

Coaching in the UK: Experience of Being a Coach

In 2017, UK Coaching commissioned the largest-ever survey into coaches and coaching. Over 20,000 adults were surveyed about their experience of receiving coaching and their experience of being a coach. Through this work, we have been able to gain a deeper insight into people's experiences of being a coach in the UK.

Experience of Being a Coach

Coaches rate their experiences of coaching positively.



Figure 1: Positive experiences of coaches in the UK

But some coaches' experiences could be improved.



Coach Roles

Across coaching roles, there is variation in the proportion of people who look forward to coaching.

More coaches, helpers and assistant coaches reported looking forward to coaching compared to trainee coaches and performance coaches.

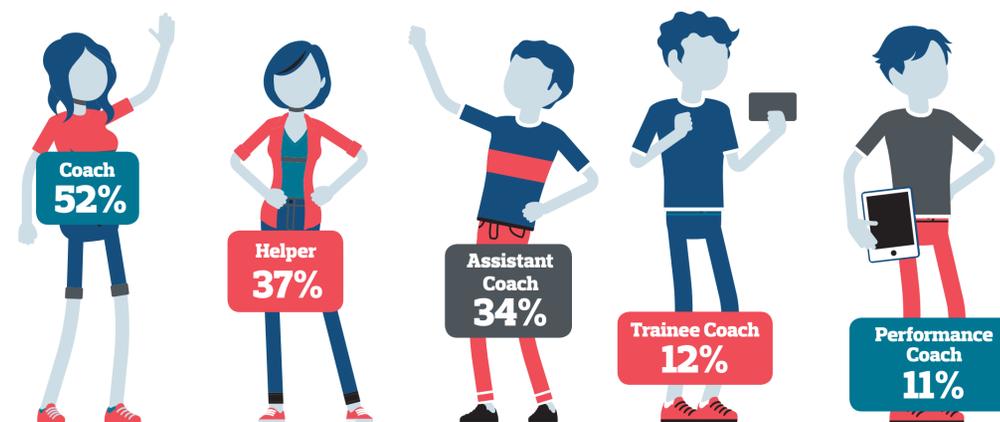


Figure 2: Proportion of coaches that look forward to coaching, according to coaching role

Paid vs Volunteer Coaches

Volunteer coaches consistently reported a better experience of coaching than paid coaches.

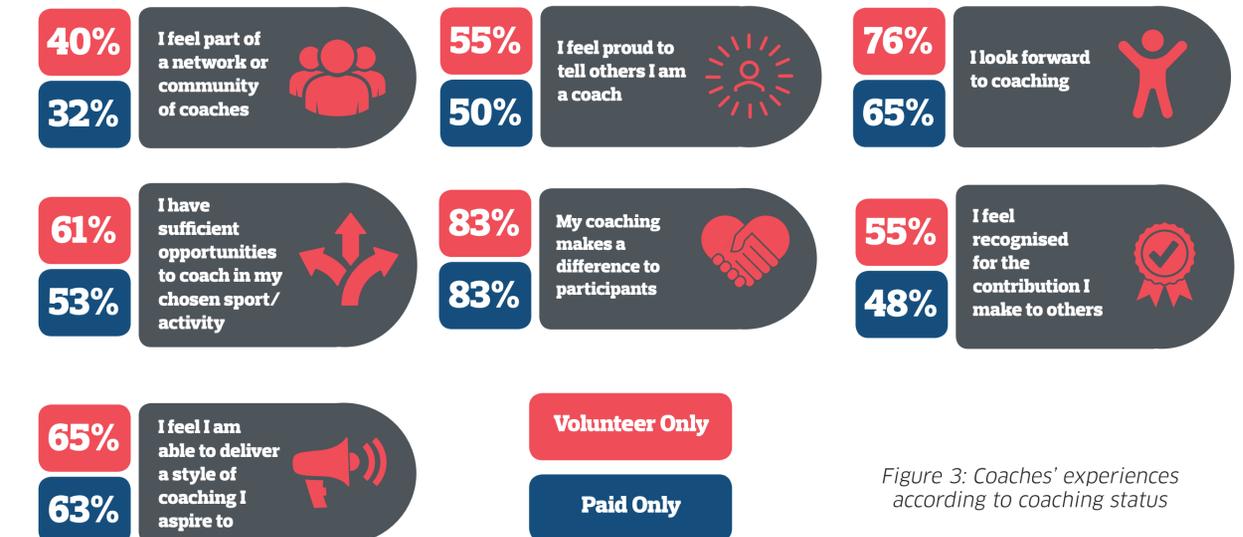


Figure 3: Coaches' experiences according to coaching status

However, volunteer coaches were more likely to report that they would like more help from other volunteers or parents than paid coaches (46% vs 36%).

Coaching Qualifications

Coaches who hold higher-level coaching qualifications reported better experiences of coaching than those with lower-level qualifications and no qualifications.



Figure 4: Experience of coaches according to coaching qualifications

A large proportion of coaches within the UK have positive experiences of coaching, although coaches' experiences could be improved further. For example, a large proportion of coaches do not feel like they are part of a network or community of coaches. In addition, some coaches feel that they do not have the right resources to coach effectively. The data also highlights that people's experiences of coaching differ, depending on their coaching role and status. These findings warrant further investigation, most notably the difference in experiences of paid and volunteer coaches.