

# Northern Ireland Coaching Baseline Data 2010

SNI Performance Board  
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# Rationale

- Following on from SkillsActive's investigation
- Phase 2 of coaching workforce research
- Baseline audit of sport coaches
- First survey to be NI-specific

# Methods

Mixed methods approach comprising:

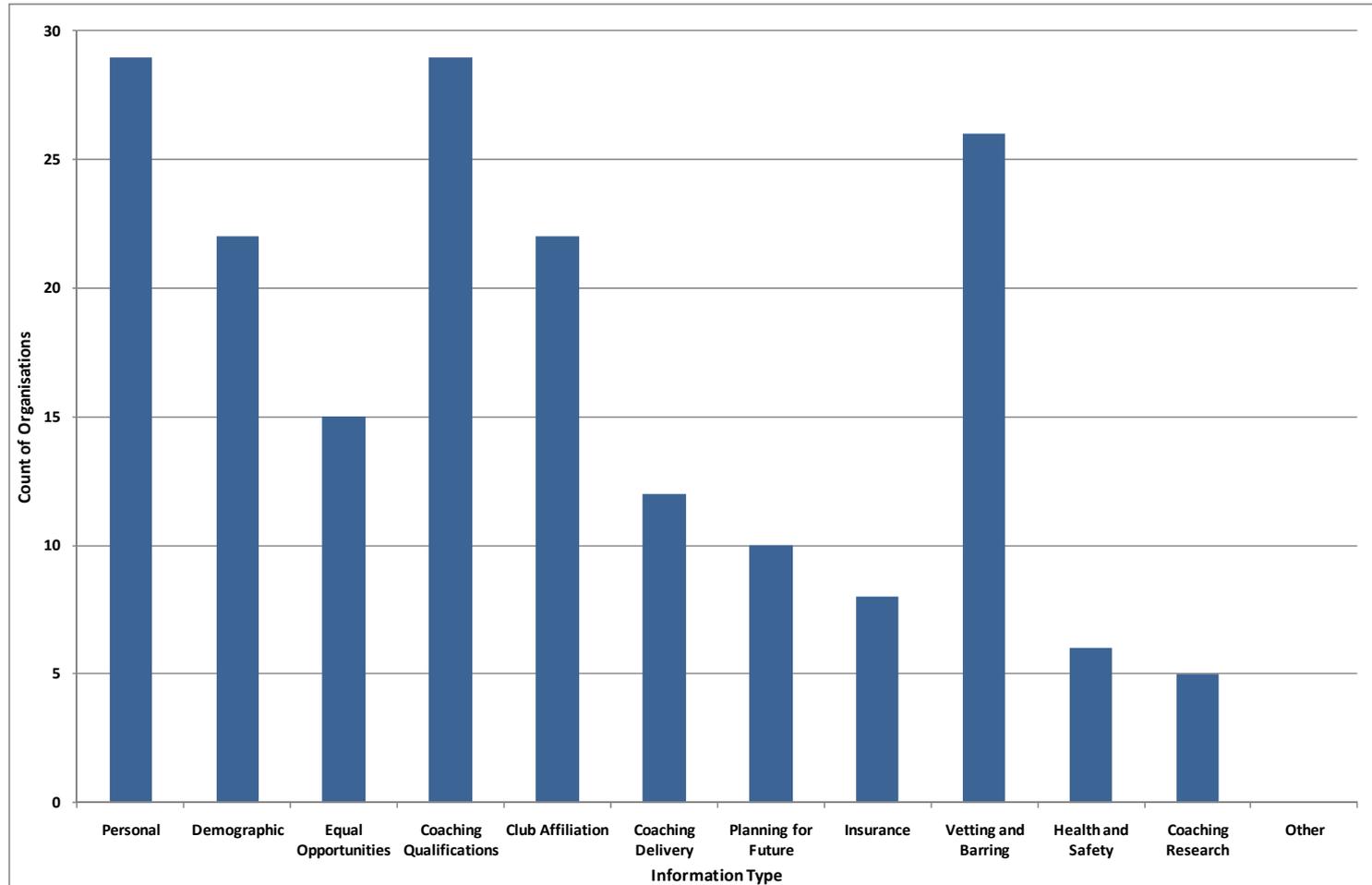
1. Review of SkillsActive's Phase 1 report
2. Online survey of stakeholders
  - NGBs, LGDs and others (29 responses)
3. Online survey of sports coaches (1,467 NI responses)
4. 7 focus groups, involving 47 coaches

Main focus here is on the online surveys

# Stakeholder Coach Data

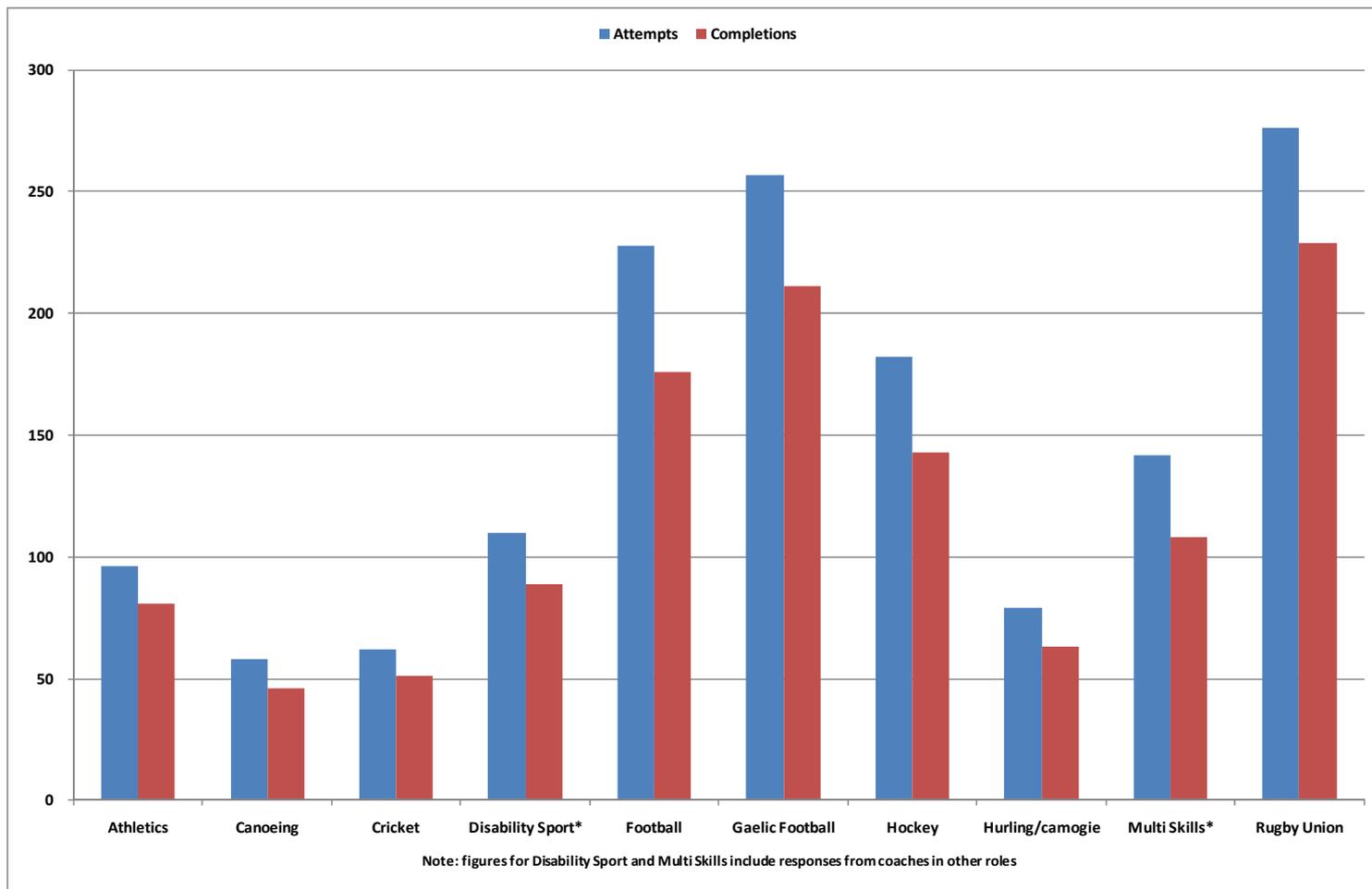
- Survey asked about 12 information types
  - e.g. Personal, Insurance, Health and Safety
- Degree of variation between stakeholders
  - Personal, data, qualifications and vetting/barring prominent
  - NGBs collect more than local government districts
- Also varied between stakeholders
  - Mixture of electronic and paper records
  - Most information is updated annually
  - Data protection is concern for some

# Coach Data - Collection



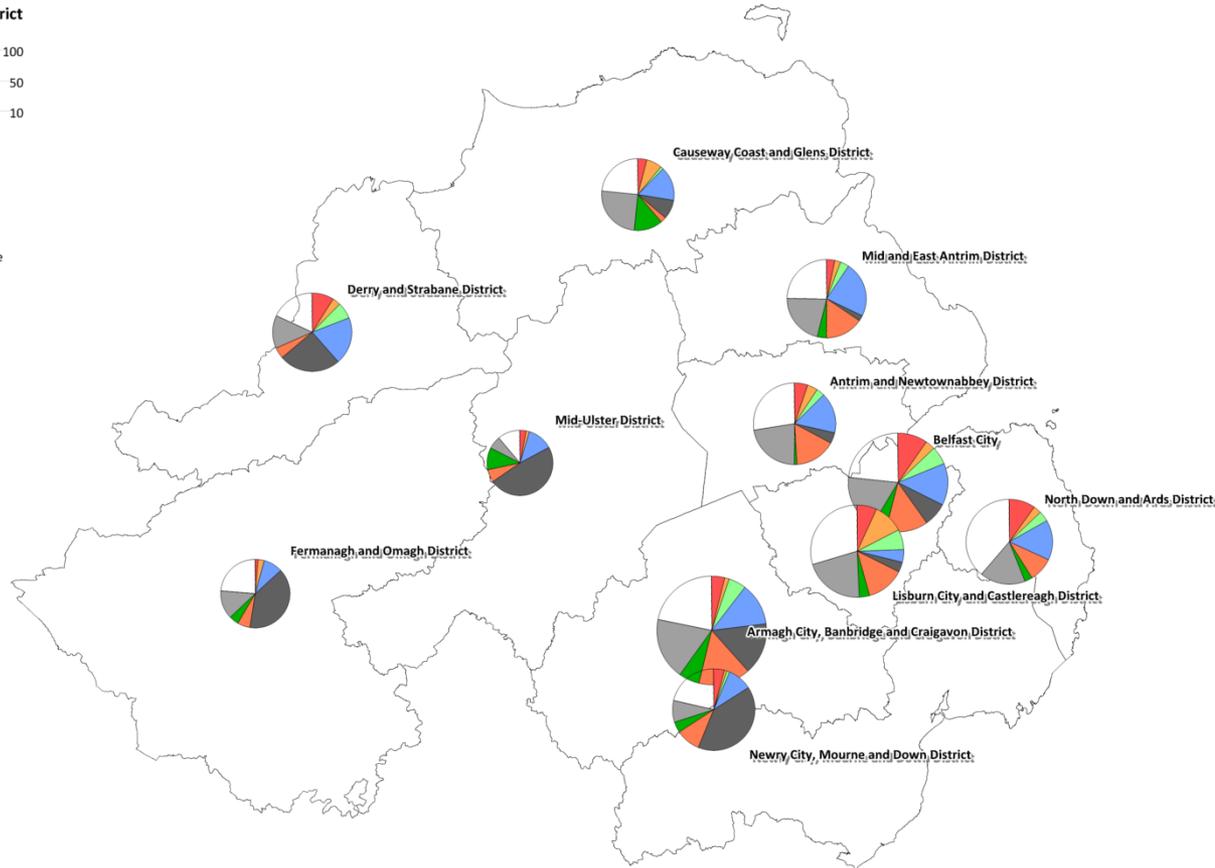
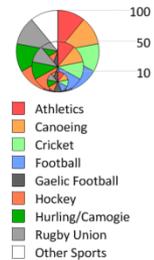
*I think all of them across the board have poor communication with the coaches, I don't think any of them have cracked it. I came into the office today and sat beside a coach who received an e-mail. He got the email and I didn't because I'm not on the database.*

# Coach Survey Responses



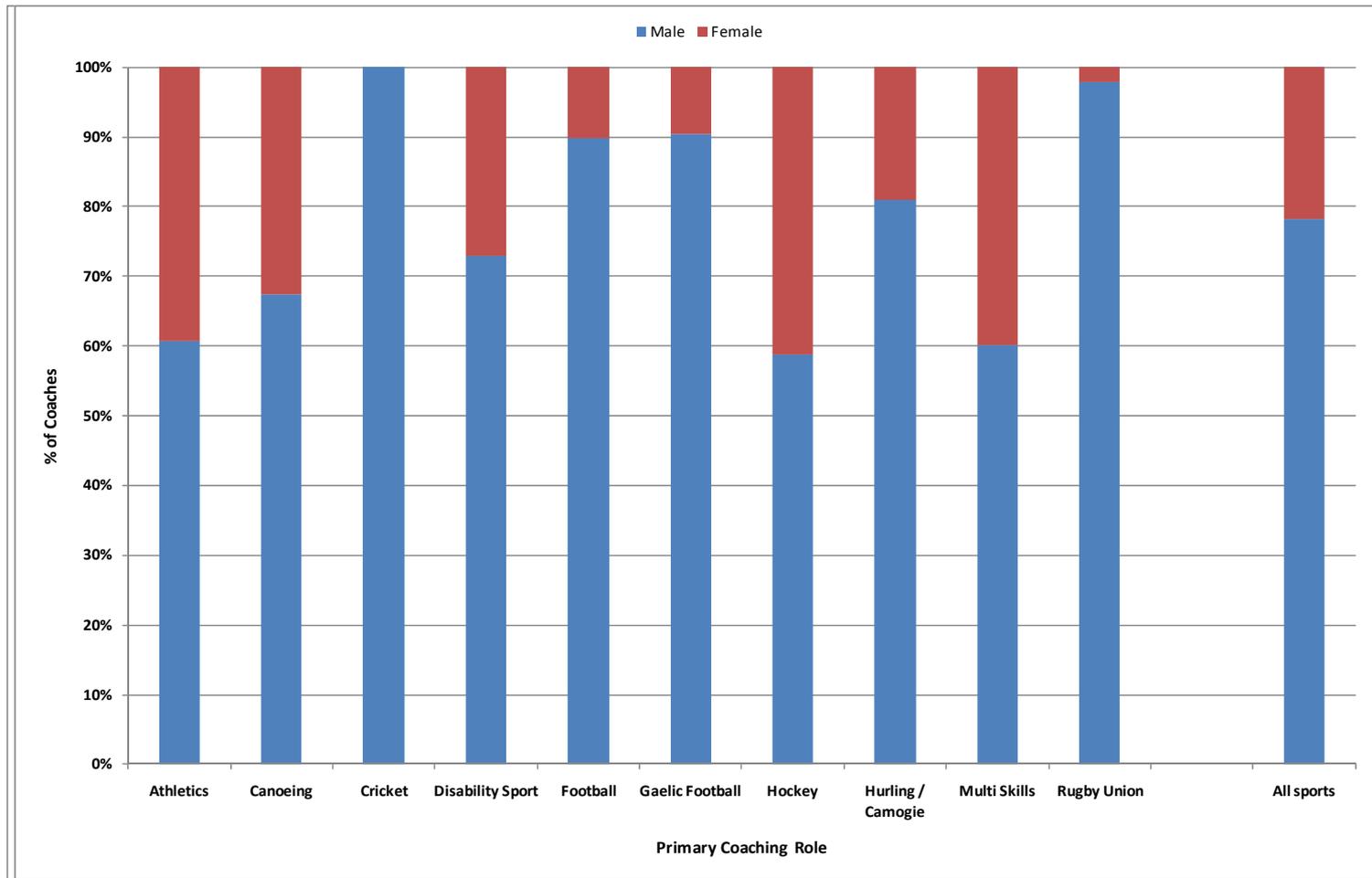
# Coach Survey Responses

Coaches by District  
by Sport



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Sport Industry Research Centre (dwb), Faculty of Health and Wellbeing, Sheffield Hallam University, +44 (0) 114 225-2298.

# Who Coaches?



# Who Coaches?

- Coaching workforce heavily male dominated -78%
  - especially so in cricket, football, Gaelic football and rugby union.
- 60% of coaches are aged under 40 years
- More than half are over 40 years in some sports
  - e.g. Rugby Union
  - In Athletics more than 10% are aged over 60

# Other Coach Characteristics

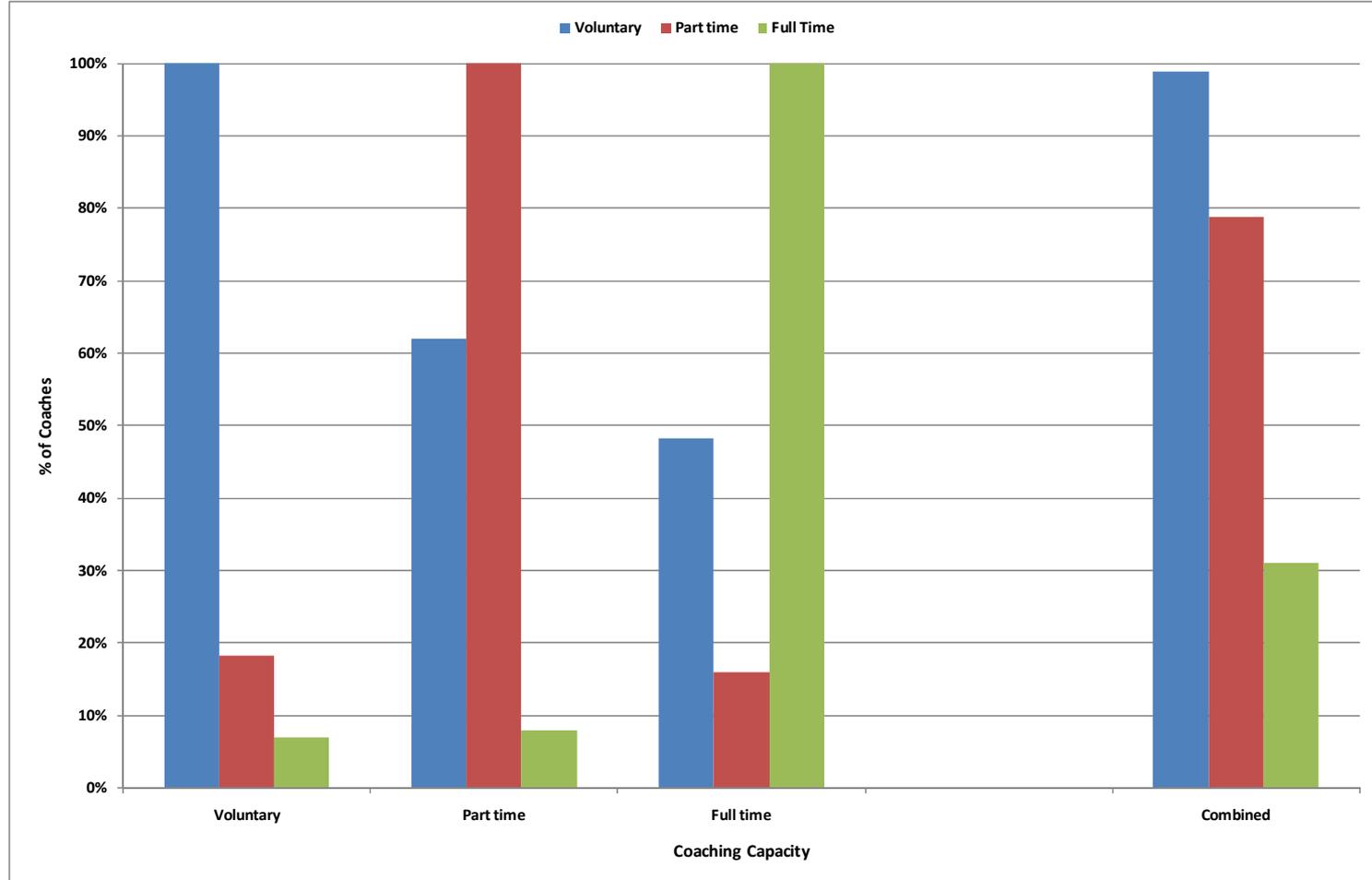
- 2% of coaches are from BME groups
- 61% of coaches are married
  - NB significant time constraints?
- 2.5% of coaches are disabled
  - Higher in Gaelic Football and Hurling/Camogie
- Most coaches (73%) in full-time jobs
  - Mostly not in sports coaching.

*Volunteers, we have found, work better if one half can bring the other half of the partnership with them into the system. ... We have found that our most successful coaches, husband and wife or partners are there together.*

# Other Coach Characteristics

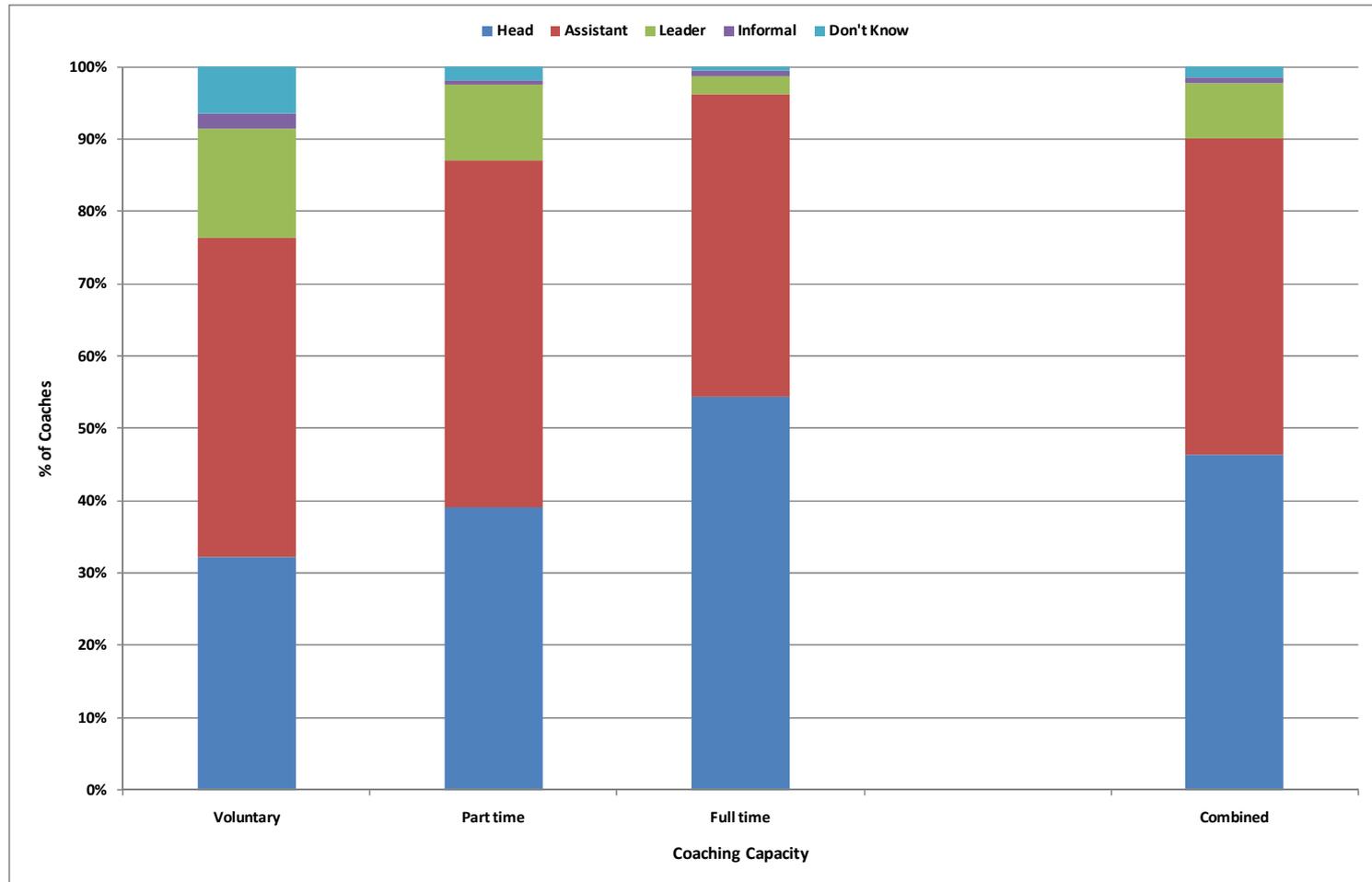
- Coaches' religious affiliations reflect cultural traditions
  - Gaelic Football, Hurling/Camogie predominantly Catholic
  - Mainly protestant coaches in Cricket, Hockey, Rugby Union
- Some sports more evenly distributed between the main religions
  - athletics, disability sport, multi-skills.
- A very highly qualified workforce in a general sense
  - over half have a first degree or higher.

# Coaches' Capacity



- *I am a professional coach on a full-time basis ... but my own personal club would like me to coach as well outside of that. I can't really do this and it is difficult to balance .... I have just had to tell them that I am not able to do this because of time.*
- *I would love to be full-time, but the lack of opportunities stops me. This area seems to be deprived of opportunities for full-time coaching.*

# Coaching Role

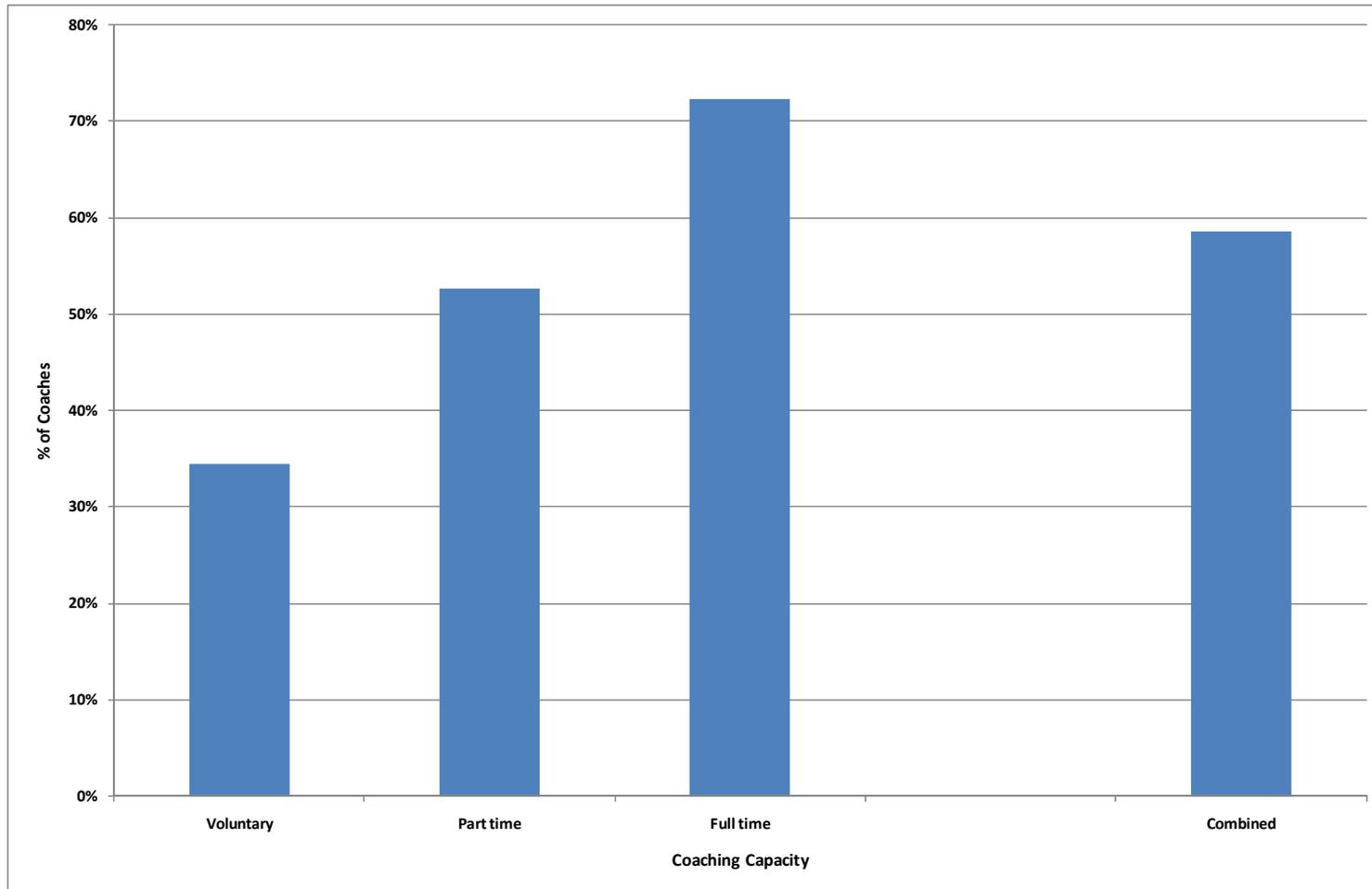


# Other Roles for Coaches

- 50% are participants in sport
- 37% are match / event officials
- 30% are parents / helpers
- Less than 10% have no other role besides coaching
- Some variations by sport

*You get so absorbed in the day to day running of the club that trying to balance that against how you want to take yourself forward with your own skills, plus take on board new developments which are coming on board all the time and getting time to go to courses.*

# Other Sports Coached



# Coaching Level

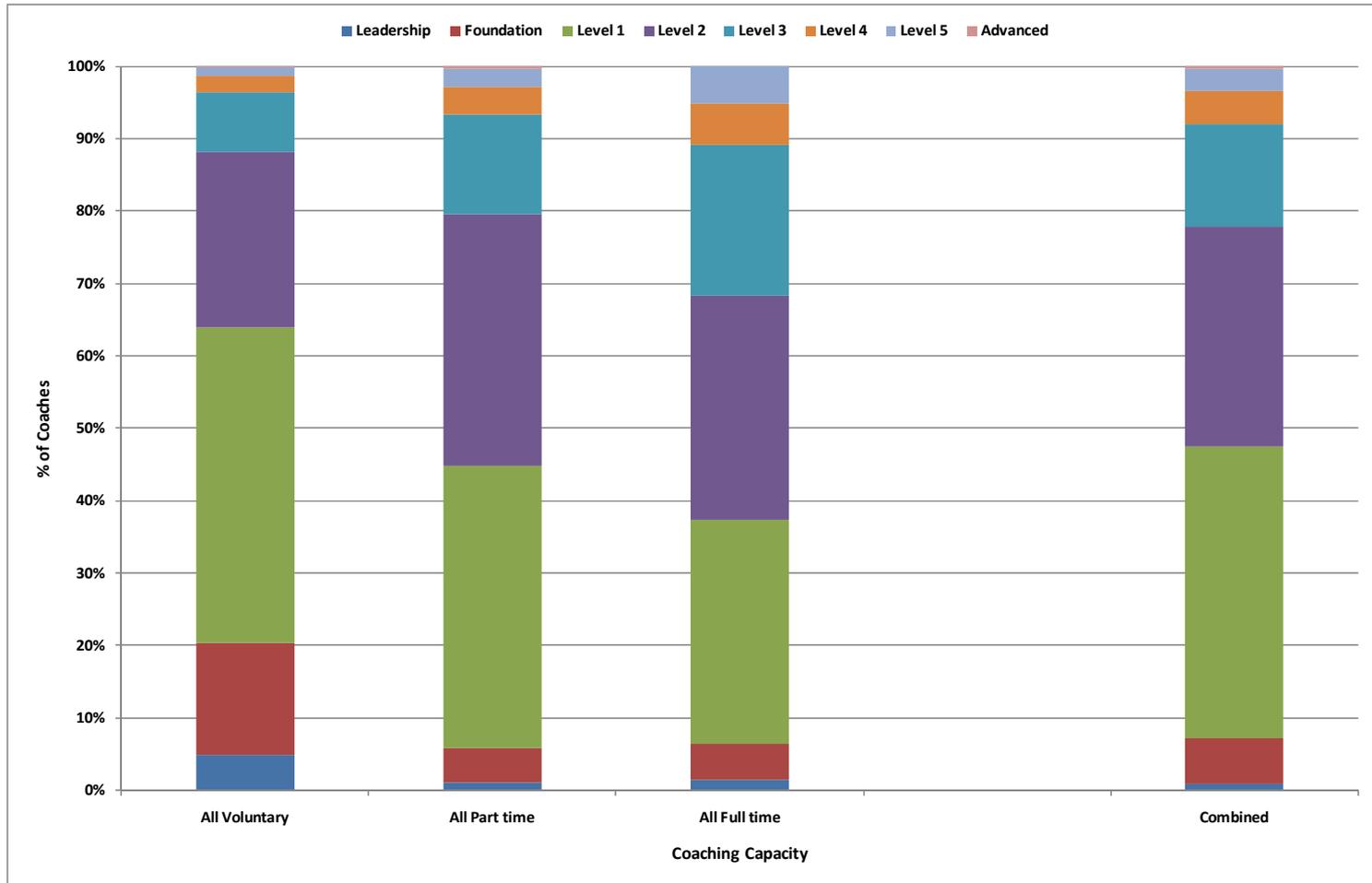
- More than 80% coach at club level
- 66% coach at beginners level
- 46% coach at recreational level
- Less than 10% coach at elite level
- More than 30% coaching for schools / colleges
- More than 20% coaching for NGBs

*If you are coaching a top men's club, your next level has to be something else, but at the moment it is just based on an offer from a different team. There is no structure in place for coach improvement before they can take on the next level of team.*

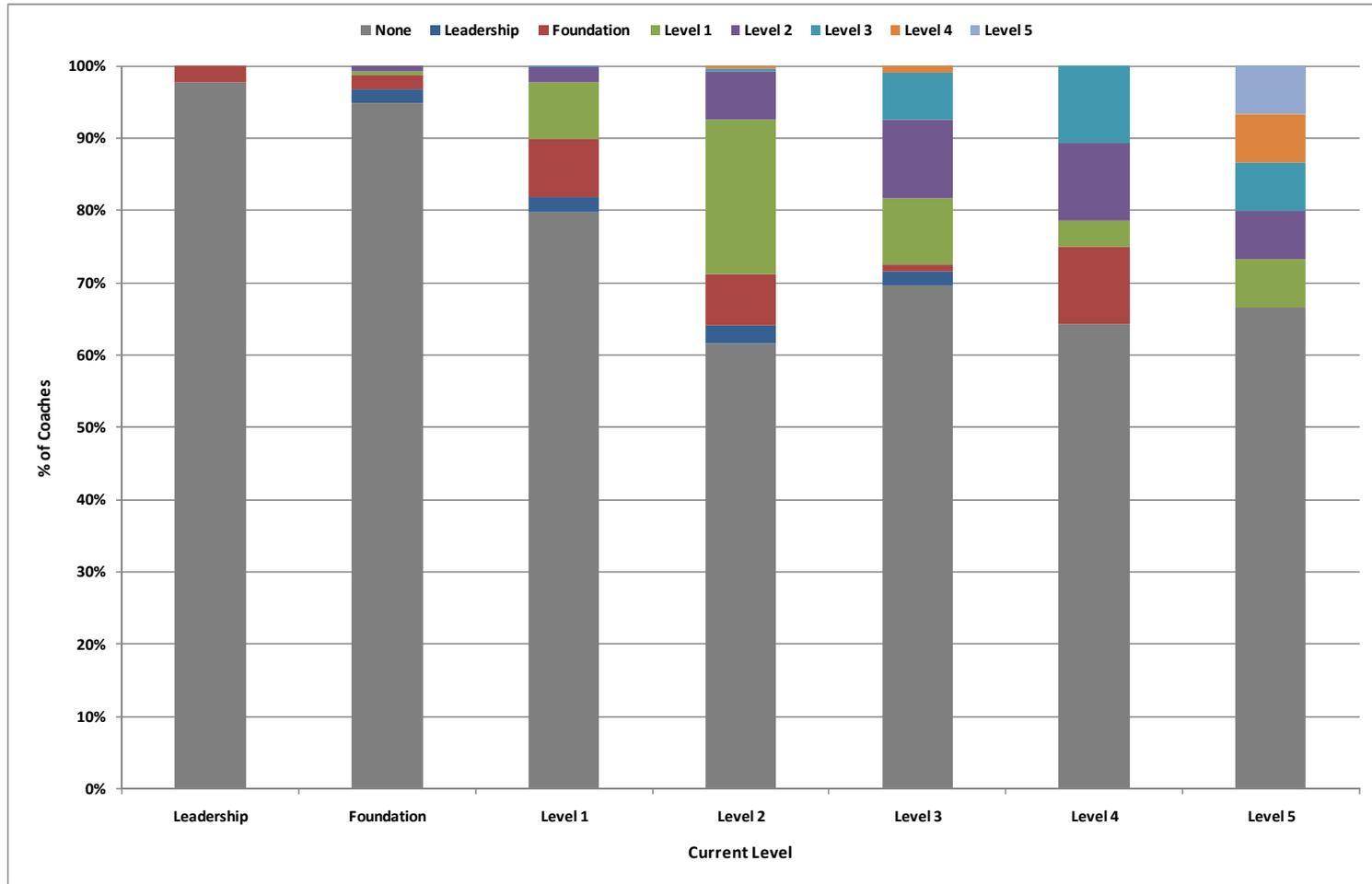
# Other Aspects of Coaching

- 90% coach at least once a week
- 56% coach at least several times a week
- 73% coach on w/day evenings
- 63% coach on weekends
- 46% coach at one location
- another 30% coach in 2 locations

# Coaching Qualifications



# Other Coaching Qualifications



# Future Progress

- 88% committed to continuing to coach
- 25% actively working towards another qualification
- 77% would like to do so
- Gap between the two figures suggests that there are constraints to progress

- *If you are paying this out of your own pocket and you are not getting anything back, this is going to put you off. I have two kids and one on the way in December so £900 isn't justifiable, for the foreseeable future - while I want to get level C and level B, it just isn't going to happen.*
- *We have a lot of level 1 coaches but getting up to the next level and trying to find out who runs courses and getting organised, I find trying to become a level 2 coach near impossible.*

- *They don't bring the courses this way, so you have to travel as well. You have to go down to [the Belfast Area], which is where they do their coaching week, it's 9am-9pm for 5 days. To do it as a residential is actually £1,100 or £1,200.*
- *A course in Belfast would usually start at 7pm to go to 10pm. People from north Antrim would have to leave home at 5:30 and go home overnight. That places a heavy burden on them, because you're practically out of action until Saturday evening*

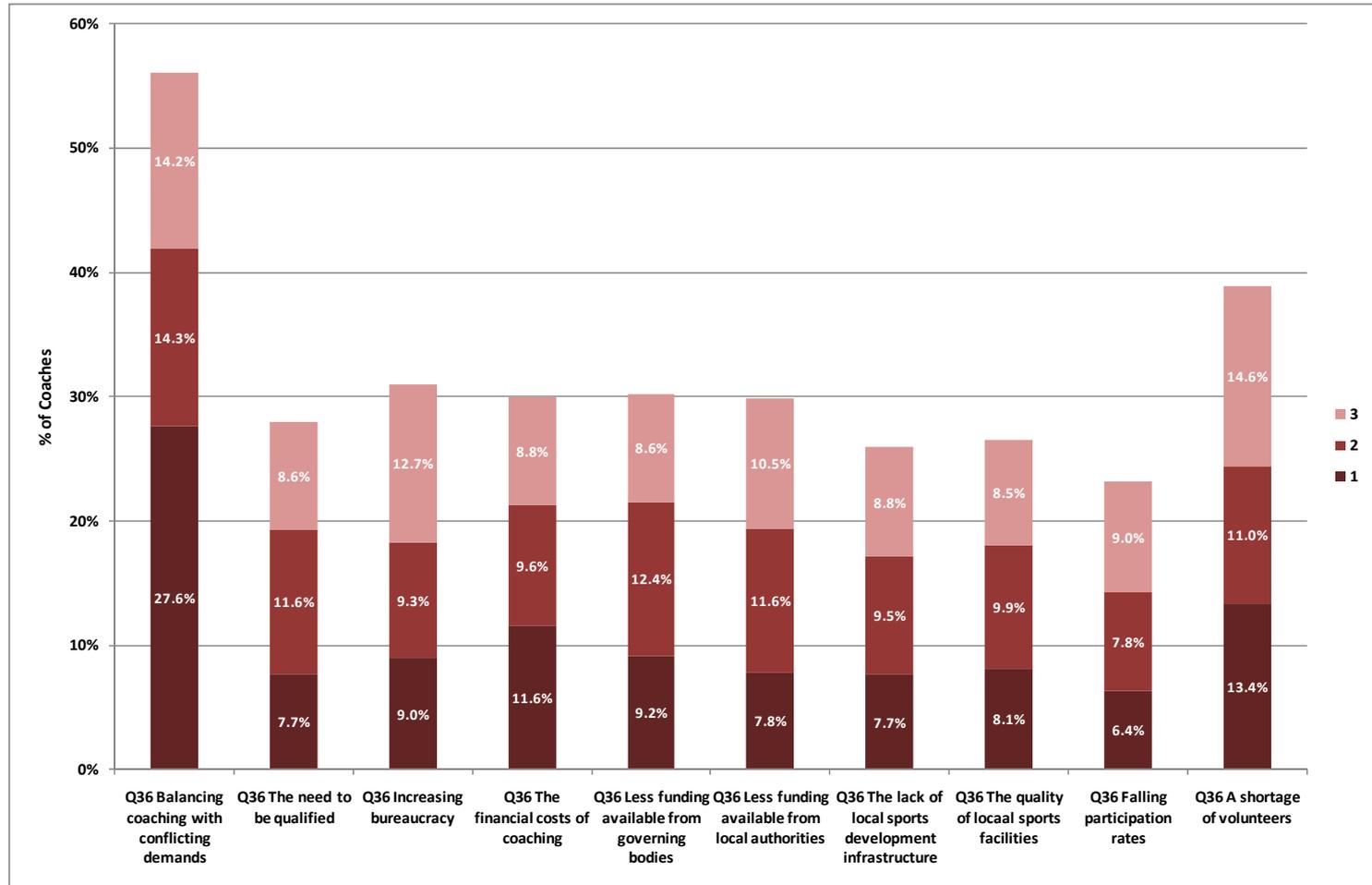
- *Northern Ireland has always been very slow to pay for it's sport. I find that quite strange. It has taken us years to get round to us paying coaches, we get the mentality that people who turn up to coach are volunteers.*
- *It is accepted in some sports such as tennis, squash, badminton, where if you want to be coached specifically then you need to pay. I think there is an issue in there somewhere and I think that people in sport need to realise that they don't get it for nothing.*

*You are clearly coaching at a good level at school level and the history is that the potential to coach at County level is there. But has anybody from County level ever invited you to join a development programme with them?*

# Mentoring and monitoring

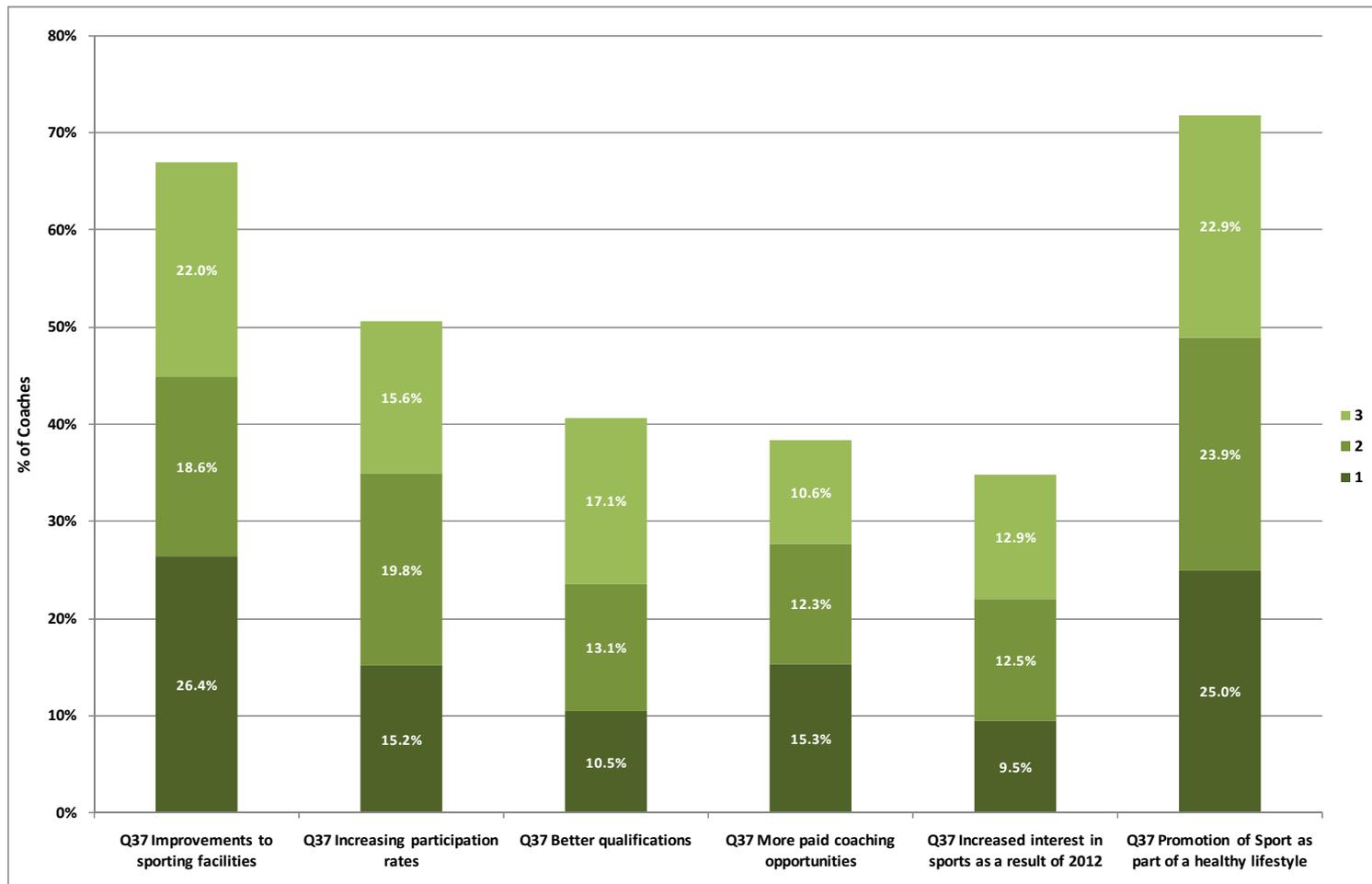
- *We give them the badge and let them go off and the rest of it, and there's no ongoing process for evaluating those skills or pointing out deficits or anything like that.*
- *We don't feel that there is enough in-situ coach assessment and then invitation to attend further courses based on performance.*

# Significant Challenges



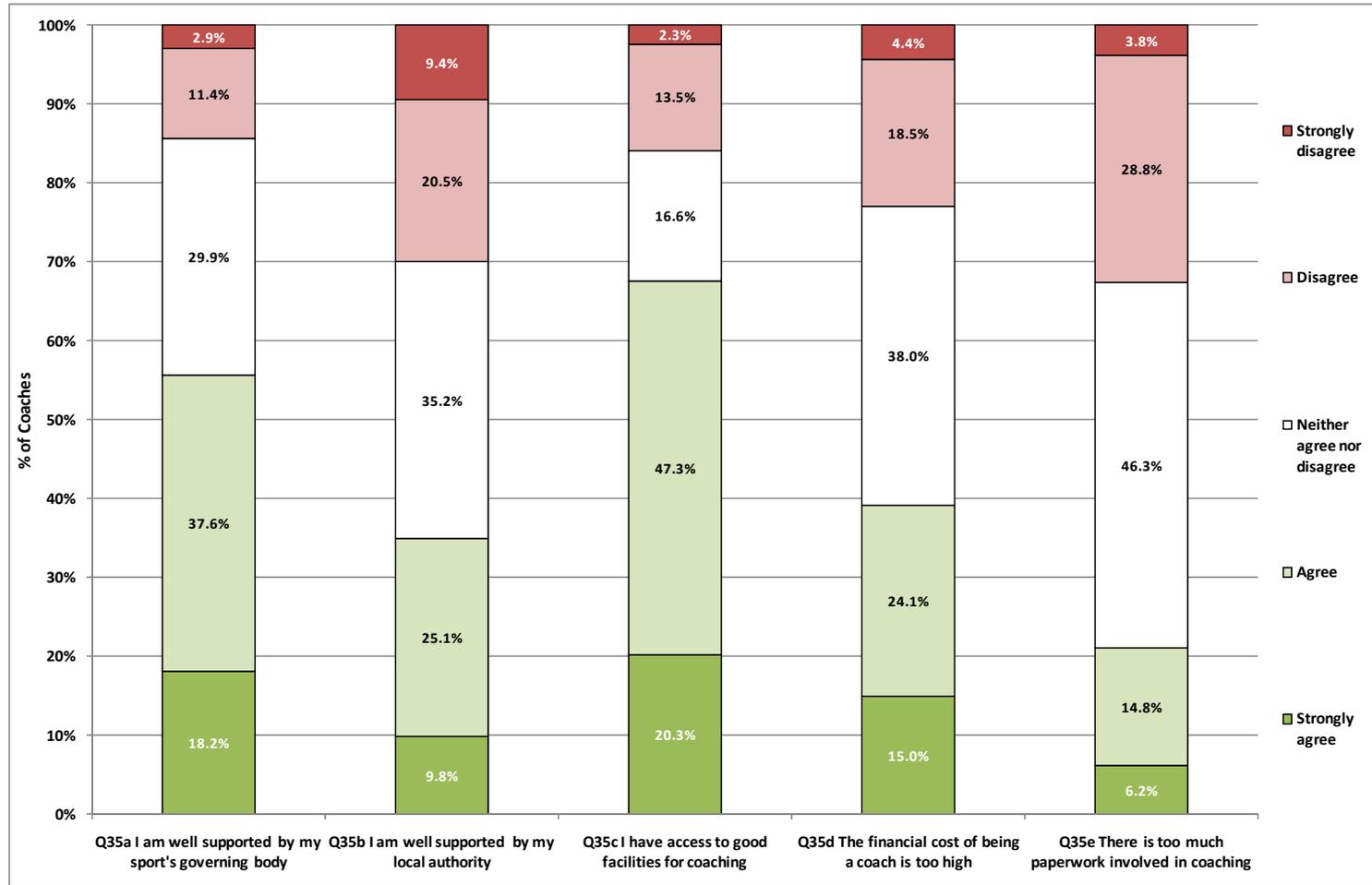
*There is a lot of background work involved and it's volunteers who are doing their 9 to 5 and then going home to sit in front of a computer for 4 to 5 hours. Not every night or every week, but certainly having to put an awful lot of time in to have the paper work in place.*

# Significant Opportunities



- *I think there was a false hope that with London 2012 there was going to be lots of money flying about but obviously it hasn't come to anything really. ... It is disappointing because you would hope that there would be a legacy left behind following that but it doesn't look this way.*
- *We wonder about this because our numbers have gone bananas, literally we jumped from 50 people which is quite a big group in a rural area to approx 250 registered paying members in the space of about 18 months. This is staggering.*

# Satisfaction



- *Facilities I think are just as important as coaching ... It's the practice in between the lessons that make you learn, and you don't get that with lack of facilities.*
- *We're expected to produce athletes with bad equipment and bad venues, and you can't do it. It just doesn't work that way.*
- *The biggest thing...the biggest thing in that, is the bloody caretaker! [Laughter] I've had badminton matches on, and the caretaker's come on and taken the nets down while the matches were still on.*

Thank you – any remaining questions?

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