

Coaches

Female coaches: 32%



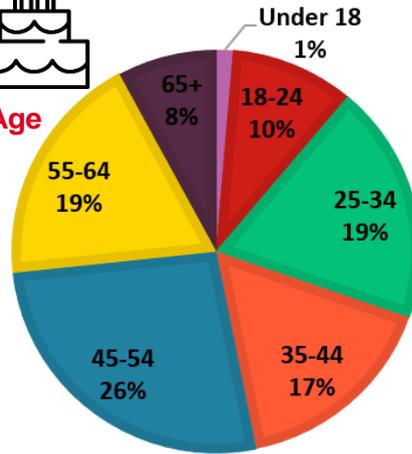
Black, Asian and minority ethnic (BAME) coaches: 18%



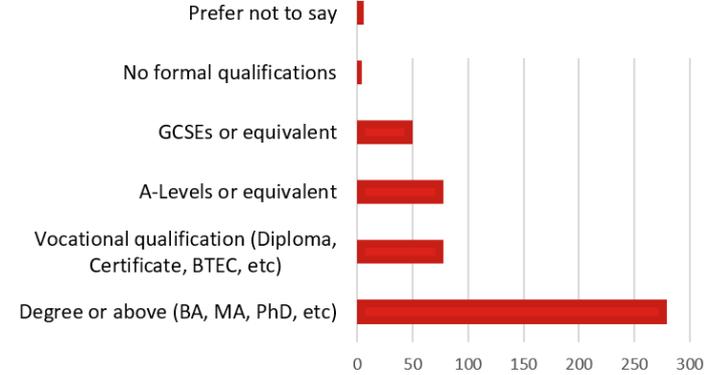
Disabled coaches: 5%



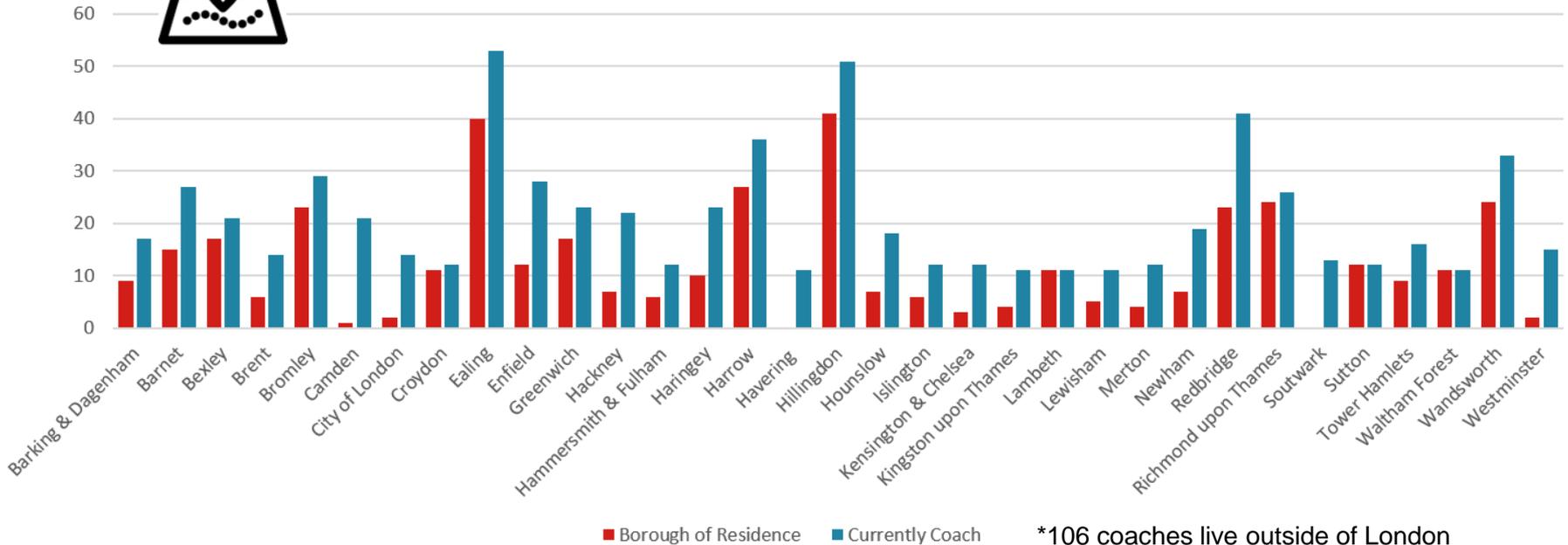
Age



Highest Level of Qualification



Live and Work



■ Borough of Residence ■ Currently Coach

*106 coaches live outside of London

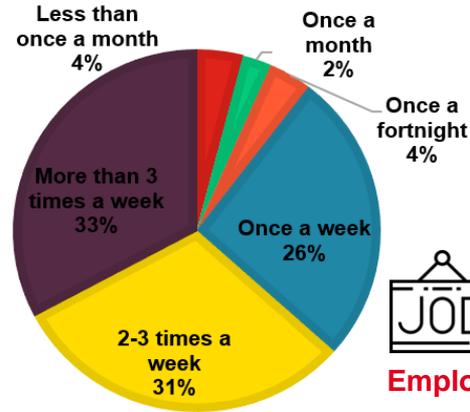
Recruitment



Participation is the most popular route into coaching for U16 – 34 & 55+ years.



85% of coaches who started aged 35-54 began as Parent helpers.



Employment Status



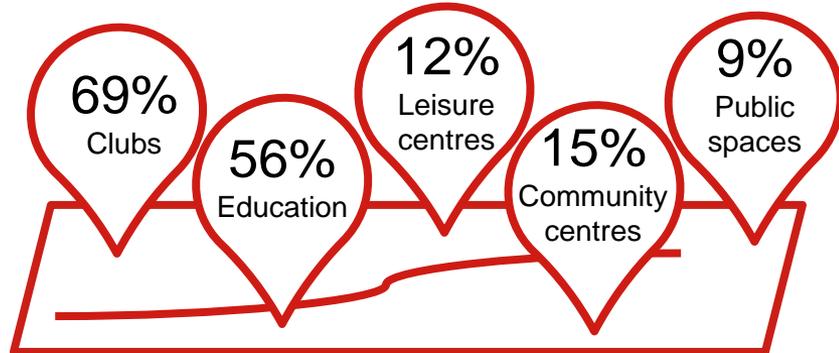
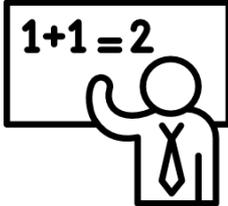
57% Of coaches have an additional voluntary role in sport

Of those, 39% have 3 or more roles

The majority hold administration roles e.g. chairman, secretary, welfare officer

40% of coaches have volunteering backgrounds
 29% of coaches have teaching backgrounds

Social work, policing and coach/mentor roles at work were also mentioned as giving valuable experiences to our coaches.



Where are the coaches delivering?

Growth & Barriers

Why do London coaches coach?

Over 50% of coaches stated:

- Opportunity to help others or a club/team.
- Opportunity to develop others.

20% to 50% of coaches stated:

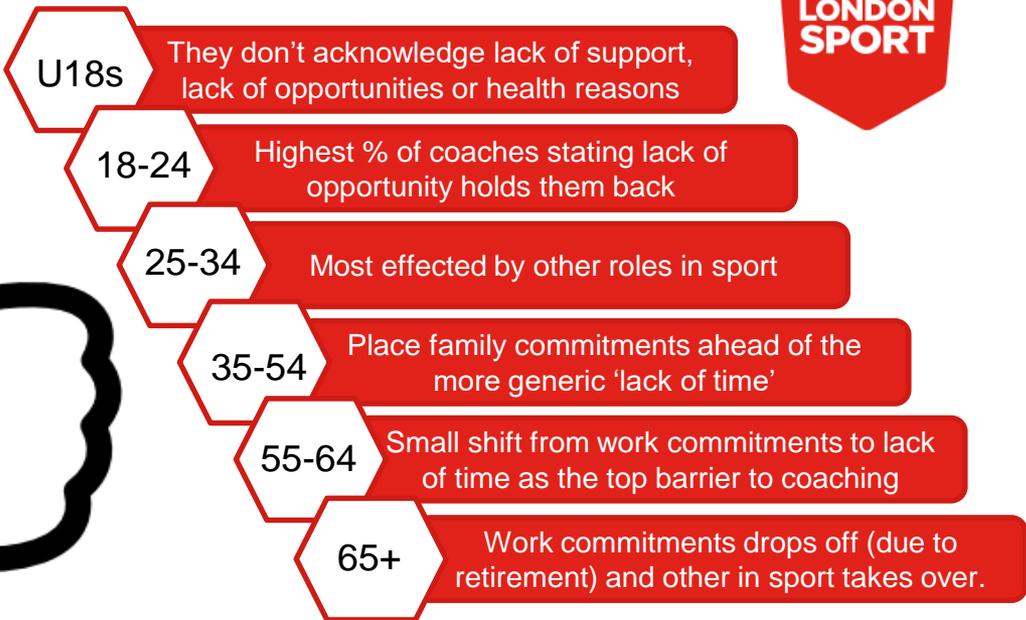
- To help a child in their sport.
- Social interaction with participants and other coaches.
- Opportunity for personal development.
- Retain involvement in sport beyond playing days.

Less than 20% of coaches stated:

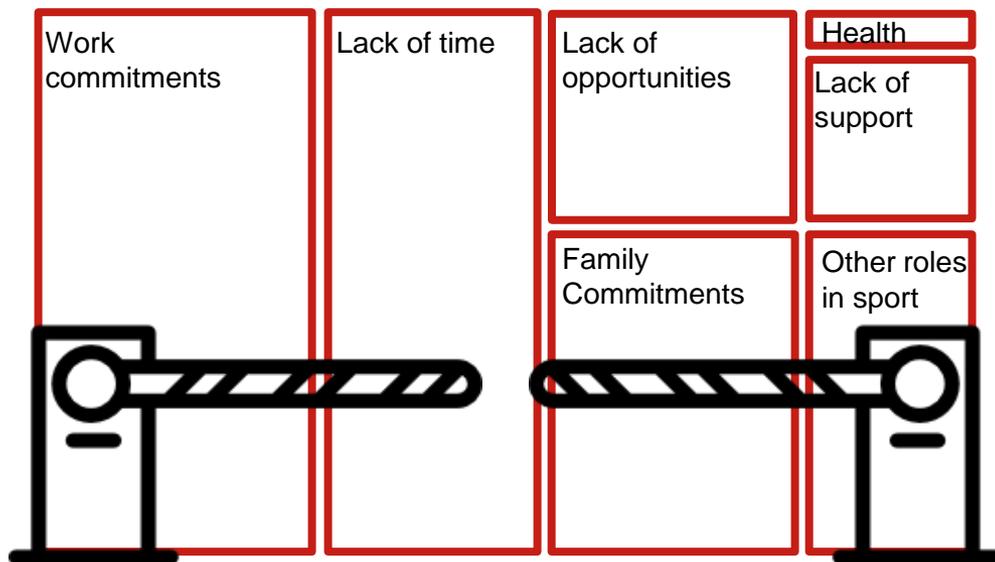
- Provides an income.
- Enhances career development.



How different age groups feel about barriers to coaching



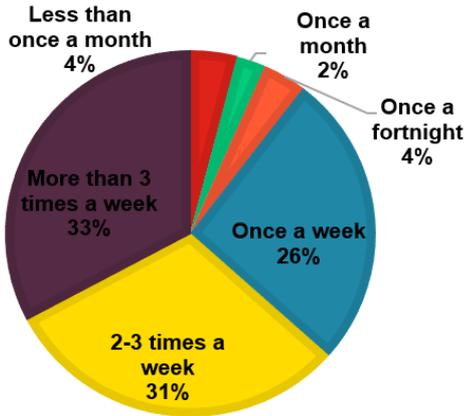
What stops coaches coaching more?



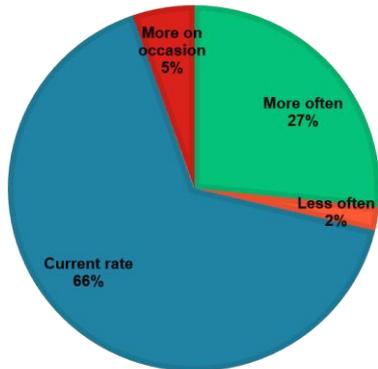
Growth



Frequency of Coaching



How Often Would Coaches Like to Coach?



Coaches Top 5's



Location

- 1 City of London
- 2 Westminster
- 3 Hammersmith & Fulham
- 4 Barking & Dagenham
- 5 Richmond



Setting

- 1 College or University
- 2 Community Centres
- 3 School extra curricular
- 4 Leisure Centre
- 5 School (lessons)



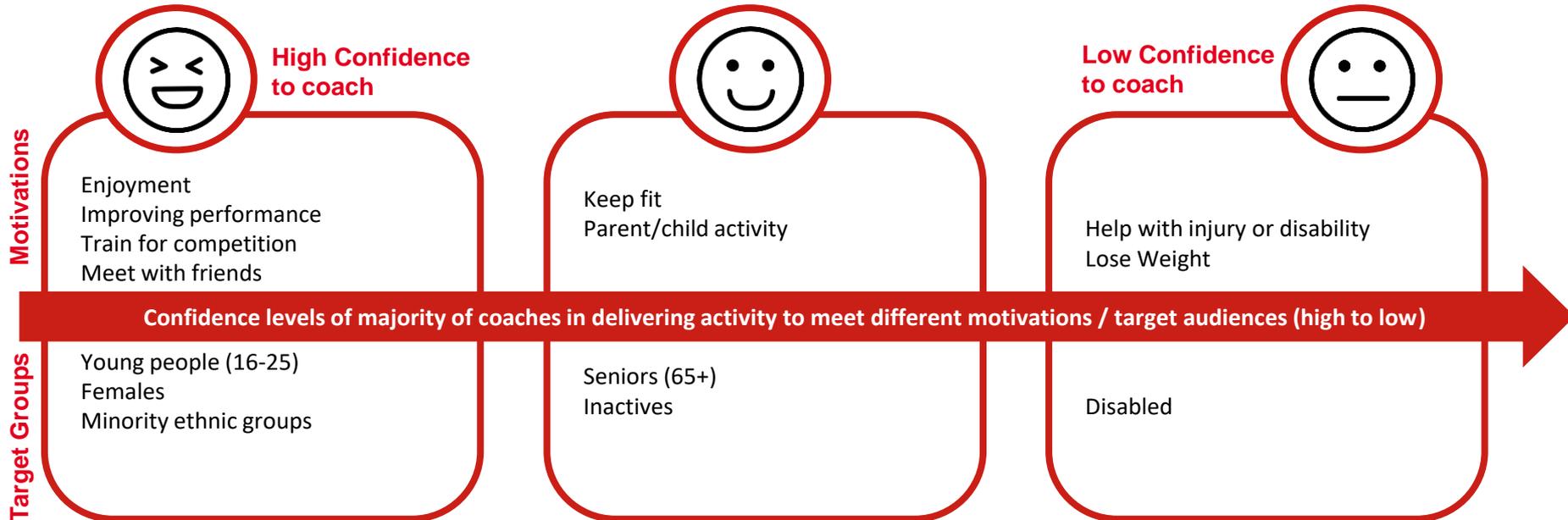
Sport

- 1 Football
- 2 Athletics
- 3 Badminton
- 4 Tennis
- 5 Table Tennis

Audience Motivation



Participants have different motivations for taking part in sport and physical activity. These motivations can require different approaches to effectively engage and retain the participants.



Target Groups

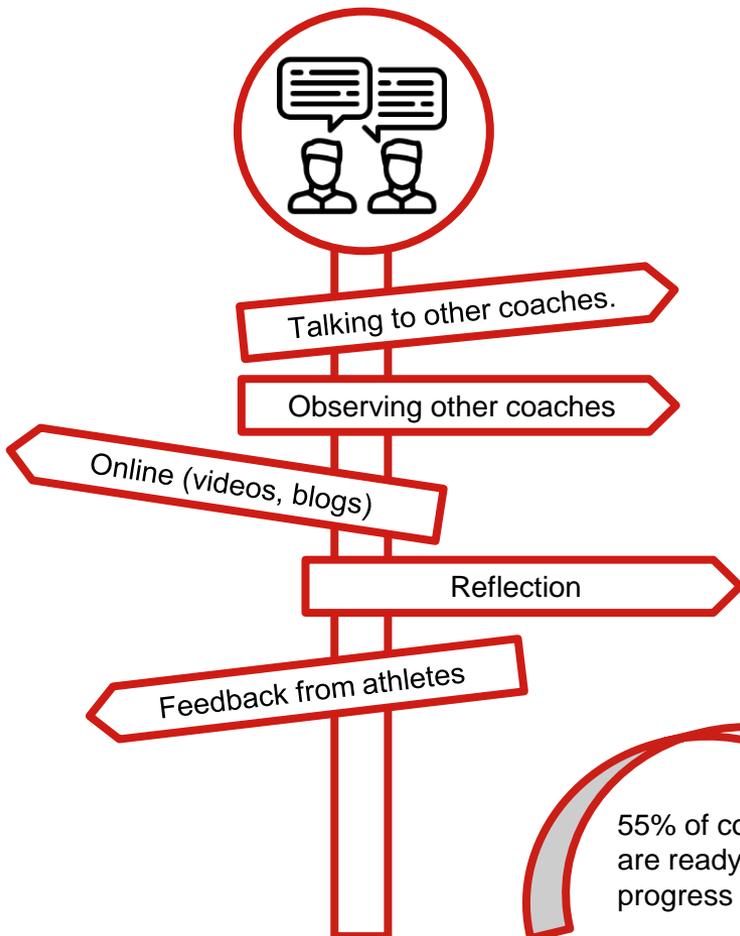
There continues to be lower level of participation in physical activity and sport around specific segments of the general population. Different groups may require different approaches to effectively coach them.



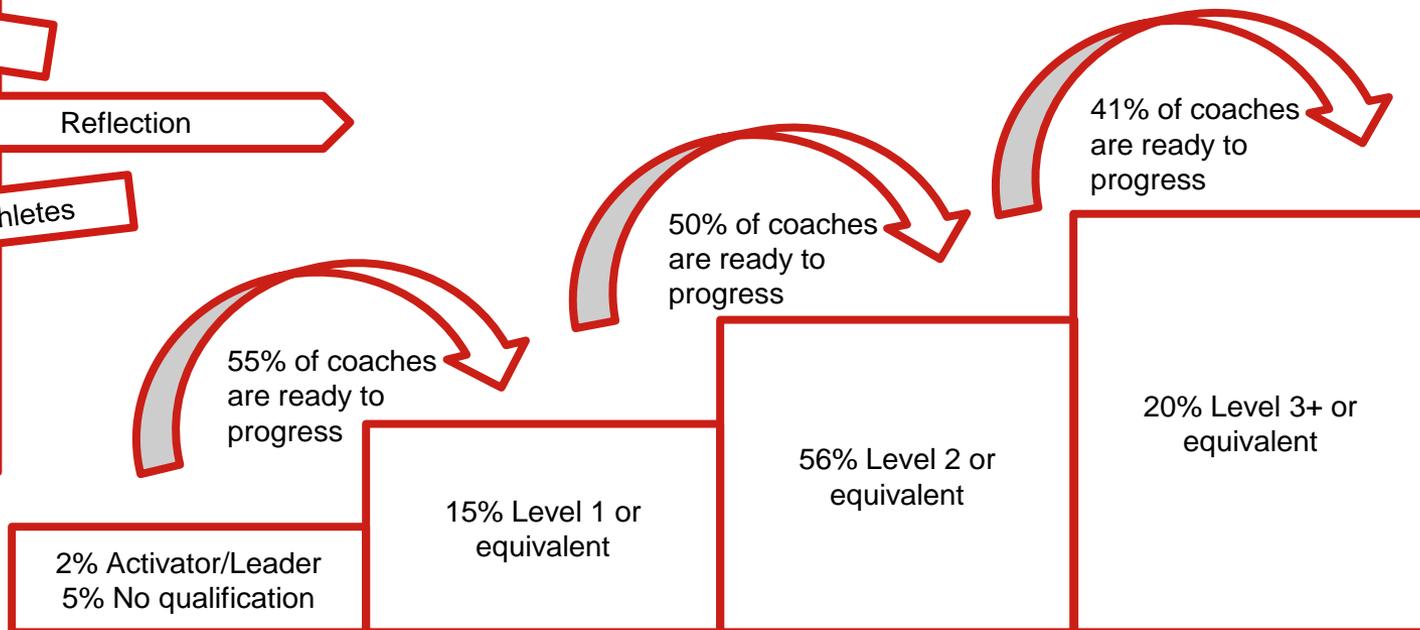
Training and Development



Informal CPD – Coaches favourite methods for learning



Formal CPD – Coaches favourite methods for learning



Level of Qualification held