the last 12 months. Likewise, the proportion of those who participate on a more frequent basis (every four weeks) had also remained consistent - 40% in 2008 compared to 39% in 2006. From a data point of view, these figures are encouraging as they illustrate a strong level of consistency between surveys.

| Table 1<br>Respondents participating in sport during the last 12 months / four weeks by age<br>(percentage and number) |                |                  |                  |                  |                  |                  |                  |                  |                   |
|------------------------------------------------------------------------------------------------------------------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
|                                                                                                                        | 16<br>years    | 17-21<br>years   | 22-29<br>years   | 30-39<br>years   | 40-49<br>years   | 50-59<br>years   | 60-69<br>years   | 70+<br>years     | Total             |
| <b>Last 12 months</b>                                                                                                  |                |                  |                  |                  |                  |                  |                  |                  |                   |
| %                                                                                                                      | 80             | 72               | 67               | 64               | 56               | 46               | 38               | 24               | 52                |
| Number                                                                                                                 | 431,594        | 3,214,632        | 4,309,477        | 5,205,919        | 4,919,801        | 3,380,201        | 2,627,981        | 1,629,640        | 25,722,268        |
| <b>Last four weeks</b>                                                                                                 |                |                  |                  |                  |                  |                  |                  |                  |                   |
| %                                                                                                                      | 65             | 59               | 53               | 49               | 41               | 35               | 29               | 18               | 40                |
| Number                                                                                                                 | 350,670        | 2,634,213        | 3,408,989        | 3,985,781        | 3,601,997        | 2,571,892        | 2,005,564        | 1,222,230        | 19,786,360        |
| <b>Total</b>                                                                                                           | <b>539,493</b> | <b>4,464,767</b> | <b>6,432,055</b> | <b>8,134,248</b> | <b>8,785,360</b> | <b>7,348,263</b> | <b>6,915,738</b> | <b>6,790,167</b> | <b>49,465,900</b> |
| <b>(N)</b>                                                                                                             | <b>116</b>     | <b>960</b>       | <b>1,383</b>     | <b>1,749</b>     | <b>1,889</b>     | <b>1,580</b>     | <b>1,487</b>     | <b>1,460</b>     | <b>10,636</b>     |

Source: 2008 data - BMRB Omnibus (general public survey)  
Base: All adults (16+ years)

In all three of the Sports Coaching in the UK surveys (2008, 2006, and 2004) the data consistently showed that men were more likely to participate in sport than women. In this latest survey (figure one), almost two-thirds of adult men (60%) had participated in the last 12 months compared to fewer than half of all adult women (45%). Similarly with more frequent participation, 47% of men had participated in the last four weeks compared to 34% of women.

Figure 1: Participation in sport in the Last 12 months and Last 4 weeks by gender (%)



Source: 2008 data - BMRB Omnibus (general public survey)  
Base: All adults (16+ years)

### 3. Use of Coaching

- **More than one-quarter of UK adults have received coaching in the last 12 months.**
- **As participation increases, so does the take-up of coaching.**
- **Women are more likely to use coaching than men.**

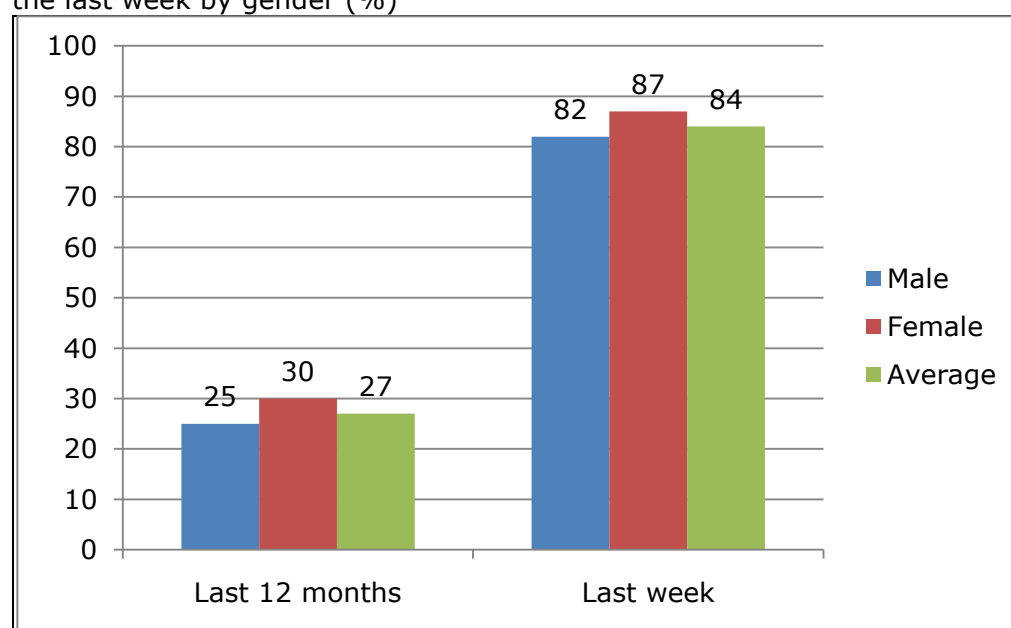
The 2008 data suggests an increase in the number of people receiving coaching. More than one-quarter (27%) of all UK adults who had undertaken sport during the last 12 months had also received some level of coaching compared with 18% in 2006.

In line with data from the 2006 survey, female participants continue to have a slightly higher take-up of coaching than male participants. As suggested in the 2006 report, this is likely to be a reflection on the types of sporting activities that men and women typically undertake, and the extent to which typically female activities (i.e. fitness classes, yoga, Pilates) are often led by a coach / instructor (see table two). In this latest data (2008), 30% of women who had participated in the last 12 months had also received some level of coaching, this compared to 25% of male participants.

When looking at results for those who had participated in sport in the last week, it is interesting to see how the use of coaching dramatically increases. In total, more than eight in ten (84%) UK adults who reported that they had participated in sport during the last week also reported that they had received some level of coaching.

At this higher level of participation, it is possible to see that the uptake of coaching amongst men and women follows a similar pattern to those who participate on a less frequent basis (i.e. within the last 12 months). In total, 87% of women received coaching in the last week compared to 82% of men.

Figure 2: Use of coaching by those who participated in sport in the last 12 months and the last week by gender (%)



Source: 2008 data - BMRB Omnibus (general public survey)

Base: All adults (16+ years) who had undertaken sport during the last 12 months and All adults (16+ years) who had undertaken sport during the last week

In line with data from the 2006 survey, there is a level of consistency in the most commonly *coached* sports (table two). There continues to be a strong focus on keep

fit/movement sports for female participants, whilst football is the most popular coached activity for men.

Looking at the top five most popular coached sports overall, the only change since 2006 has seen swimming replaced by movement/dance. Meanwhile for both men and women the top five remains the same with the only change being an increase in popularity for keep-fit/yoga/exercise among men (moving from fifth to third).

| Table 2<br>All coached respondents – top ten coached sports during the last year by gender<br>(percentage) |    |                          |    |                         |    |
|------------------------------------------------------------------------------------------------------------|----|--------------------------|----|-------------------------|----|
| Men                                                                                                        | %  | Women                    | %  | Total                   | %  |
| Football                                                                                                   | 24 | Keep Fit/Yoga/Exercise   | 43 | Keep Fit/Yoga/Exercise  | 26 |
| Golf                                                                                                       | 13 | Movement/dance           | 13 | Football                | 14 |
| Keep-fit/yoga/exercise                                                                                     | 11 | Swimming                 | 6  | Golf                    | 8  |
| Weight training/lifting                                                                                    | 10 | Equestrian/horse riding  | 6  | Weight training/lifting | 8  |
| Rugby union                                                                                                | 10 | Weight training/ Lifting | 5  | Movement/dance          | 7  |
| Boxing                                                                                                     | 6  | Tennis                   | 5  | Rugby Union             | 5  |
| Cricket                                                                                                    | 5  | Golf                     | 4  | Swimming                | 5  |
| Karate                                                                                                     | 5  | Karate                   | 3  | Tennis                  | 4  |
| Swimming                                                                                                   | 5  | Badminton                | 3  | Boxing                  | 4  |
| Tennis                                                                                                     | 4  | Football                 | 3  | Karate                  | 4  |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adults (16+ years) who have received coaching in the last 12 months

## 4. UK Coaches

- There are **1,109,000 coaches in the UK (2.2% of all UK adults)**.
- **Most coaches are male.**
- **The current coaching population massively over-represents those from higher socio-economic groups.**

There are 1,109,000 coaches in the UK. This represents 2.2% of the UK adult population. Of these, 611,000 (55%) were deemed to be coaches/head coaches and 500,000 (45%) were found to be coaching assistants<sup>3</sup>.

To take into account the fact that the base numbers are relatively small within some of the home countries, an alternative approach to calculating the number of coaches across the UK is provided in table three. This table combines the headline statistics from Sports Coaching in the UK III consolidated with census population figures for the home countries and English regions.

| Table 3<br>Coaches per home country / English region<br>(Percentage and number) |                                                  |                    |
|---------------------------------------------------------------------------------|--------------------------------------------------|--------------------|
|                                                                                 | % of the UK population                           | Number of coaches* |
| Home country                                                                    |                                                  |                    |
| England                                                                         | 83.6                                             | 927,140            |
| Northern Ireland                                                                | 2.8                                              | 31,053             |
| Scotland                                                                        | 8.7                                              | 96,485             |
| Wales                                                                           | 4.9                                              | 54,342             |
| <b>Total</b>                                                                    | <b>100</b>                                       | <b>1,109,019</b>   |
| English regions                                                                 |                                                  |                    |
| East                                                                            | 9.2                                              | 102,030            |
| East Midlands                                                                   | 7.1                                              | 78,740             |
| London                                                                          | 12.2                                             | 135,300            |
| North East                                                                      | 4.3                                              | 47,688             |
| North West                                                                      | 11.4                                             | 126,428            |
| South East                                                                      | 13.6                                             | 150,827            |
| South West                                                                      | 8.5                                              | 94,267             |
| West Midlands                                                                   | 8.9                                              | 98,703             |
| Yorkshire / Humber                                                              | 8.4                                              | 93,158             |
| <b>Total</b>                                                                    | <b>100</b><br><b>(i.e. 83.6% of all coaches)</b> | <b>929,140</b>     |
| (N)                                                                             | -                                                | 238                |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adults (16+ years)

\* Due to some of the sample sizes being small, this data has been calculated by taking the total number of coaches in the UK and allocating a representative proportion of them to each home country / region, based on Office for National Statistics census data figures mid-2005 estimates

In 2006, Sports Coaching in the UK II suggested that males accounted for just under two-thirds (62%) of the adult coaching population. In line with this finding, the 2008

<sup>3</sup> **Coach/head coach:** experienced and qualified; generally defined by their longer term commitment to coaching groups. **Assistant coach:** someone who coaches with other coaches; regular but not intensive involvement with coaching; often very young; a parent with children in the coaching group.

data supports this view, suggesting that 69% of the coaching population is male and 31% is female. This compares to the national average that males make up 49% of the population.

The gender inequality increases when coaching qualifications are considered. 82% of qualified coaches are male, with only 18% female.

Figure 3: Gender breakdown of coaches

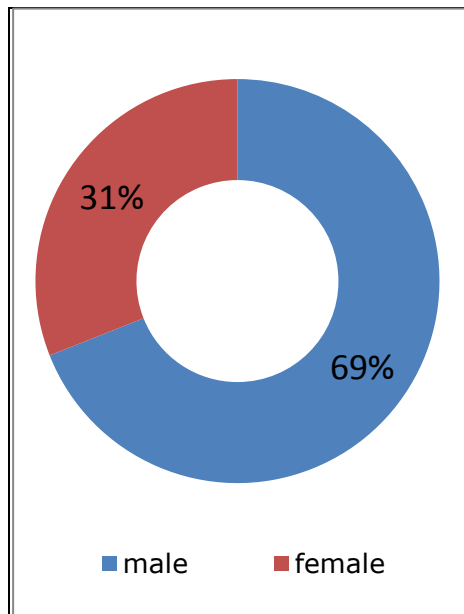
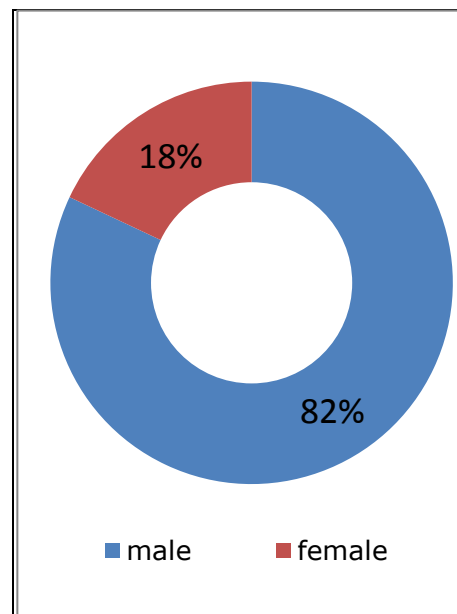


Figure 4: Gender breakdown of qualified coaches



Source: 2008 data – BMRB Omnibus (general public survey) Base: All adult coaches (16+ years)

In terms of ethnicity, the coaching workforce is under-representative of the UK adult population, especially for qualified coaches. 97% of all coaches and 99% of qualified coaches reported themselves as white compared to 92% of the UK adult population.

In line with previous data, the coaching workforce continues to under-represent disabled people – eight percent of coaches are disabled compared to 15% of the UK adult population. In 2006, this figure stood at 10%.

Table four also indicates that the current coaching population also massively over-represents those from higher socio-economic groups – 45% of coaches come from socio-economic group AB, compared to 26% of the UK adult population.

| Table 4<br>All coaches – demographic profile<br>(Number and percentage) |                  |            |                   |            |               |
|-------------------------------------------------------------------------|------------------|------------|-------------------|------------|---------------|
|                                                                         | Coaches          |            | Qualified coaches |            | UK population |
|                                                                         | Number           | %          | Number            | %          | %             |
| <b>Gender</b>                                                           |                  |            |                   |            |               |
| Male                                                                    | 768,098          | 69         | 486,197           | 82         | 49            |
| Female                                                                  | 340,921          | 31         | 106,726           | 18         | 51            |
| <b>Ethnicity</b>                                                        |                  |            |                   |            |               |
| White                                                                   | 1,072,801        | 97         | 586,994           | 99         | 92            |
| Ethnic minority                                                         | 36,218           | 3          | 5,929             | 1          | 8             |
| <b>Disability</b>                                                       |                  |            |                   |            |               |
| Yes                                                                     | 93,883           | 8          | 65,222            | 11         | 15            |
| No                                                                      | 1,015,136        | 92         | 527,701           | 89         | 85            |
| <b>Socio-economic group</b>                                             |                  |            |                   |            |               |
| AB                                                                      | 503,336          | 45         | 225,311           | 38         | 26            |
| C1                                                                      | 340,052          | 31         | 225,311           | 38         | 29            |
| C2                                                                      | 160,229          | 14         | 71,151            | 12         | 21            |
| DE                                                                      | 105,402          | 10         | 65,222            | 11         | 25            |
| <b>Total</b>                                                            | <b>1,109,019</b> | <b>100</b> | <b>592,923</b>    | <b>100</b> | <b>-</b>      |
| <b>(N)</b>                                                              | 238              |            | 238               |            |               |

Source: 2008 data – BMRB Omnibus (general public survey)

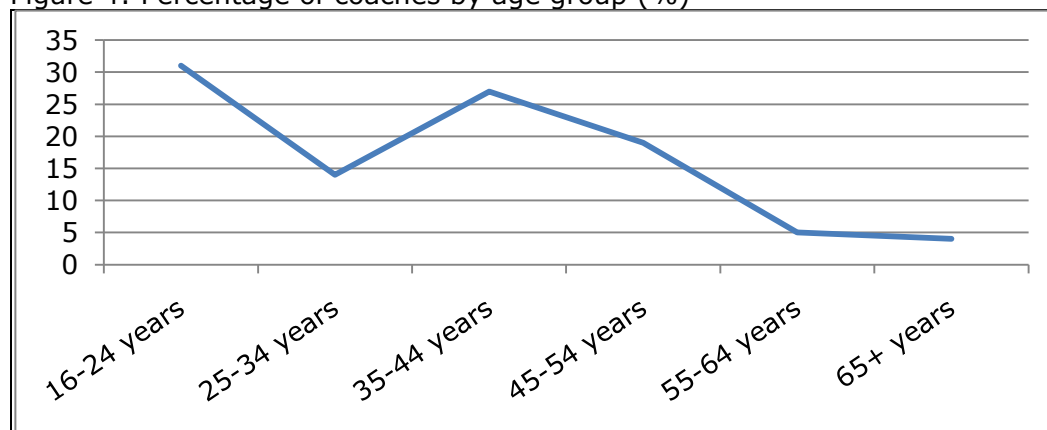
Base: All adult coaches (16+ years)

Percentages may not total 100 due to rounding

UK population figures are based on 2001 Census of population data

An analysis of the age profile of coaches shows that over three-quarters (77%) fit into three age groups (16-24, 35-44 and 45-54). This suggests there is an interest among young people to get involved in coaching but between the ages of 25-34 this interest declines. An interest in coaching appears to return in the age groups from 35 that may reflect the popular pathway into coaching used by ex-participants who want to stay involved in sport.

Figure 4: Percentage of coaches by age group (%)



Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years)

Table five identifies the number of coaches working within each sport. Due to small sample sizes across individual sports, it presents data from all the Sports Coaching in the UK surveys (i.e. I, II, and III). The calculations take the average score from across the three surveys, although in some cases, data was only available for two surveys – these cases are highlighted in the table.

By comparing data from the previous reports (i.e. collective data from Sports Coaching in the UK I and II) and the table below (i.e. collective data from Sports Coaching in the UK I, II and III), it is possible to see that little changes have appeared at the top end of the table. Football still holds the slot for the highest number of coaches, with approximately 33% of all coaches working the sport. This is then consistently followed by swimming (11%), rugby union (nine percent) and cricket (nine percent).

| Table 5<br>All coaches by sports coached<br>(Number and percentage) |         |    |                         |        |   |
|---------------------------------------------------------------------|---------|----|-------------------------|--------|---|
|                                                                     | Number  | %  |                         | Number | % |
| Football                                                            | 383,000 | 33 | Orienteering            | 26,667 | 2 |
| Swimming                                                            | 122,333 | 11 | Canoeing                | 24,667 | 2 |
| Rugby Union                                                         | 106,000 | 9  | Judo                    | 24,333 | 2 |
| Cricket                                                             | 103,000 | 9  | Keep Fit/yoga/exercise  | 24,000 | 2 |
| Gymnastics                                                          | 76,667  | 7  | Bowls                   | 22,000 | 2 |
| Badminton                                                           | 75,667  | 7  | Archery                 | 21,667 | 2 |
| Tennis                                                              | 70,667  | 6  | Running / jogging *     | 20,000 | 2 |
| Athletics                                                           | 69,667  | 6  | Cycling                 | 19,000 | 2 |
| Netball                                                             | 66,333  | 6  | Rowing                  | 17,000 | 2 |
| Hockey                                                              | 60,000  | 5  | Volleyball              | 16,667 | 1 |
| Basketball                                                          | 55,667  | 5  | Weight training/lifting | 14,667 | 1 |
| Movement / dance                                                    | 52,667  | 5  | Mountaineering          | 14,333 | 1 |
| Rounders                                                            | 40,667  | 4  | Climbing *              | 14,000 | 1 |
| Karate                                                              | 38,000  | 3  | Angling / fishing *     | 10,500 | 1 |
| Equestrian/horse riding                                             | 33,667  | 3  | Table Tennis            | 9,000  | 1 |
| Squash *                                                            | 31,500  | 3  | Snowsports / Skiing *   | 5,000  | 0 |
| Golf                                                                | 30,333  | 3  | Triathlon *             | 5,000  | 0 |
| Sailing                                                             | 27,667  | 2  |                         |        |   |
| Rugby League                                                        | 27,333  | 2  | Something else *        | 69,500 | 6 |

Source: 2004, 2006, 2008 data – MORI / TNS / BMRB Omnibus (general public survey)

Base: Calculated on a base of 1,168,673 adult coaches (i.e. the average number of coaches across all three surveys)

\* - indicates the sports that only have data from two out of the three surveys. In these cases, the base the data is calculated from is slightly different depending on which two surveys the data comes from.

Note: Only sports that received data from two or more surveys are included in the table.

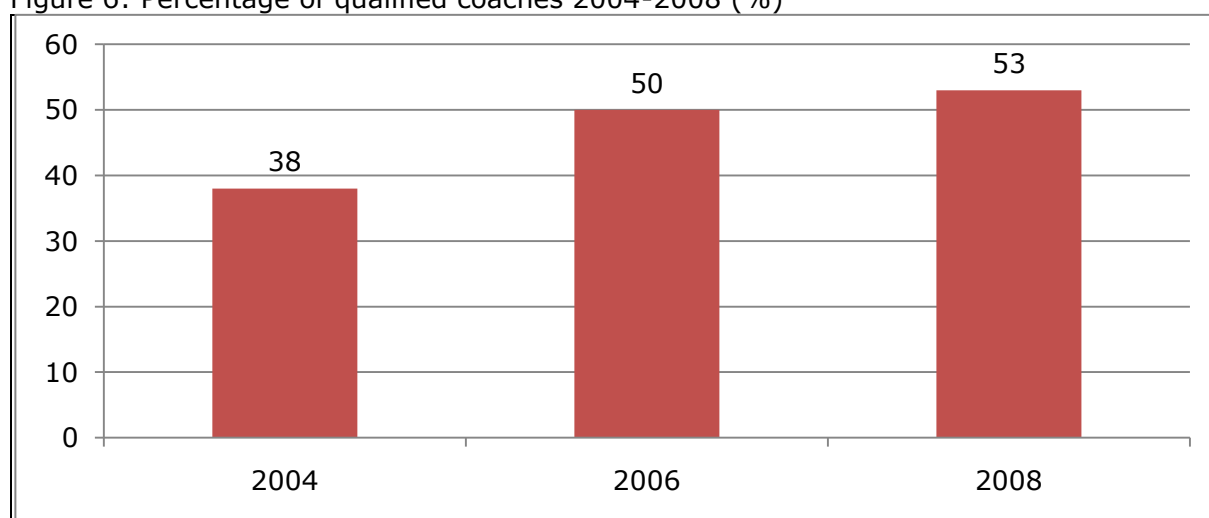
Note: Percentages total more than 100, as each coach could give more than one answer

## 5. Qualifying and Developing Coaches

- **More than half of all coaches hold a governing body qualification**
- **There is still a gap between the numbers of male and female coaches.**
- **Most coaches are qualified at Level 1 or 2.**

Approximately half of all coaches (53%) reported that they hold an up-to-date qualification in 2008. In previous years, this figure stood at 50% (2006) and 38% (2004) suggesting that the proportion of qualified coaches is increasing year-on-year.

Figure 6: Percentage of qualified coaches 2004-2008 (%)



Source: 2008 data – BMRB Omnibus (general public survey)  
Base: All adult coaches (16+ years)

Although it is positive to see that half of all coaches are qualified, it is important to note that this picture does not reflect evenly for both male and female coaches. As Table six illustrates, around one in three of female coaches are qualified compared to two in three of male coaches. Overall, this means that females account for less than 20% of the total qualified coaching qualification.

| Table 6<br>All coaches holding an up-to-date qualification<br>(Number and percentage) |                  |            |                     |                   |
|---------------------------------------------------------------------------------------|------------------|------------|---------------------|-------------------|
|                                                                                       | Number           | %          | % of female coaches | % of male coaches |
| Yes                                                                                   | 592,923          | 53         | 36                  | 61                |
| No                                                                                    | 516,096          | 47         | 64                  | 39                |
| <b>Total</b>                                                                          | <b>1,109,019</b> | <b>100</b> | <b>100</b>          | <b>100</b>        |
| <b>(N)</b>                                                                            | 238              |            |                     |                   |

Source: 2008 data – BMRB Omnibus (general public survey)  
Base: All adult coaches (16+ years)

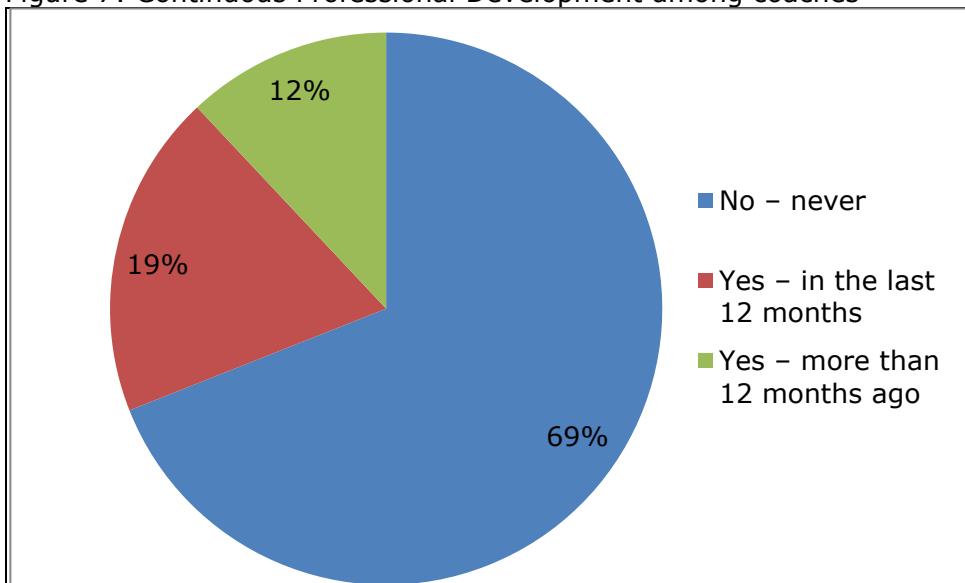
Further analysis of qualified coaches shows that 69% were qualified up to Level 2. This is consistent with the findings from the 2006 survey, where 31% were qualified at Level 1, and 35% at Level 2 (66% up to Level 2).

| Table 7<br>All qualified coaches – level of qualification<br>(Number and percentage) |                |            |
|--------------------------------------------------------------------------------------|----------------|------------|
|                                                                                      | Number         | %          |
| Level 1                                                                              | 195,665        | 33         |
| Level 2                                                                              | 213,452        | 36         |
| Level 3                                                                              | 112,655        | 19         |
| Level 4/5                                                                            | 71,151         | 12         |
| <b>Total</b>                                                                         | <b>592,923</b> | <b>100</b> |
| <b>(N)</b>                                                                           | 126            |            |

Source: 2008 data – BMRB Omnibus (general public survey)  
Base: All qualified adult coaches (16+ years)

Of all the coaches identified in Sports Coaching in the UK III, the vast majority (69%) reported that they had not undergone any Continuous Professional Development (CPD) during their entire coaching career. Again, this statistic is reasonably consistent with the 2006 data, where 64% reported no involvement with CPD. As previously noted, whilst this figure is higher than would be desired, it is important to be aware of the high number of volunteer coaches within this sample, who may not have the time or resources to invest in development opportunities.

Figure 7: Continuous Professional Development among coaches



Source: 2008 data – BMRB Omnibus (general public survey)  
Base: All adult coaches (16+ years)

## 6. Coach Employment and Pay

- **Over three quarters of coaches are voluntary.**
- **Full-time coaches earn an average of £19 per hour, whilst part-time coaches are paid £16 per hour.**

By looking at the sample of coaches, it is possible to see that the three quarters (76%) are employed on a voluntary basis, with only three percent reporting that they coach on a paid full-time basis.

| Table 8<br>All coaches by employment type<br>(Number and percentage) |                  |            |
|----------------------------------------------------------------------|------------------|------------|
|                                                                      | Number           | %          |
| Volunteer coach                                                      | 841,716          | 76         |
| Part-time paid coach                                                 | 230,765          | 21         |
| Full-time paid coach                                                 | 36,537           | 3          |
| <b>Total</b>                                                         | <b>1,109,019</b> | <b>100</b> |
| <b>(N)</b>                                                           | 230              |            |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years)

Although sample sizes are small, the table below provides a useful insight into the level of pay for paid coaches. It suggests that full-time coaches earn an average of £19 per hour, whilst part-time coaches are paid £16 per hour. The figure for part-time coaches shows a strong level of consistency with the 2006 data (£17 per hour), however, in comparison, the full-time figure appears to have dropped a small amount during the last two years (£24 in 2006). Again caution must be emphasised with these figures given the small sample size.

| Table 9<br>All coaches by pay per hour<br>(Level of pay) |         |           |                         |             |
|----------------------------------------------------------|---------|-----------|-------------------------|-------------|
|                                                          | Average | Range     | Total number of coaches | Sample size |
| All paid coaches                                         | £16.32  | £1 - £80  | 267,302                 | 32          |
| Part-time paid coaches                                   | £16.02  | £1 - £80  | 230,765                 | 29          |
| Full-time paid coaches                                   | £19.17  | £15 - £25 | 36,537                  | 3           |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years) who get paid

## 7. Time Spent Coaching

- **Almost three-quarters of all coaches spend three hours or less coaching each week.**
- **The average length of session was reasonably similar for volunteer and part-time coaches and slightly longer for full-time coaches.**
- **One-fifth of a coach's time is spent on administration and travel.**

In total, almost three-quarters of all coaches (73%) spent three hours or less coaching each week. Although this may seem a low input of hours for a large number of coaches, it is important to remember that the coaching workforce is predominately volunteer based, and this is likely to have an impact on the preferred working hours for individuals.

Only 17% of coaches indicated that they spent more than five hours per week coaching. This included all of the full-time coaches in the sample, 23% of the part-time coaches, and 12% of the volunteer coaches.

| Table 10<br>All coaches by time spent coaching per week<br>(Percent) |                 |               |               |               |
|----------------------------------------------------------------------|-----------------|---------------|---------------|---------------|
|                                                                      | All coaches (%) | Volunteer (%) | Part-time (%) | Full-time (%) |
| Up to 1 hour per week                                                | 26              | 25            | 34            | 0             |
| 1-3 hours per week                                                   | 47              | 53            | 30            | 0             |
| 3-5 hours per week                                                   | 10              | 10            | 13            | 0             |
| Over 5 hours per week                                                | 17              | 12            | 23            | 100           |
| <b>Total</b>                                                         | <b>100</b>      | <b>100</b>    | <b>100</b>    | <b>100</b>    |
| <b>(N)</b>                                                           | 238             |               |               |               |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years)

On average, the coaches are conducting 3.1 coaching sessions each week, with the average length of coaching session being 1.4 hours. As expected, and in line with the 2006 survey findings, the paid full-time coaches were conducting the highest number of sessions per week (18.5), and the volunteer coaches were conducting the fewest (2.3 sessions).

Although the average length of session was reasonably similar for volunteer and part-time coaches (1.4 hours and 1.3 hours respectively), they were slightly longer for full-time coaches – 1.9 hours.

| Table 11<br>All coaches by number of sessions / length of sessions per week<br>(number and hours) |               |           |
|---------------------------------------------------------------------------------------------------|---------------|-----------|
|                                                                                                   | Average       | Base      |
| Sessions per week                                                                                 | 3.1 sessions  | 1,109,019 |
| - Volunteer coaches                                                                               | 2.3 sessions  | 841,716   |
| - Part-time coaches                                                                               | 3.5 sessions  | 230,765   |
| - Full-time coaches                                                                               | 18.5 sessions | 36,537    |
| Length of session                                                                                 | 1.4 hours     | 1,109,019 |
| - Volunteer coaches                                                                               | 1.4 hours     | 841,716   |
| - Part-time coaches                                                                               | 1.3 hours     | 230,765   |
| - Full-time coaches                                                                               | 1.9 hours     | 36,537    |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years)

Table 12 below provides a more detailed breakdown of coaches' time. It is possible to see that on average, full-time coaches spend 32.8 hours per week on coach-related activities, compared to 7.7 hours for part-time coaches and 6.1 hours for volunteers.

| Table 12<br>All coaches by hours spent on each work area per week<br>(number of hours) |                  |                |                |               |
|----------------------------------------------------------------------------------------|------------------|----------------|----------------|---------------|
|                                                                                        | All coaches      | Volunteer      | Part-time      | Full-time     |
| Preparation                                                                            | 1.1              | 1.1            | 1.0            | 2.0           |
| Delivery                                                                               | 3.3              | 2.5            | 3.3            | 21.5          |
| Review                                                                                 | 0.9              | 0.7            | 1.1            | 3.1           |
| Coach related administration                                                           | 0.7              | 0.6            | 0.7            | 2.1           |
| Coach related travel                                                                   | 1.0              | 0.9            | 1.1            | 2.9           |
| Professional development                                                               | 0.4              | 0.4            | 0.5            | 1.1           |
| Total coaching hours                                                                   | 7.4              | 6.1            | 7.7            | 32.8          |
| <b>Total</b>                                                                           | <b>1,109,019</b> | <b>841,716</b> | <b>230,765</b> | <b>36,537</b> |
| <b>(N)</b>                                                                             | 238              |                |                |               |

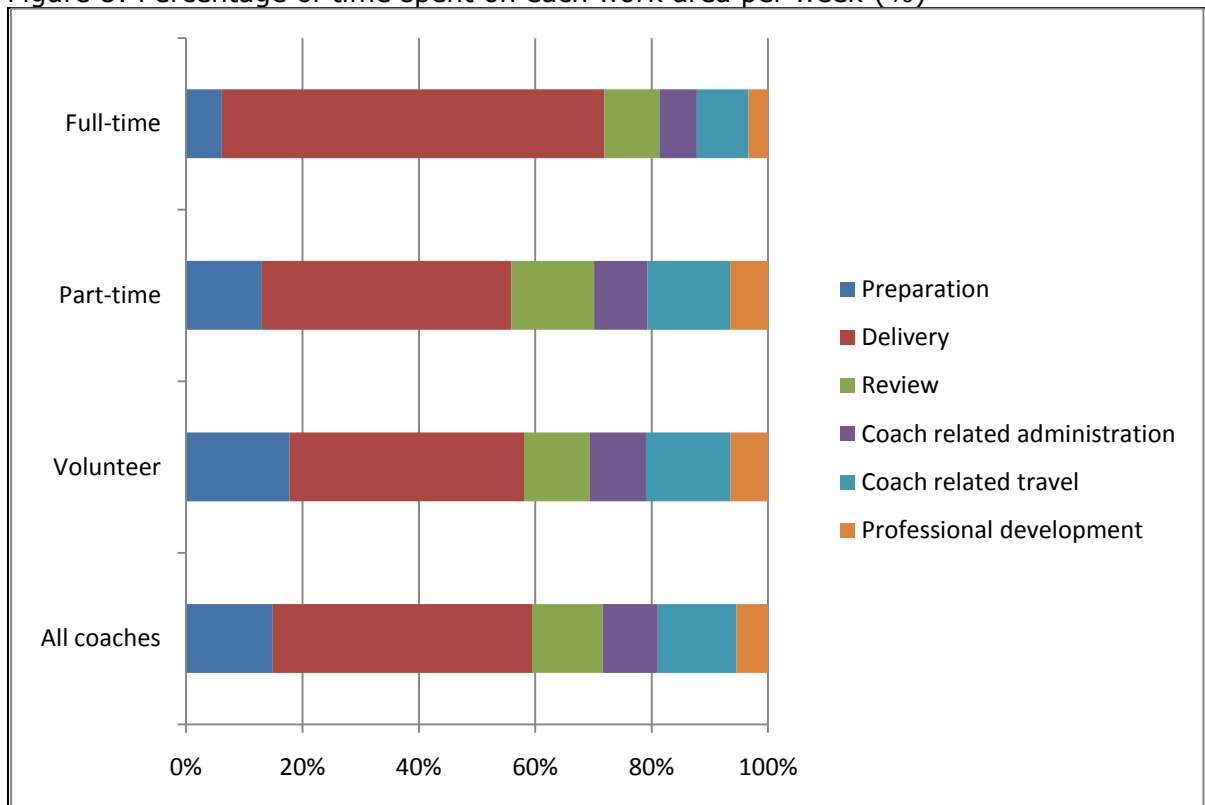
Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years)

When this data is analysed as a percentage of the total coaching week it shows that only 45% of a coach's time is spent delivering coaching. A further 22% is taken up by administration and travel, 18% by reviewing and professional development with 15% of time spent on preparation.

Full-time coaches will spend a higher percentage of their week delivering coaching (65% compared to 45%). Administration and travel accounts for only 15% of a full-time coach's week compared to 25% of volunteer coach.

Figure 8: Percentage of time spent on each work area per week (%)



Source: 2008 data – BMRB Omnibus (general public survey)  
 Base: All adult coaches (16+ years)

## 8. The Coaching Environment and Participant Groups

- The largest proportion of coaching occurs within single sports clubs.
- Coaches mainly work with children.
- Nearly three-fifths of coaches work with beginners / learners.

As table 13 indicates, the largest proportion of coaches either worked within a single sport club (36%) or within a school outside of PE lessons (19%). This was consistent across all employment types of coaches.

In 2006, the same two categories (single sport clubs and school outside of PE lessons) came up as the most popular coaching environment. However, in the case of full-time coaches, working within a school was more likely than a sports club (38% and 20% respectively). Due to the small number of full-time coaches within the sample, it is likely that this shift in coaching environments is a reflection of sampling rather than an actual change in coaching behaviours.

| Table 13<br>All coaches by coaching environment<br>Number and percentage |                  |          |                   |          |                   |          |                   |          |
|--------------------------------------------------------------------------|------------------|----------|-------------------|----------|-------------------|----------|-------------------|----------|
|                                                                          | All coaches      |          | Volunteer coaches |          | Part-time coaches |          | Full-time coaches |          |
|                                                                          | Number           | %        | Number            | %        | Number            | %        | Number            | %        |
| Single Sport Club                                                        | 394,811          | 36%      | 13,701            | 38%      | 47,999            | 21%      | 336,686           | 40%      |
| School (outside PE lessons)                                              | 209,605          | 19%      | 4,567             | 13%      | 47,999            | 21%      | 149,825           | 18%      |
| Private sports facility                                                  | 123,101          | 11%      | 0                 | 0%       | 33,692            | 15%      | 91,747            | 11%      |
| School (inside PE lessons)                                               | 118,665          | 11%      | 0                 | 0%       | 28,846            | 13%      | 67,337            | 8%       |
| Leisure Centre/Local Authority                                           | 96,485           | 9%       | 9,134             | 25%      | 33,692            | 15%      | 53,028            | 6%       |
| Multi-Sport Club                                                         | 92,049           | 8%       | 9,134             | 25%      | 0                 | 0%       | 86,697            | 10%      |
| College/Sports College/Further Education                                 | 73,195           | 7%       | 10,450            | 29%      | 9,923             | 4%       | 47,978            | 6%       |
| University                                                               | 39,925           | 4%       | 0                 | 0%       | 9,692             | 4%       | 33,669            | 4%       |
| Health and Fitness Club                                                  | 38,816           | 4%       | 0                 | 0%       | 4,846             | 2%       | 33,669            | 4%       |
| Community Project/Scheme                                                 | 17,744           | 2%       | 0                 | 0%       | 0                 | 0%       | 19,359            | 2%       |
| High Performance Academy                                                 | 17,744           | 2%       | 4,567             | 13%      | 4,846             | 2%       | 9,259             | 1%       |
| Home (Private tuition)                                                   | 16,635           | 2%       | 0                 | 0%       | 0                 | 0%       | 19,359            | 2%       |
| Other                                                                    | 57,669           | 5%       | 4,567             | 13%      | 24,000            | 10%      | 28,618            | 3%       |
| <b>Total</b>                                                             | <b>1,109,019</b> | <b>-</b> | <b>36,537</b>     | <b>-</b> | <b>230,765</b>    | <b>-</b> | <b>841,716</b>    | <b>-</b> |
| <b>(N)</b>                                                               | 238              |          | 8                 |          | 48                |          | 175               |          |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years)

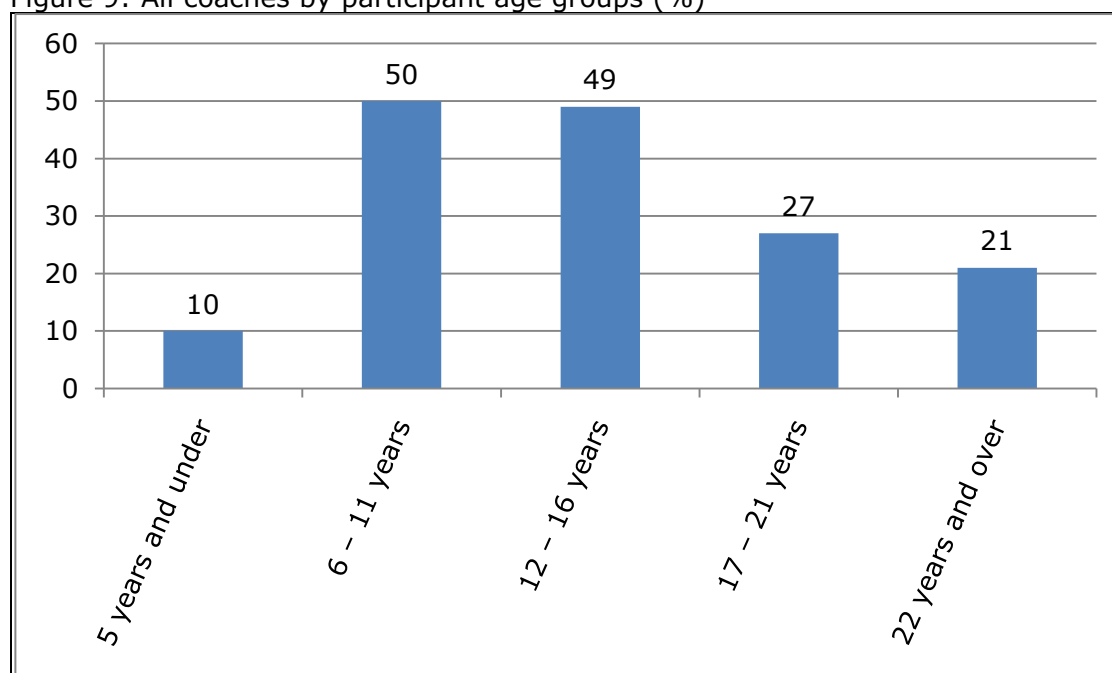
Note: Percentages total more than 100 as each respondent could give more than one answer

Not all coaches provided information on their working status, therefore the sum of 'volunteer' 'part-time' and 'full-time' may not match the 'total' figure

77% of coaches, or about 860,000, individuals are involved with coaching children. Further analysis (figure nine) shows the largest proportion of coaches are working with children in the age groups 6-11 and 12-16. Beyond this the number of coaches working with each age group drops as the age of participants increases. This reflects the lower levels of participation and take-up of coaching among adults.

The figures presented below are almost identical to those identified in Sports Coaching in the UK II, suggesting that we can be reasonably confident that this is a realistic picture of the coaching workforce.

Figure 9: All coaches by participant age groups (%)



Source: 2008 data - BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years)

Note: Percentages total more than 100 as each respondent could give more than one answer

When looking at the different type of participant levels that the coaches are typically working with, it is possible to see from the 2008 data that there is a focus on the lower levels - i.e. beginners (57%), recreational (32%) and club competition (45%). As expected, only a small sample of coaches (nine percent) reported that they worked with high performance athletes.

| Table 14<br>All coaches by participant type<br>(Number and percentage) |                  |    |
|------------------------------------------------------------------------|------------------|----|
|                                                                        | Number           | %  |
| Beginner / learners                                                    | 632,141          | 57 |
| Recreational participants                                              | 354,886          | 32 |
| Club competition participants                                          | 499,059          | 45 |
| County / regional competition athletes                                 | 121,992          | 11 |
| High performance athletes                                              | 99,812           | 9  |
| Other                                                                  | 22,180           | 2  |
| <b>Total</b>                                                           | <b>1,109,019</b> |    |
| <b>(N)</b>                                                             | 238              |    |

Source: 2008 data - BMRB Omnibus (general public survey)

Base: All adult coaches (16+ years)

Note: Percentages total more than 100 as each respondent could give more than one answer

## 9. Public Attitudes to Coaching

- **The UK adult population continues to be supportive of sports coaching and coaches.**
- **The main reasons people use coaching are to improve fitness, enhance fun, and learn something new.**
- **Female participants are more likely to emphasise improving fitness than males while male participants are more likely to emphasise improving sport performance and developing sport skills than females.**

As part of the 2006 and 2008 surveys, participants who had received coaching during the last 12 months were also asked what benefits coaching had brought them. The majority (72%) identified an improvement to their fitness. A further 68% of participants also agreed that coaching enhanced their fun. Only 19% believed that coaching made a sport more accessible.

When looking at the data for male and female participants, it is interesting to see how gender impacts on the perceived benefits of coaching. In the case of both the two top scoring elements – improving fitness and enhancing fun – women are more likely to believe that these are benefits of coaching than men. For example, 77% of female participants believe that coaching improves their fitness compared to 67% of men. In contrast however, male participants are far more likely to suggest that coaching benefits their sporting performance (54% compared to 28% of women) or develops their sporting skills (51% compared to 25% of women).

| Table 15<br>All coached participants by perceived benefits of coaching<br>(Number and percentage) |                  |    |                   |    |                     |    |
|---------------------------------------------------------------------------------------------------|------------------|----|-------------------|----|---------------------|----|
|                                                                                                   | All participants |    | Male participants |    | Female participants |    |
|                                                                                                   | N                | %  | N                 | %  | N                   | %  |
| Improves fitness                                                                                  | 4,986,163        | 72 | 2,386,843         | 67 | 2,589,336           | 77 |
| Enhances fun                                                                                      | 4,709,154        | 68 | 2,315,594         | 65 | 2,387,569           | 71 |
| Learnt something new                                                                              | 3,254,856        | 47 | 1,674,353         | 47 | 1,580,504           | 47 |
| Improves sporting performance                                                                     | 2,839,343        | 41 | 1,923,724         | 54 | 941,577             | 28 |
| Develops sport skills                                                                             | 2,631,586        | 38 | 1,816,851         | 51 | 840,693             | 25 |
| Enhances social life                                                                              | 2,423,829        | 35 | 1,175,609         | 33 | 1,210,598           | 36 |
| Improves commitment to sport                                                                      | 1,592,802        | 23 | 1,033,111         | 29 | 538,044             | 16 |
| Developed life skills                                                                             | 1,454,297        | 21 | 712,490           | 20 | 739,810             | 22 |
| Made sport accessible                                                                             | 1,315,793        | 19 | 641,241           | 18 | 638,927             | 19 |
| <b>Total</b>                                                                                      | <b>6,925,226</b> |    | <b>3,562,452</b>  |    | <b>3,362,774</b>    |    |
| <b>(N)</b>                                                                                        | 1,526            |    | 785               |    | 741                 |    |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult participants who had received coaching in the last 12 months

Note: Percentages total more than 100 as each respondent could give more than one answer

In addition to looking at the perceived benefits of coaching by gender, it is also possible to see how perceptions change based on the frequency of coaching received. Table 16 provides the data for those who have received coaching in the last 12 months (i.e. as in table 15 above), the last month and the last week.

Surprisingly, in almost all cases, little variation appears despite the variation in coaching frequency. The only case where a small variation does appear is for *enhancing social life* – those who received coaching in the last week are more likely to see this as a benefit than those who received coaching in the last 12 months – 42% compared to 35%.

Although percentages vary slightly between Sports Coaching in the UK II and III, all of the trends in Table 29 and 30 are consistent with the findings in Sports Coaching in the UK II.

| Table 16<br>All coached participants by perceived benefits of coaching<br>(Number and percentage) |                                         |    |                                     |    |                                    |    |
|---------------------------------------------------------------------------------------------------|-----------------------------------------|----|-------------------------------------|----|------------------------------------|----|
|                                                                                                   | Received coaching in the last 12 months |    | Received coaching in the last month |    | Received coaching in the last week |    |
|                                                                                                   | N                                       | %  | N                                   | %  | N                                  | %  |
| Improves fitness                                                                                  | 4,986,163                               | 72 | 3,543,301                           | 78 | 2,654,379                          | 79 |
| Enhances fun                                                                                      | 4,709,154                               | 68 | 3,134,459                           | 69 | 2,318,381                          | 69 |
| Learnt something new                                                                              | 3,254,856                               | 47 | 2,089,639                           | 46 | 1,579,187                          | 47 |
| Improves sporting performance                                                                     | 2,839,343                               | 41 | 1,862,505                           | 41 | 1,377,589                          | 41 |
| Develops sport skills                                                                             | 2,631,586                               | 38 | 1,726,224                           | 38 | 1,243,190                          | 37 |
| Enhances social life                                                                              | 2,423,829                               | 35 | 1,771,651                           | 39 | 1,411,189                          | 42 |
| Improves commitment to sport                                                                      | 1,592,802                               | 23 | 1,090,247                           | 24 | 839,993                            | 25 |
| Developed life skills                                                                             | 1,454,297                               | 21 | 999,393                             | 22 | 772,794                            | 23 |
| Made sport accessible                                                                             | 1,315,793                               | 19 | 817,685                             | 18 | 638,395                            | 19 |
|                                                                                                   |                                         |    |                                     |    |                                    |    |
| <b>Total</b>                                                                                      | <b>6,925,226</b>                        |    | <b>4,542,694</b>                    |    | <b>3,359,973</b>                   |    |
| <b>(N)</b>                                                                                        | <b>1,526</b>                            |    | <b>1,001</b>                        |    | <b>756</b>                         |    |

Source: 2008 data – BMRB Omnibus (general public survey)

Base: All adult participants who had received coaching (last 12 months / last month / last week)

Note: Percentages total more than 100 as each respondent could give more than one answer

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Townend, R and North J (2007) *Sports Coaching in the UK II*, sports coach UK, Leeds

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