

Sports Coaching in the UK II

Main Report – November 2007

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Top-line Results

Sample

The results are based on an Omnibus survey of 9,700 UK residents across England, Northern Ireland, Scotland and Wales, carried out between September and October 2006.

Use of Coaching

- At least two fifths (18%) of the UK population, or 4.6 million adults, have received coaching in the last 12 months.
- As the frequency of participation increases so does the use of coaching; 30% of adults who have participated in the last four weeks use coaching; 35% of adults who have participated in the last week for 3x30 minutes use coaching.
- The use of coaching (outside school) increases to a peak at 9–11 years (47% receive at least one hour per week) and then decreases quickly through the late teens and twenties (eight percent of 22-29-year-olds).
- Football is the main coached sport for men (18% of participants), and 'keep fit' for women (44.7%).
- Women are more likely to use coaching (20%) than men (17%), particularly health-and-fitness-related coaching and instruction.
- The use of coaching is highest in Wales (23%) and lowest in Scotland (10%).

UK Coaches

- There are 1,177,000 regularly practising coaches in the UK (for 30 minutes at least once a week).
- The number of 'self-reported' coaches increased from 1.2 million to 1.5 million between 2004 and 2006.
- There is evidence that Scotland has a lower proportion of coaches than the average.
- Most coaches are male – between three fifths and three quarters – but there is evidence that the proportion of female coaches is increasing.
- Coaches are mainly in two age clusters: 16–24 years (30%) and 35–44 years (31%).
- There is an under-representation of ethnic-minority coaches and coaches with a disability.
- There is a concentration of coaches in a small number of sports, with over three quarters (76%) coaching in football, swimming, rugby union, cricket, gymnastics and athletics.

Qualifying and Developing Coaches

- 50% of UK coaches hold a governing-body coaching qualification – up from 38% in 2004.
- This equates to 117,000 newly qualified coaches between 2004 and 2006, or about 60,000 newly qualified coaches per year.
- Female coaches are closing the gap on male coaches; 46% of female coaches now hold a governing-body coaching qualification.
- Highest coaching qualification (UK level, approximate): 29% Level 1, 33% Level 2, 19% Level 3, 14% Level 4/5.
- Only 27% of coaches had undertaken continuous professional development in the last year.

Coach Employment and Pay

- Around 30% of coaches received pay for coaching, compared to about 19% in 2004 – this represents a significant change to the structure of the coaching workforce.
- Volunteer coaching is still the dominant form of provision, however, with 70% of coaches operating with no pay.
- The average pay for a paid coach across the UK is £18 per hour, with evidence suggesting this has increased since the 2004 survey. Full-time coaches receive higher average pay - £24 per hour.

- Full-time coaches deliver for an average of 20 hours per week, part-timers for four hours and volunteer coaches for two hours.

Coaching Environment and Participant Groups

- Coaching mainly occurs inside clubs (34% of all coaches coach in clubs) and schools (19%). Youth clubs and leisure centres are also important.
- There is evidence that full-time coaches are more likely to be coaching in schools.
- Coaches mainly coach beginner athletes/participants in the 7–16 years age groups – in other words beginner children.
- There is a notable gap in specific coaching provision for adults.

Public Attitudes to Coaching

- The UK public is very supportive of sports coaching and coaches.
- The main reasons people use coaching is to improve fitness (69%), for fun and enjoyment (54%), to learn new things (52%) and to develop sporting skills (42%).
- Female participants were more likely to emphasise improving fitness (79%) than males (59%).
- 82% of non-participants agreed that good coaching helps to increase people's participation in sport.
- The UK public also attach a great deal of importance to the coach's role in the wider development of individuals.
- 73% of the UK public thought that investment in sports coaching should be a priority for government.

Introduction

This report presents findings from the second phase of the 'Sports Coaching in the UK' research series. This series provides a high-level picture of the use of coaching in the UK, as well as a top-line profile of the coaching workforce and its characteristics.

The first survey, Sports Coaching in the UK I, took place in 2004 and involved interviews with 9,122 members of the UK adult population. This report presents results from the 2006 follow-up.

Method and Data Collection

The research used an Omnibus face-to-face survey methodology, targeted at a nationally representative sample of 9,700 adults across England, Northern Ireland, Scotland and Wales. All data was collected between September and October 2006.

The data has been weighted to reflect the characteristics of the UK's 48.4 million adult population. The data is representative at a national level and is useful below this level, for example, at the regional and/or sporting level. However, the reader is encouraged to maintain awareness of the margins of error (confidence intervals) for each table presented.

The questionnaire was developed by sports coach UK, and the data collected by the market-research agency TNS. All analysis has been undertaken by sports coach UK.

Data Comparisons

The data allows useful comparisons with the 2004 Sports Coaching in the UK survey. However, it is important to note that, due to a number of changes to the question wordings in 2006, the results from the two surveys are not strictly comparable in all instances.

In addition to this, the fieldwork for the two surveys was conducted by two different research organisations (2004 – Mori, 2006 – TNS), and using different data-collection processes and survey samples; for example, MORI used a 15 years and over sample, TNS used a 16 years and over sample.

Wherever possible, the findings are compared to those from the Active People (Sport England) and Taking Part (DCMS) surveys. Both of these surveys focus on the extent to which individuals participate in physical activity and have used coaching in the last 12 months. However, it is also important to note a number of methodological differences which may explain differences in results.

The sample sizes for Active People and Taking Part (363,724 and 28,117 respectively) are much larger than that of Sports Coaching in the UK (9,700). However, these surveys ask only one question on coaching – 'have you received tuition from an instructor or coach to improve your performance in any sports or recreational physical activities in the last 12 months?' Therefore, in terms of information on the use and take-up of coaching, the Sports Coaching in the UK research provides considerably more detail.

Main Analysis

Participation in Sport

In 2006, 39% of UK adults reported that they had participated in at least one sporting activity during the last four weeks, with 52% of UK adults reporting that they had participated during the last 12 months (Table 1). This is fairly consistent with the 2004 Sports Coaching in the UK I survey data, whereby 55% of the UK adult population had participated in sporting activities in the last 12 months¹.

Findings from both the Active People survey² and the Taking Part survey³, suggest that participation in sport and recreation is significantly higher; for example, 49% and 53% of respondents (respectively) had participated in sport/recreation in the last four weeks. However, the differences will largely be due to the different research methodologies, questions, definitions of 'sport/physical activity' and sample sizes⁴.

Table 1							
Respondents participating in sport during the last 12 months/four weeks by age (percentage and number)							
	16-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Total
Last 12 months							
%	75	64	64	51	40	22	52
Number	5,290,000	5,044,000	5,855,000	3,957,000	2,660,000	2,229,000	25,035,000
Last four weeks							
%	61	49	49	37	29	16	39
Number	4,304,000	3,812,000	4,441,000	2,891,000	1,944,000	1,649,000	19,041,000
Total	7,037,000	7,848,000	9,118,000	7,796,000	6,603,000	10,034,000	48,436,000
(N)	1348	1490	1688	1419	1429	2329	9700

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All adults (16+ years)

Margin of error: Last 12 months +/-1.7% to +/-2.6%; Last four weeks +/-1.5% to +/-2.6%

The 2006 results suggest that, during the last 12 months, the sports with the highest level of participation among UK adults were swimming (24% of UK adults), cycling (12%), football (12%), golf (seven percent) and tennis (four percent).

The research suggests that men were more likely than women to take part in sport, with 58% of men reporting that they had participated in the last 12 months, compared to 46% of women. This finding is fairly consistent with the 2004 survey findings, whereby 60% of men and 47% of women were participating. Further support comes from the Active People survey, which suggests that 54% of men participated in sport during the last four weeks, compared to 45% of women.

As expected, the level of participation decreased with age, with three quarters (75%) of 16-24-year-olds having participated in sport during the last 12 months, compared to just 22% of adults aged 65 years and over. Although the figures are slightly lower for

¹ Data on participation in the last four weeks was not collected in the 2004 survey.

² <http://www.webreport.se/apd/main.aspx> – the finding above is based on the measure of 30 minutes' participation during the last four weeks.

³ http://www.culture.gov.uk/Reference_library/Research/taking_part_survey/surveyoutputs_may07.htm – the finding above is based on a measure of at least one instance of participation in an active sport during the past four weeks.

⁴ The definition of 'physical activity' in Taking Part includes activities such as snooker, pool, billiards and darts.

participation during the last four weeks, a similar pattern emerges – 61% of 16-24-year-olds, compared to 16% of those aged 65 years and over.

Table 2					
Respondents participating in sport during the last 12 months/four weeks by region (percentage and number)					
	England	N. Ireland	Scotland	Wales	Total
Last 12 months					
%	52	43	48	51	52
Number	21,265,000	560,000	1,973,000	1,237,000	25,035,000
Last four weeks					
%	40	30	35	40	39
Number	16,259,000	392,000	1,439,000	952,000	19,042,000
Total	40,619,000	1,308,000	4,101,000	2,408,000	48,436,000
(N)	<i>7047</i>	<i>1023</i>	<i>780</i>	<i>850</i>	<i>9700</i>

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All adults (16+ years)

Margin of error: Last 12 months – England +/-1.2%, Northern Ireland +/-3%, Scotland +/-3.5%, Wales +/-3.4%; Last four weeks – England +/-1.1%, Northern Ireland +/-2.8%, Scotland +/-3.4%, Wales +/-3.3%

In terms of home-country variation in participation (Table 2), adults in Northern Ireland were the least likely to have participated in a sporting activity during the last 12 months, with only four in ten adults (43%) reporting their involvement. This compares to approximately half of all adults in England (52%) and Wales (51%), though it is slightly lower in Scotland (48%).

Use of Coaching

Presenting information on the use of coaching is complex because (1) different surveys provide different results and (2) it appears related to the intensity of participation (i.e. participation in the last year, month, week, etc) (Table 3).

	Sports Coaching in the UK II	Active People (England only)
Participated in last 12 months	18%	N/a
Participated in last four weeks	21%	30%
Participated in last week (3 x 30 mins)	N/a	35%

The differences in the figures are likely to result from one or more of the following:

(1) Variation in questions – the Sports Coaching in the UK II question on coaching relates more to sport; Active People relates more to sport and recreation; Active People is also tighter in defining participation.

(2) Sports Coaching in the UK II covers the whole UK, whereas Active People covers England only; the results suggest that, with the exception of Wales, England has the highest take-up of coaching across the UK.

Regardless of the survey, **it appears that at least two fifths of participants (18%) have received coaching in the last year in the UK – around 4.6 million individuals.** Furthermore, there is clear evidence to suggest that the take-up of coaching increases with the frequency of participation. For example, whereas 18% of participants in the last 12 months used coaching, this increases up to 30% in the last four weeks and 35% when participation has occurred in the last week.

	England	N. Ireland	Scotland	Wales	Total
%	19	19	10	23	18
Number	4,008,000	103,000	196,000	288,000	4,596,000
Total	21,265,000	551,000	1,973,000	1,236,000	25,027,000
(N)	3380	433	328	371	4512

Source: 2006 data – TNS Omnibus (general-public survey)

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

Margin of error: England +/-1.3%, Northern Ireland +/-3.7%, Scotland +/-3.3%, Wales +/-4.3%, Total +/-1.1%

In terms of home-country variations (Table 4), participants in Wales were the most likely to be receiving coaching, with almost a quarter of those who had participated in sport in the last 12 months doing so (23%). Participants in Scotland were the least likely to have received coaching during the last 12 months (10%).

In terms of the take-up of coaching across the different demographic groups, it is interesting to note that women have a slightly higher take-up of coaching (20%) than men (17%)⁵. This probably relates to women taking up fitness classes, yoga, etc, where an instructor or coach is central to provision, whereas men still tend to focus more on team sports where a coach is not always necessary.

⁵ Similar patterns are observable from the Active People survey. This suggests that 33% of male participants (3 x 30 minutes) received tuition or coaching in England in the last 12 months, compared to 37% of females.

Coaching and Age

The take-up and intensity of coaching by age group provides some of the most useful information for understanding and managing coaching across the UK. For the first time, the research allowed for analysis of both children and adult data on coaching received in the last week⁶. The following analysis excludes coaching associated with schools either during curriculum time or extra-curricular, though this analysis is available and the results indicate – as stated elsewhere in the report – that there is significant activity.

In terms of non-school-related 'coached sport', the results suggest that 37% of children aged 5-16 years and six percent of adults aged 16 years and over received coaching in the last week. This represents 3.4 million children, aged 5-16 years, and 2.8 million adults receiving coaching in the UK in the last week.

Respondents receiving coaching in the last week							
Number of coaching hours received per week by age and percentage							
	% receiving coaching in last 12 months	15+ hrs per week	10+ hrs per week	6+ hrs per week	3+ hrs per week	2/1.5 hrs per week	<1.5 hrs per week
Children's data							
0-5 years	32	1	0	<1	13	20	66
6-8 years	37	0	1	3	23	32	41
9-11 years	45	<1	2	4	29	35	29
12-14 years	36	1	1	8	37	31	23
15-16 years	29	0	4	13	42	20	21
Adults' data							
16 years	25	6	0	12	50	29	4
17-21 years	14	7	5	13	25	26	25
22-29 years	8	2	1	9	30	30	26
30-39 years	6	1	1	3	22	51	23
40-49 years	6	0	3	4	24	34	35
50-59 years	4	2	3	<1	7	50	38
60-69 years	3	0	0	6	22	42	29
70+ years	2	0	0	0	10	28	62

Source: 2006 data - TNS Omnibus (general-public survey)

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

Children's data is based on all adults with children who have received coaching in the last 12 months

Note: Percentages may not total 100 due to rounding

The take-up of coaching appears to grow steadily from around a third of five-year-olds (32%) to a peak of nearly half (45%) of 9–11-year-olds. The take-up of coaching then decreases significantly with age, particularly in the transitional years post 9-11 years, for example, -9% between 9–11 and 12-14 years, -7% between 12-14 years and 15-16 years, and -15% between 15-16 years and 17-21 years. At 22 years and over, only a very small proportion of the population were receiving coaching on a weekly basis.

⁶ In total, 30% of the adults interviewed had at least one child of school age or younger. Detailed data on participation and coaching was collected for a maximum of four children for each adult respondent; this, therefore, provided a sample of 25,807 children across the UK.

Disabled and non-disabled participants were equally likely to have received coaching in the last 12 months (both 18%), but white ethnic groups were slightly more likely (19%) than non-white groups (17%).

Table 5					
All coached respondents - top six coached sports by gender (percentage)					
Men	%	Women	%	Total	%
Football	18.0	Keep-fit/yoga/exercise	44.7	Keep-fit/yoga/exercise	26.6
Golf	12.6	Movement/dance	10.3	Football	10.7
Weight training/lifting	11.0	Swimming	8.3	Weight training/lifting	8.4
Rugby union	9.2	Equestrian	6.0	Golf	7.7
Keep-fit/yoga/exercise	9.1	Weight training/lifting	5.8	Swimming	6.3
Cricket	6.1	Tennis	5.5	Movement/dance	5.6

Source: 2006 data – TNS Omnibus (general-public survey)

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

The information on the take-up of coaching by sport highlights the importance of fitness and physical exercise – especially for women (Table 5). The results suggest that keep-fit/yoga/exercise is the most popular coached activity (27% of all participants), but that this is closer to half of all women participants (45%). Women also appear to emphasise fitness through movement/dance (10%) and swimming (eight percent). Men appear to be more interested in team and traditional sports, such as football (18%), rugby union (nine percent), cricket (six percent) and golf (13%), though weight training (11%) – from a fitness perspective – also looks important.

Accessing Coaching

In terms of accessing coaching, one third of respondents used their sports club (33%), with a further quarter (26%) reporting that they had accessed coaching through health and fitness clubs. Interestingly, men were more likely to source coaching through sports clubs (46% of men, compared to 20% of women), while women tended to go through health and fitness clubs (34% of women, compared to 19% men) (Table 6).

	Number	%
Through sports club	1,523,000	33
Through health and fitness club	1,207,000	26
Direct contact (e.g. advert)	543,000	12
Through local authority	465,000	10
Through FE/HE	256,000	6
Through community scheme/project	222,000	5
Through school (not PE)	186,000	4
Through governing body of sport	143,000	3
Through sports academy	81,000	2
Through institute of sport	67,000	2
Other way	644,000	14
Base	4,596,000	
(N)	807	

Source: 2006 data – TNS Omnibus (general-public survey)

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

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

Reasons for Not Accessing Coaching

More than four in five adult participants (82%) had not received coaching in the last 12 months (Tables 3 and 4). Of these, five percent stated that they had looked into coaching during the last year, but had not actually received any. This is concerning information, and is worthy of further investigation. The respondents were asked to describe the problems they had accessing coaching.

	Number	%
Not at a convenient time	324,000	29
Too expensive	224,000	20
None available	128,000	12
Not a convenient location	74,000	7
Fully booked	9000	1
Coach without right qualification	8000	1
Don't know	6000	1
Other reasons	401,000	36
Base	1,113,000	
(N)	193	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All adults (16+ years) who had thought about receiving coaching, but had not received any during the last 12 months

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

The highest proportion (29%) reported that they had not received any coaching because there was none available at a convenient time – highlighting again the issue of time squeeze for working adults (Table 7). A further 20% indicated that coaching was too expensive. Twelve percent suggested there was no coaching available to them and there is evidence elsewhere in the report to suggest that there is a lack of coaching provision for adults (Table 22). Only one percent stated that they were unable to receive coaching due to the course/lessons being fully booked. These findings illustrate the importance of providing coaching sessions at a time and location that are convenient for the target audience.

Number of Coaches

In 2006, 1,597,000 UK adults reported that they were currently coaching sport (or had been involved in coaching sport during the last 12 months). This compares to 1,220,000 UK adults who were coaching in 2004 (Sports Coaching in the UK I), indicating an increase of 377,000 coaches during the last two years.

	Number	%
Coach	1,177,000	2.4
Not a coach	47,259,000	97.6
Base	48,436,000	100
(N)	9700	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All adults (16+ years)

Margin of error: +/-0.3%

Definition of coach – those undertaking coaching at least once per week for a minimum of a 30-minute session

However, to consistently measure the number of coaches within the UK, and therefore allow data to be accurately tracked over time, sports coach UK proposes that, for national surveys of this kind, 'coaches' should be defined as follows:

- coaching or instruction to children, players or athletes
- excludes PE teaching
- coaches at least once per week, on average, and for a duration of at least 30 minutes.

Using this definition, there were 1,177,000 in the UK – about 2.4% of the adult population, or about one in 50 adults (Table 8).

	England	N. Ireland	Scotland	Wales	Total
%	3	3	2	3	2
Number	998,000	36,000	64,000	80,000	1,177,000
Total	40,619,000	1,309,000	4,101,000	2,408,000	48,437,000
(N)	7047	1023	780	850	9700

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All adults (16+ years)

Margin of error: England +/-0.4%, Northern Ireland +/-1.0%, Scotland +/-1.0%, Wales +/-1.2%

Definition of coach – those undertaking coaching at least once per week for a minimum of a 30-minute session

The data indicates a small difference in the percentages of coaches in each of the four home countries (ranging between two percent and three percent of all adults) (Table 9). As with the 2004 survey, the results suggest that Scotland has a smaller proportion of coaches than the other home countries (two percent, compared to three percent in

England, Northern Ireland and Wales). Thus, there is a growing weight of evidence that there are relatively fewer coaches in Scotland than the other home countries.

Coach Numbers by Geography – an Alternative Approach

Another approach to calculate the number of coaches across the UK is provided in the table below. This table combines the headline statistics from Sports Coaching in the UK II (as shown in Table 8) consolidated with the census population figures for the home countries and English regions. Information at the English sub-regional level is provided in Appendix 1.

Coaches per home country/English region (percentage and number)		
	% of the UK Population	Number of Coaches*
Home Countries		
England	83.6	983,894
Northern Ireland	2.8	32,442
Scotland	8.7	102,563
Wales	4.9	58,102
Total	100	1,177,000
English Regions		
East	9.2	107,912
East Midlands	7.1	83,642
London	12.2	143,326
North East	4.3	50,654
North West	11.4	134,016
South East	13.6	160,582
South West	8.5	99,983
West Midlands	8.9	104,691
Yorkshire/Humber	8.4	99,088
Total	83.6	983,894
N=		<i>206</i>

Source: 2006 data – TNS Omnibus (general-public survey)/Office for National Statistics

Base: All adults (16+ years)

* Due to some of the sample sizes being too 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 figures mid-2005 estimates.

Note: Percentages may not total 100 due to rounding

Coach Demographics

The 2004 Sports Coaching in the UK study suggested that males accounted for more than three quarters of the coaching workforce (76%) and females around a quarter (24%). In the 2006 Sports Coaching in the UK study, the profile of coaches appears to have changed and male coaches now appear to account for just less than three fifths of the total workforce (62%), with females accounting for two fifths (38%) (Table 10).

If reliable, this result is very encouraging, as policy makers aim for equity balance across the coaching workforce. There is supporting evidence to suggest that the take-up of coaching related to fitness continues to gather momentum and females are more likely to coach these activities than males (10% of female coaches, compared to two percent of male coaches).

However, the change appears rather remarkable over a two-year period and some caution is advised. As yet unpublished data from the 2007 UK Coach Tracking Study suggests that 74% of coaches are male and 26% female⁷. The 2006 Community Sports Coach Profile Study suggested that 70% of the coaching workforce were male⁸. Further research is therefore required to firm up these figures, though it is clear that the majority of coaches – between three-fifths and three quarters – are male.

Table 10		
All respondents – profile of coaches		
(number and percentage)		
	Number	%
Gender		
Male	727,000	62
Female	450,000	38
Age		
16-24 years	353,000	30
25-34 years	136,000	12
35-44 years	365,000	31
45-54 years	171,000	15
55-64 years	118,000	10
65+ years	35,000	3
Average age	36.7 years	
Total	1,177,000	100
(N)	206	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All adults (16+ years)

Margin of error: gender +/-6.6%, age +/-2.3 to 6.3%

Note: Percentages may not total 100, due to rounding

In 2004, the coaches were evenly distributed across the age bands, with each age group under 55+ years (i.e. 16-24, 25-34, 35-44, 45-54 years) accounting for 20-24% of the sample. In this latest survey, the data indicated clusters of coaches within the 16-24 years and 35–44 years age bands. However, despite the change in the age profile of

⁷ <http://www.sportscoachuk.org/research/Research+Projects/Coach+Tracking+Study.htm>

⁸ <http://www.sportscoachuk.org/research/Research+Publications/Community+Sports+Coach+Profile+Research.htm>

coaches, during both of the Sports Coaching in the UK surveys (2004 and 2006), the average age of coaches remains static at 37 years (36.7 in 2006, and 36.6 in 2004).

Table 11			
All respondents - profile of coaches			
(number and percentage)			
	Coaches		UK population
	Number	%	%
Ethnicity			
White	1,102,000	94	92
Non white	72,000	6	8
Refused to answer	4000	0	1
Disability			
Yes	114,000	10	22
No	1,063,000	90	78
Social class			
AB	449,000	38	22
C1	439,000	37	32
C2	160,000	14	21
DE	130,000	11	25
Total	1,177,000	100	48,436,000
(N)	206		9700

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All adults (16+ years)

Margin of error: Ethnicity +/-3.2%, Disability +/-4.1%, Social class +/-4.3% to 6.6%

Note: Percentages may not total 100, due to rounding

According to the 2001 Census of Population, 7.9% of the UK population were from 'ethnic-minority' groups. Data from the 2004 Sports Coaching in the UK survey suggested that five percent of coaches were from ethnic-minority backgrounds. In this latest research, it appears that ethnic-minority groups remain slightly under-represented in the coaching population, with just six percent registering as non-white – albeit one percent up from 2004 (Table 11).

In terms of disability, it appears that there was a significant under-representation of coaches with a disability in 2006 survey, with 10% of current coaches, compared to 22% of the UK population, stating that they have a disability (Table 11). Coaching continues to be dominated by individuals in higher socio-economic groupings. Nearly two-fifths of coaches are in the AB socio-economic bracket (38%), and three quarters (75%) come from the ABC1 bracket. This compares to 55% of the UK population.

Coaching and Sport

Although the sample sizes for coaches across many of the individual sports are relatively small, and therefore the margin for error potentially high, there is a surprising consistency between the 2004 and 2006 surveys, whereby seven of the top eight coached sports in 2004 are represented in the top eight in 2006.

To provide the most accurate data, Table 12 presents aggregated findings from the 2004 and 2006 surveys – i.e. the average number of coaches from the two sets of survey data.

Sport	Number	%	Sport	Number	%
Football	379,500	32	Squash	31,500	3
Swimming	140,000	12	Karate	29,500	2
Rugby union	111,500	9	Judo	28,500	2
Cricket	99,500	8	Golf	27,500	2
Gymnastics	95,000	8	Canoeing	22,500	2
Athletics	83,000	7	Bowls	22,000	2
Badminton	83,000	7	Running/jogging	21,000	2
Tennis	80,500	7	Rowing	20,000	2
Movement/dance	69,000	6	Tenpin bowling/skittles	20,000	2
Hockey	68,500	6	Climbing	19,000	2
Netball	68,000	6	Volleyball	18,500	2
Keep-fit/yoga/exercise	59,000	5	Archery	17,500	1
Basketball	56,000	5	Mountaineering	17,000	1
Rounders	49,000	4	Table tennis	12,000	1
Shooting	49,000	4	Cycling	12,000	1
Weight training/lifting	38,000	3	Angling/fishing	10,500	1
Equestrian/horse riding	34,500	3	Windsurfing/boardsailing	8000	1
Orienteering	33,000	3	Skiing	1000	0
Sailing	33,000	3	Triathlon	1000	0
Rugby league	32,500	3	Something else	94,000	8

Source: 2004 and 2006 data – MORI/TNS Omnibus (general-public survey)

Base: Calculated on a base of 1,198,500 coaches – the average total number of coaches in 2004 and 2006

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

The results continue to highlight the concentration of coaches in a small number of sports. The top six sports – football, swimming, rugby union, cricket, gymnastics and athletics – account for three quarters of all coaching roles (76%). Football (32% of all coaches coach football) and swimming (12%) are most prominent.

Qualified Coaches

In 2004, findings from the Sports Coaching in the UK survey indicated that just 38%, or 470,000 coaches, held an up-to-date coaching qualification in the sports they coached. In the 2006 survey, the results suggest that this has increased to half of all coaches in the UK (50%), or 587,000 coaches (Table 13); around 60,000 extra coaches with at least a Level 1 qualification across the UK per year.

Though it is clear that many sports have been very active in qualifying their coaches, the increase, over a two-year period, appears to suggest that the support for coaching qualifications among coaches has reached a critical point. The increased profile of coaching qualifications associated with the introduction of the UK Coaching Certificate (UKCC) may have had some influence in this regard.

	Number	%	% of female coaches	% of male coaches
Yes	587,000	50	46	53
No	590,000	50	55	47
Total	1,177,000	100	100	100
(N)	206		78	128

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

Margin of error: All coaches +/-6.8%, female coaches +/-11.1%, male coaches +/-8.7%

Note: Percentages may not total 100, due to rounding

Alongside the increase in the number of qualified coaches, there has also been a decrease in the size of the gap between the number of qualified males and females. In 2004, the figures suggested that 41% of males were qualified, compared to 30% of female coaches; in 2006, this now stands at 53% of males, compared to 46% of female coaches (Table 13).

In addition to identifying the proportion of coaches with an up-to-date qualification, it is also important to understand qualification level. In 2004, data from governing bodies of sport suggested that more than half of coaches (57%) were qualified up to Level 1, with a further 29% qualified up to Level 2. In 2006, weighing up evidence from a variety of sources⁹, it is suggested that approximately 35% of qualified coaches are Level 1, 32% are Level 2; 22% Level 3 and 11% Level 4/5. These figures – though subject to further investigation and revision – are likely to be a far more reliable description of the qualification level of **active qualified coaches** across the UK than the 2004 figures.

⁹ Data was collated from the 2004 Sports Coaching in the UK survey, the 2006 Sports Coaching in the UK II survey, the 2006 Coach Profile Survey and the 2007 Coach Tracking Study. For more information see: <http://www.sportscoachuk.org/research/>

Continuous Professional Development

Continuous professional development (CPD) is seen as a crucial facet of both informal and formal coach-development opportunities. Just over one third (36%) of the coaches reported undertaking CPD since they began coaching, and just over a quarter (27%) had done so in the last 12 months (Table 14). These figures are perhaps lower than would be desired, but it is important to remember the high proportion of volunteer coaches in the study who do not, perhaps, have the time or resources to undertake CPD.

	Number	%
No – never	753,000	64
Yes - in the last 12 months	312,000	27
Yes - more than 12 months ago	111,000	9
Total	1,177,000	100
(N)	206	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

Margin of error: +/-3.9% to +/-6.6%

Although only 27% of current coaches had undertaken CPD within the last 12 months, it was encouraging to note that 45% of these coaches had invested a minimum of 20 hours in CPD during the last 12 months. On average, each coach was spending 19 hours on CPD, with some investing up to 90 hours during the last year (Table 15).

	Number	%
No hours	7000	2
1–4 hours	34,000	11
5–9 hours	23,000	8
10–19 hours	74,000	24
20+ hours	138,000	45
Don't know	36,000	12
Average number of hours*	19.16 hours	
Total	312,000	100
(N)	51	

Source: 2006 data - TNS Omnibus (General Public Survey)

Base: All coaches who have undertaken CPD in the last 12 months (16+ years)

Margin of error: +/-3.8 to 13.7%

*Excludes 'don't know' data from the calculation

Note: Percentages may not total 100, due to rounding

Volunteer and Paid Coaching

The 2004 Sports Coaching in the UK survey suggests that 81% of coaches were unpaid (i.e. voluntary coaches). Although there are problems in making direct comparisons with the 2006 data, the findings suggest that the proportion of voluntary coaches has reduced to 70%, meaning that the proportion of paid coaches has increased from 19% to 30% over the same period (Table 16). These results appear encouraging in the light of the government's 'professionalisation' agenda – though, unfortunately, this does not provide concrete evidence of the impact of the Community Sports Coach scheme.

In terms of paid coaches, the proportion of part-time coaches in 2004 stood at approximately 14%. This area of the coaching workforce has, therefore, shown an increase, with almost a quarter (24%) of all coaches in 2006 being classified as paid part-time. In 2004, just five percent of coaches were employed as full-time paid coaches. However, in the latest survey, this percentage has increased slightly, with seven percent of coaches now working in full-time paid positions (Table 16).

	Number	%
Volunteer coach	822,000	70
Part-time paid coach	277,000	24
Full-time paid coach	78,000	7
Total	1,177,000	100
(N)	<i>206</i>	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

Margin of error: volunteer +/-6.3%, part-time +/-5.8%, full-time +/-3.5%

Note: Percentages may not total 100, due to rounding

Coaching Pay

As coaching becomes more professional, with an increasing number of paid coaches, attention will inevitably focus on pay rates. The 2006 data indicates that the average level of pay stood at £18 per hour, with the full-time coaches receiving an average of £24 per hour and part-time coaches receiving an average of £17 per hour (Table 17). This illustrates an increase from the findings in 2004, whereby the average local authority coach was paid £11.21 per hour, and university coaches were paid £15.45 per hour.

	Average	Range	Total No. of Coaches	Sample Size (N)
All paid coaches	£18.12	£2-£190	318,000	50
Part-time paid coaches	£16.69	£4.50-£190	241,000	39
Full-time paid coaches	£23.82	£5.70-£80	77,000	11

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

Although the 2006 data (Sports Coaching in the UK II) indicates an average salary of £18 per hour, it is important to note that there were a number of pay rates more frequently mentioned than others (mode). For example, 30% of the coaches were paid £10 per hour (95,000 coaches), and 19% were paid between £15 and £20 per hour (61,000 coaches).

Time Spent Coaching

On average, the coaches were coaching 3.7 sessions per week, with the average length of a coaching session being 1.5 hours. As expected, full-time coaches were coaching the highest number of sessions per week (an average of 22), while volunteer coaches conducted the fewest number of sessions (an average of two per week) (Table 18).

Table 18		
All coaches by number of sessions/length of sessions per week (Number and hours)		
	Average	Base
Sessions per week	3.7 sessions	1,177,000
- Volunteer coaches	1.9 sessions	822,000
- Part-time coaches	4.0 sessions	277,000
- Full-time coaches	22.2 sessions	78,000
Length of sessions	1.5 hours	1,177,000
- Volunteer coaches	1.6 hours	822,000
- Part-time coaches	1.2 hours	277,000
- Full-time coaches	1.6 hours	78,000

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

A more detailed breakdown of coaches' time provides some interesting insight into the conditions for, or priorities of, different types of coaches – volunteer, part-time and full-time (Tables 19 and 20). For example, full-time coaches appear to have adequate time to address the fundamentals of coaching – preparation (three hours per week), review (three hours per week) and CPD (counted in 'Other' hours – part of six hours per week) – yet still allocate a greater proportion of their time to delivery (56% - Table 20).

	All Coaches	Volunteer	Part-time	Full-time
Preparation	1.3 hrs	1.2 hrs	1.1 hrs	3.4 hrs
Delivery	3.9 hrs	2.3 hrs	4.0 hrs	19.8 hrs
Review	0.7 hrs	0.6 hrs	0.6 hrs	2.6 hrs
Coach-related administration	0.7 hrs	0.4 hrs	0.9 hrs	3.7 hrs
Other	1.0 hrs	0.6 hrs	1.0 hrs	5.7 hrs
Total coaching hours	7.4 hrs	5.1 hrs	7.7 hrs	35.1 hrs
Total	1,177,000	822,000	277,000	78,000
(N)	<i>206</i>	<i>150</i>	<i>45</i>	<i>11</i>

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

Note: Tables 18 and 19 used different questions to gather the same information, thus the small discrepancies between the figures

	All coaches (%)	Volunteer (%)	Part-time (%)	Full-time (%)
Preparation	18	24	14	10
Delivery	53	45	52	56
Review	9	12	8	7
Coach-related administration	9	8	12	11
Other	14	12	13	16
Total	1,177,000	822,000	277,000	78,000
(N)	<i>206</i>	<i>150</i>	<i>45</i>	<i>11</i>

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

Note: Percentages may not total 100 due to rounding

Interestingly, volunteer coaches appeared to be spending as much time preparing for coaching sessions (1.2 hours) as part-time coaches (1.1 hours) – despite coaching fewer hours on average. Another notable feature is the increase in administration associated with paid coaching and, in particular, full-time paid coaching (11-12% of weekly time was allocated to this element) (Table 20).

Coaching Environments

The 2006 survey, for the first time, identified the environments in which the coaches worked (Table 21). The results suggest that the largest proportion of coaches were working in clubs (34%) and schools (19%). Volunteer coaches followed the overall pattern, as did part-time coaches, apart from the fact that they were more likely to be working in leisure centres (15%) than average (11%). The data on full-time coaches is interesting – this suggests that the most frequent environment in which they worked

was in a school setting (38%), with anecdotal evidence suggesting that some of this activity is occurring within school lessons.

Table 21
All coaches by coaching environment
(number and percentage)

	All coaches		Volunteer coaches		Part-time coaches		Full-time coaches	
	Number	%	Number	%	Number	%	Number	%
Club	401,000	34%	331,000	40%	54,000	20%	16,000	20%
School (outside PE lessons)	228,000	19%	146,000	18%	52,000	19%	30,000	38%
Youth club	129,000	11%	113,000	14%	16,000	6%	0	0%
Leisure centre	125,000	11%	77,000	9%	41,000	15%	7000	9%
Local authority/council	89,000	8%	60,000	7%	17,000	6%	12,000	15%
College/sports college	62,000	5%	39,000	5%	15,000	5%	8000	10%
Independent coach	53,000	5%	21,000	3%	24,000	9%	8000	10%
School sport partnership	46,000	4%	21,000	3%	11,000	4%	14,000	18%
University	37,000	3%	29,000	4%	8000	3%	0	0%
Private coaching operation	32,000	3%	9000	1%	16,000	6%	7000	9%
Holiday camps	24,000	2%	13,000	2%	4000	1%	7000	9%
Publicly funded project	21,000	2%	13,000	2%	0	0%	8000	10%
Community project/scheme	19,000	2%	11,000	1%	8000	3%	0	0%
Institute of sport	13,000	1%	5000	1%	3000	1%	5000	6%
County sports partnership	6000	1%	6000	1%	0	0%	0	0%
Regeneration initiative	1000	0%	1000	0%	0	0%	0	0%
Somewhere else	110,000	9%	56,000	7%	46,000	17%	8000	10%
Total	1,177,000		822,000		277,000		78,000	
(N)	206		150		45		11	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

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

Participant Groups

Although the majority of coaches tended to be working across all the age groups (Table 22), the 2006 data indicates that it was the 7-11 and 12-16 age groups that had the highest number of coaches (598,000 and 572,000 respectively). Only 20% of, or 232,000, coaches were specifically focusing on adults aged 22 years or over. This points to an obvious gap in provision, if participation is to be raised in adult populations.

	Number	%
6 years and under	211,000	18%
7-11 years	598,000	51%
12-16 years	572,000	49%
17-21 years	294,000	25%
22 years and over	232,000	20%
Total	1,177,000	
(N)	206	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

Margin of error: +/-5.3-6.8%

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

In terms of coaching participants at different competitive levels, most coaches were focused on 'beginner' groups, with 60% of all coaches being involved with this level (Table 23). However, the results also suggest that the same coaches also focused on different layers of the pathway, with improvers (39%) and clubs (39%) also being reasonably well covered. As expected, there were fewer coaches coaching at the national (five percent) and international (two percent) levels.

	Number	%
Beginner	707,000	60%
Improver	456,000	39%
Club	456,000	39%
County	100,000	9%
Regional	95,000	8%
National	57,000	5%
International	46,000	4%
Other	26,000	2%
Total	1,177,000	
(N)	206	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coaches (16+ years)

Margin of error: +/-1.9-6.7%

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

Public Attitudes to Coaching

As part of the 2006 Sports Coaching in the UK II survey, participants who were receiving coaching were asked what benefits coaching had brought to them. More than two thirds (69%) stated that coaching had improved their fitness, with over half suggesting that it had enhanced their fun (54%) and/or allowed them to learn something new (52%) (Table 24). Only 13% believed that they had to receive coaching because it was the only way to access a particular sport.

Table 24
All coached participants by perceived benefits of coaching
(number and percentage)

	Received coaching in the last 12 months		Received coaching in the last month		Received coaching in the last week	
	Number	%	Number	%	Number	%
Improved my fitness	3,142,000	69	2,350,000	75	1,954,000	78
Enhanced my fun/enjoyment	2,445,000	54	1,740,000	55	1,370,000	54
I learned something new	2,386,000	52	1,651,000	53	1,346,000	54
Developed my sporting skills	1,913,000	42	1,316,000	42	1,085,000	43
Improved sporting performance	1,717,000	38	1,255,000	40	1,024,000	41
Enhanced my social life	1,196,000	26	973,000	31	803,000	32
Improved commitment to sport	996,000	22	778,000	25	636,000	25
Developed my life skills	877,000	19	697,000	22	559,000	22
Enabled me to access a sport	603,000	13	421,000	13	348,000	14
Other	162,000	4	91,000	3	84,000	3
Total	4,571,000		3,139,000		2,518,000	
(N)	797		550		450	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All coached participants (16+ years)

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

Note: The base number differs to that in Tables 4, 7, and 8, due to missing answers/no responses

One interesting element of the data presented in Table 24 is the stability of perception of the benefits of coaching, compared to coaching intensity, with the exception of fitness improvements. The only benefit that appears to be reported more as the intensity of the coaching increases from 'received in the last 12 months' to 'received in the last week', for example, is 'improved my fitness' (69% to 78%). All the other benefits, such as 'fun/enjoyment' and 'develop sporting skills', remain remarkably constant against coaching intensity. This issue requires further exploration.

Table 25
All coached participants by perceived benefits of coaching
(number and percentage)

	Male participants		Female participants		All participants	
	Number	%	Number	%	Number	%
Improved my fitness	1,365,000	59	1,778,000	79	3,143,000	69
Enhanced my fun/enjoyment	1,208,000	52	1,237,000	55	2,445,000	54
I learned something new	1,247,000	54	1,139,000	50	2,386,000	52
Developed my sporting skills	1,272,000	55	641,000	28	1,913,000	42
Improved sporting performance	1,044,000	45	673,000	30	1,717,000	38
Enhanced my social life	578,000	25	621,000	27	1,199,000	26
Improved commitment to sport	627,000	27	372,000	16	999,000	22
Developed my life skills	540,000	23	336,000	15	877,000	19
Enabled me to access a sport	319,000	14	284,000	13	603,000	13
Other	50,000	2	112,000	5	162,000	4
Total	2,310,000		2,264,000		4,574,000	
(N)	<i>386</i>		<i>413</i>		<i>799</i>	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: Participants receiving coaching in the last 12 months (16+ years)

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

Note: The base number differs to that in Tables 4, 7, and 8, due to missing answers/no responses

It is interesting to note that female participants were more likely than male participants to think that coaching improved their fitness (79% and 59% respectively) (Table 25). This is likely to be a reflection of the type of sports undertaken by women and men, with high numbers of women participating in aerobic-type fitness classes. In comparison, male participants were far more likely than female participants to suggest that coaching developed their sporting skills (55% and 28% respectively) or improved their sporting performance (45% and 30% respectively).

Table 26
All respondents by level of agreement with each statement
(number and percentage)

	All respondents		Coached participants		Non-coached participants		Non-participants	
	Agree (%)	Strongly agree (%)	Agree (%)	Strongly agree (%)	Agree (%)	Strongly agree (%)	Agree (%)	Strongly agree (%)
Good sports coaching is crucial for top sportspeople to become successful	90	66	96	77	93	72	86	59
Good sports coaching can help individuals' overall development – not just in sport	89	55	96	69	93	60	84	47
Good sports coaching improves people's enjoyment of the sport, however good they are	87	53	96	68	89	55	84	49
Good sports coaching helps increase people's participation in sport	87	52	95	67	91	57	83	46
Good sports coaching can help build better communities	81	46	88	53	84	50	78	42
Investment in sports coaching should be a priority for the government	73	43	82	52	77	46	69	38
Total	48,436,000		4,596,000		20,439,000		23,401,000	
(N)	<i>9,700</i>		<i>807</i>		<i>3,711</i>		<i>5,182</i>	

Source: 2006 data – TNS Omnibus (general-public survey)

Base: All participants (16+ years)

NB: All 'agree' scores include 'agree' and 'strongly agree' data

The UK public were asked to state their level of agreement with a number of statements about coaching and the benefits of investing in coaching (Table 26).

The results highlight a very strong public endorsement of coaching, not just among individuals who receive coaching, but also sporting participants and non-participants. For example, 96% of individuals who received coaching understandably agreed with the statement 'good sports coaching helps increase people's participation in sport', but so did 83% of non-participants! This latter result would appear particularly interesting for those agencies looking for options to increase participation in sport.

In terms of the ways in which coaching can help individuals, the priorities appeared to be 'improving performance' (90%), 'improving individuals' overall development' (89%), 'improving the enjoyment of sport' (87%), 'increasing participation' (87%), and 'building better communities' (81%). The importance attached to improving individuals' overall development seems very encouraging and hints at a role for coaches as social networking agents/facilitators.

Nearly three quarters (73%) of the UK public thought that investment in sports coaching should be a priority for the government.

Commentary

The results from the 2006 Sports Coaching in the UK II study reflect very positively on the development of coaching in the UK, as well as the wider societal changes and publicly funded initiatives that are underpinning this – including the DCMS-funded Coaching Project.

There has been a clear increase in the number of paid coaching opportunities, with paid coaches accounting for 30% of the total workforce, compared to 19% in 2004. There is also evidence that the average hourly pay rate is increasing to about £18 per hour. Nevertheless, it is important to recognise that the majority of coaches are still volunteers (70%) and that pay rates remain relatively low for full-time community-based coaches (around £16,000 per year on average).

Data on coaching environments and athlete recipients also casts an interesting perspective on the development of coaching. Though coaches certainly coach in clubs, for local authorities, universities and in community settings, many coaches – especially full-time coaches – appear to be coaching in schools, both inside and outside curriculum time. This poses interesting questions about the sustainability of full-time coaching outside the school context – though private health clubs and higher-level elite coaching also offer opportunities.

It is also difficult to escape the fact that most coaching is provided to children/beginner athletes/participants in a small number of sports – football, swimming, rugby union, cricket, gymnastics and athletics. There appears to be a significant gap in coaching provided to adult participants, with obvious implications for increasing participation in these groups – though there has been a noticeable increase in fitness-related coaching to adults, which could be built upon.

There have been positive developments with regard to coaching qualifications. Exactly half of all coaches report that they have a governing body coaching qualification, up from 38% in 2004. New evidence also suggests that active qualified coaches are more likely to have higher-level qualifications than previously thought, with 71% being Level 2 or above. One negative, however, remains the amount of time coaches allocate to continuous professional development (CPD). Only 27% reported undertaking CPD in the last year and those who did only appear to allocate a small amount of time to it. It appears that there is still a tension between volunteering and development, with full-timers most willing to commit to formal improvement.

There is evidence that women are becoming more involved in coaching – perhaps to reflect its greater use in this group. Though there are some health warnings, the latest data suggests that nearly two fifths (38%) of all coaches are women. This has increased from 24% in 2004. Women also appear to be catching up in terms of coaching qualifications, with 46% of all women coaches being qualified.

Finally, the use of coaching and the public's attitudes towards coaching provide an interesting perspective on the government's prioritisation of increasing participation. Over one-fifth of UK participants use coaching, but, more importantly, its use appears to increase with the frequency of participation, suggesting that coaching could be used to both induce and sustain involvement in sport and exercise. Furthermore, four-fifths of non-participants agreed that good coaching helps increase people's participation in sport.

The role of coaching in inducing and sustaining participation has yet to be bottomed out, but the evidence remains favourable. What is clear is that if coaching is to assist with these agendas, it has to be high quality and well targeted. The UK public are certainly supportive of this, with around three quarters suggesting that coaching should be a priority for government investment.

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Appendix One

Coaches per county (percentage and number)			
	% of the UK population	Number of coaches	Number of qualified coaches
East	9.2	107,912	53,956
- Bedfordshire	0.6	7548	3774
- Cambridgeshire	0.9	11,155	5578
- Essex	2.2	26,289	13,145
- Hertfordshire	1.7	20,539	10,269
- Norfolk	1.4	16,331	8166
- Suffolk	1.1	13,434	6717
- 'Other'	1.1	12,617	6308
East Midlands	7.1	83,642	41,821
- Derbyshire	1.3	14,796	7398
- Leicestershire	1.0	12,288	6144
- Lincolnshire	1.1	13,099	6550
- Northamptonshire	1.1	12,460	6230
- Nottinghamshire	1.3	15,066	7533
- 'Other'	1.4	15,932	7966
London	12.2	143,326	71,663
- Central	2.5	29,957	14,978
- East	3.1	36,922	18,461
- North	1.7	19,669	9835
- South	2.2	25,478	12,739
- West	2.3	27,108	13,554
- 'Other'	0.4	4192	2096
North East	4.3	50,654	25,327
- Durham	0.9	10,009	5005
- Northumberland	0.5	6252	3126
- Teeside	1.3	15,770	7885
- Tyne and Wear	1.8	21,731	10,866
North West	11.4	134,016	67,008
- Cheshire	1.2	13,564	6782
- Cumbria	0.8	9921	4961
- Lancashire	1.9	22,668	11,334
- Manchester	4.2	49,103	24,552
- Merseyside	2.3	27,150	13,575
- 'Other'	1.0	11,609	5805
South East	13.6	160,582	80,291
- Berkshire (west)	0.2	2872	1436
- Buckinghamshire	0.8	9505	4753
- Hampshire	2.1	24,833	12,416
- Kent	2.3	26,543	13,271
- Oxfordshire	1.0	12,204	6102
- Surrey	1.8	21,359	10,679
- Sussex (west)	1.3	15,261	7631

- 'Other'	4.1	48,004	24,002
South West	8.5	99,983	49,991
- Cornwall	0.9	10,237	5118
- Devon	1.2	14,454	7227
- Dorset	0.7	8044	4022
- Gloucestershire	1.0	11,359	5679
- Somerset	0.9	10,065	5033
- Wiltshire	0.7	8632	4316
- 'Other'	3.2	37,192	18,596
West Midlands	8.9	104,691	52,346
- Birmingham	1.6	18,811	9406
- Herefordshire	0.3	3529	1765
- Shropshire	0.5	5746	2873
- Staffordshire	1.4	16,249	8125
- Warwickshire	0.9	10,210	5105
- Worcestershire	0.9	10,944	5472
- 'Other'	3.3	39,201	19,601
Yorkshire / Humber	8.4	99,088	49,455
- Humberside	0.5	6395	3198
- North Yorkshire	1.0	11,534	5767
- South Yorkshire	2.2	25,371	12,686
- West Yorkshire	3.5	41,100	20,550
- 'Other'	1.2	14,688	7344
Total	84	983,894	491,947
(N)		206	