



COACHING FOR ALL

BECOME PART OF THE SPORTS COACHING WORKFORCE



Contents Page

03. Sporting Communities

04. Coaching For All

06. Context

08. Why get into coaching?

11. Qualifications and experience

14. Types of coaching roles

20. Coaching pathways

22. Top tips for your sports coaching career

25. Continuing Professional Development (CPD)

28. Engagement with women and girls

33. Other protected characteristics

37. Overcoming barriers and challenges

41. Partners and where to find jobs

43. Case studies

46. References



Sporting Communities

Founded on 8th May 2012, Sporting Communities is an ethical, not for profit Community Interest Company committed to helping to develop communities and delivering cost-effective, timely and professional services.

The 'Coaching For All' project is a Sport England funded research project to help identify and address the underrepresentation of paid Coaches from ethnically diverse communities within the industry.



A close-up photograph of several people's hands clasped together in a circle, symbolizing teamwork and support. The hands are of various skin tones, including light, medium, and dark. One person is wearing a white long-sleeved shirt. Another person is wearing a white sock with blue and red stripes. The background is a blurred red surface. A blue banner with white text is overlaid on the center of the image.

COACHING FOR ALL



Coaching For All

Coaching For All was a one-year research and development programme that started in April 2020, designed to understand why there is such an underrepresentation in ethnically diverse paid Coaches, when Coaches on the whole (paid and voluntary) are ethnically representative of the UK. It also developed aspiring Coaches from ethnically diverse backgrounds to have the skills, knowledge, qualifications and experience to coach at grassroots, participation and performance levels.

The project, delivered in Stoke and Derby by Sporting Communities, also included a wider partnership of Sport England, UK Coaching, Loughborough University and Sporting Equals. Due to the Coronavirus pandemic, the programme was delivered entirely online.

Participants had a wide range of protected characteristics and 17 different nationalities. They were aged between 16-65 and included Black African, Pakistani, Indian, Mixed, White Other and Other ethnic groups.

“ I feel that given the circumstances the quality of the training has been excellent. I am looking forward to the face to face workshops once normality resumes.”

(Male Learner, Stoke)



CONTEXT

Context

Sport can be inspirational, fun, challenging and is an increasingly necessary requirement to ensuring that we encourage a healthy and physically fit population. The landscape of coaching is changing to meet demand, with emphasis being placed on the experience of being coached and ensuring that a lifelong habit of participating is established from an early age.

Coaches play a critical role and form part of the key fabric of the community. The desire to be a Sports Coach often comes from an emotional attachment either to the sport itself, family involvement in a sport, a desire to help others, a personal enjoyment of physical activity or wanting to be involved in an activity. So why is it the case that **“37% of People from BAME communities take part in sport”** but only **“5% of people receiving a coaching qualification each year are from a BAME background”**.

A considerable amount of work is needed to ensure that the sports coaching workforce, both voluntary and professional, reflects the population of the United Kingdom and this guide aims to use the evidence of this project alongside other national research and consultation to give ethnically diverse individuals the best chance of becoming a paid Sports Coach.

Note: During the course of the programme, the term ‘BAME’ referring to all non-White British ethnicities was identified as no longer being relevant. Consultation from Sporting Equals proposed the term ‘ethnically diverse’ to replace it. We will therefore be referring to the collective of ethnicities that are non-White British as ethnically diverse, with the exception of referencing.

(Sport England 2016, page 17) <https://www.activehw.co.uk/uploads/coaching-in-an-active-nation-the-coaching-plan-for-england.pdf>



A group of soccer players in dark jerseys are celebrating on a grassy field at night. They are huddled together, some with their mouths open as if shouting or cheering. The scene is illuminated by bright stadium lights, creating a high-contrast, energetic atmosphere. In the background, other players in red and white checkered jerseys are visible, along with a blue tent structure.

WHY GET INTO COACHING?

Why get into Coaching?

Below is a list of the typical reasons why ethnically diverse individuals get into coaching:

- Desire to stay involved in sport or physical activity
- To give back to my local community ('giving back' is important in most cultures)
- Progression from volunteering
- Began coaching other participants whilst still playing
- To act as role models from ethnically diverse communities so individuals have someone who understands their cultural needs
- To be a role model and mentor for young people keeping them engaged and a proactive diversionary enabler with a focus on sport rather than antisocial behaviour or crime.

When thinking about coaching, try to pin down why it is that you want to get into coaching as that may shape the type of coaching that you pursue and enjoy.



Qualities of a Coach

Below are the top 10 qualities of a Coach listed from the Coaching For All participants and UK Coaching. This shows the variation in the different qualities that individuals believe are required to become a successful Coach.

Coaching For All top 10 Qualities of a Coach – Group 1	Coaching For All top 10 Qualities of a Coach – Group 2	UK Coaching top 10 Qualities of a Coach	What would your top 10 Qualities of a Coach be?
Organised	Motivational	Communication	
Approachable	Self-Analysis	Questioning	
Adaptable	Communication	Self-reflection	
Motivational	Innovative	Knowledge	
Respectful	Decisive	Organising	
Knowing professional boundaries	Good mediator	Enthusiasm	
Supportive	Leader	Sense of humour	
Emotional	Challenging	Creativity	
Growth Mindset	People skills	Active listening	
Reflection	Supportive	Emotional Intelligence	



**WHAT QUALIFICATIONS
AND EXPERIENCE DO YOU NEED
TO BECOME A COACH?**

What qualifications and experience do you need to become a Coach?

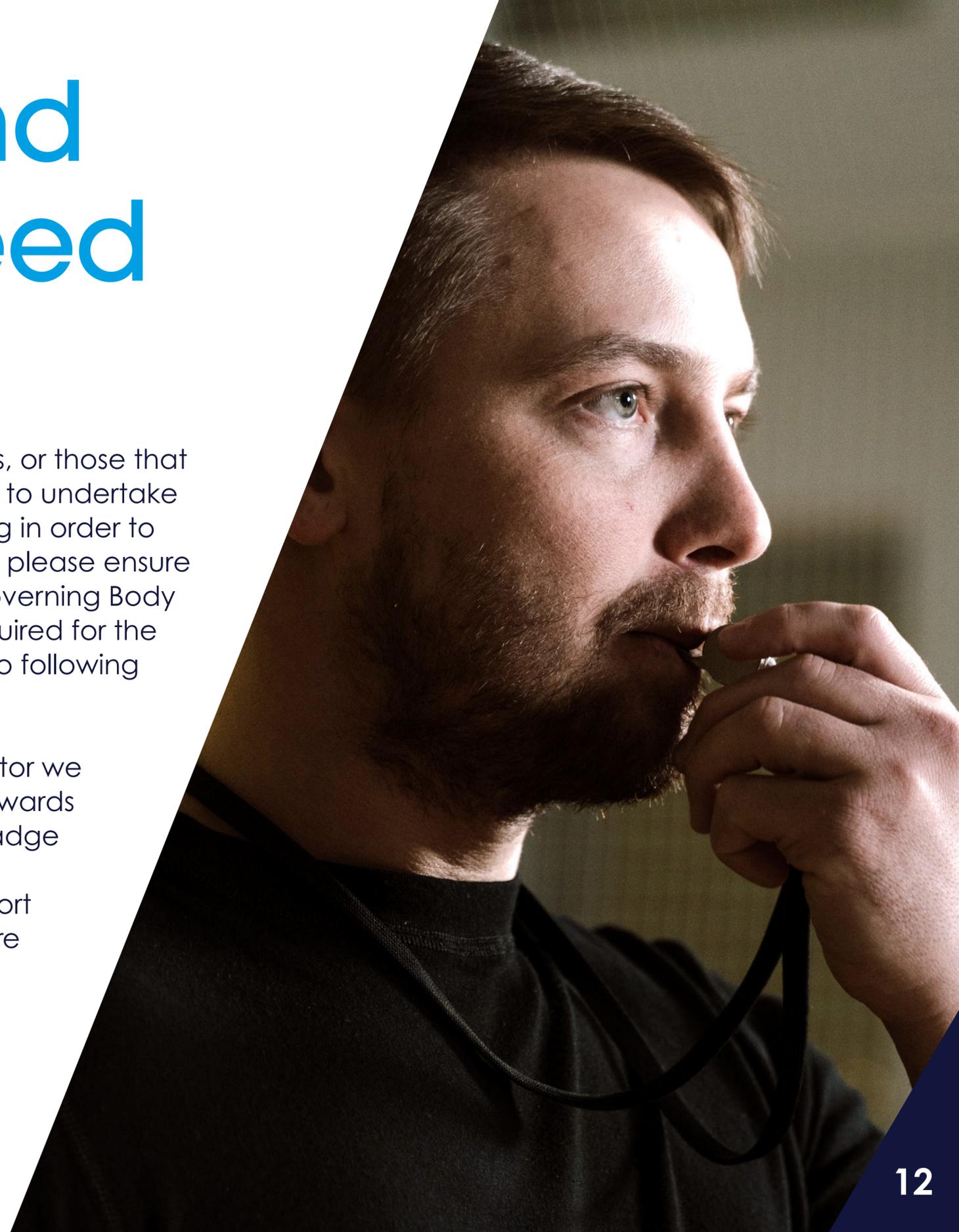
There are many entry routes into coaching and finding the right pathway for you is important. Being able to reflect on your current experience, qualifications and interests will help when determining what type of coaching you go on to undertake.

On your coaching journey the pathway you intended may change when gaining experience in other areas and you find other avenues you may not have been aware of; other opportunities from networking through working with different organisations and sports clubs, or you may find your skill set suited to other areas.

e.g. A Performance Coach may help out at a community engagement session and find that they prefer the inclusive play elements more. They may change their coaching pathway to become a Community Coach and find that they require additional training to do so.

Some sports, such as combat sports, or those that are more high risk, may require you to undertake Coach education prior to coaching in order to safely conduct a training session so please ensure that you speak to your National Governing Body (NGB) to find out about what is required for the sport that you wish to coach prior to following that pathway.

As part of good practice in the sector we would also recommend working towards the UK Coaching 'Duty To Care' badge and registering with the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA). There are also charities such as the Activity Alliance, who provide inclusive activity training for engagement with disabled people.



Below is a list of the typical qualifications that are required to get into coaching at different levels.

Lead Coach Requirements (able to coach unassisted)

Essential Qualifications	Desirable
Level 2 NGB / Level 3 Sports Leaders	Duty to Care Badge (UK Coaching)
First Aid	Past experience
Safeguarding	NGB Level 3
DBS	Evidence of CPD
Insurance (Check with Employer)	Ability to travel
	Flexible working hours (Evenings / Weekends)

Assistant Coach Requirements (coaching whilst supervised)

Essential Qualifications	Desirable
Level 1 NGB / Level 2 Sports Leaders	Duty to Care Badge (UK Coaching)
First Aid	Past experience
Safeguarding	Evidence of CPD
DBS	Ability to travel
Insurance (Check with Employer)	Flexible working hours (Evenings / Weekends)

Experience can vary for Coaches and we all have to start somewhere. Try out a variety of different sports clubs, community groups and initiatives to gain a breadth of valuable experience and find out what coaching you enjoy the most.

A man in a green jacket is holding a red ball with the number 10 on it. A woman in a grey shirt is holding an orange ball. They are in a gym setting with red and blue equipment in the background.

TYPES OF COACHING ROLES

Types of Coaching Roles

Over the last decade, paid roles within sports coaching and career opportunities have increased throughout the United Kingdom. On the following pages are a few of the different coaching roles that are available and what you can expect from them.

Coach Apprentice

In 2017 apprenticeships were restructured and new funding mechanisms were introduced to enable apprenticeships to be accessed by other population groups not just young people. Apprentice Coaches are usually employed on a full-time basis and the government have clear guidelines on the payment structure for these roles, taking into consideration that the individual is learning whilst on the job. Speak to your local authority to find out where you can find coaching apprenticeships near you or simply search online for 'sports coaching apprenticeships' plus the area you wish to work.



Community Coach

Typically, these Coaches work in community facilities, youth settings and or a faith centre. Community Coaches can be volunteers, part-time or full-time paid. These Coaches often have a range of different backgrounds and experiences and there can be an emphasis on making a social difference to learners such as increasing confidence, tackling inactivity, or reducing anti-social behaviour.

Enquiring with the community or faith centre manager can be a good way to find out who and what sessions are currently running. Speak to your local VCSE support organisation to find out charitable coaching groups operating near you. Local authorities may also have their own community coaching team.

School / Education Coach

There are many types of different education settings: public schools, private schools, special educational needs, academies, colleges and universities. A number of factors will determine what level and type of Sports Coach they require, some of these include the culture, environment, financial status and long-term strategy of the educational establishment.

Primary schools often bring in Sports Coaches to conduct their PE lessons, breakfast, lunch time and after school clubs. This is usually through a provider who specialises in primary school delivery and holiday clubs.

High schools may also bring in a sport specific Coach to conduct their PE lesson, but Coaches are most likely to deliver after school clubs in secondary school.

Colleges and Universities are more likely to bring in sport specific Coaches to aid their performance centre / pathway where they have students ranging from grass roots to elite performers and need a Performance Coach to supply the needs and high standards of the participants for BUCS competitions.

Contact your local school, college or university to find out what their coaching set up is like, whether they are looking for additional Coaches, or which provider you can contact to see whether they have any available coaching roles available.



Performance Coach

Performance Coaches are largely paid roles employed by local or professional clubs, NGB's and high performance centres. Elite coaching opportunities have increased over the last 20 years with a greater emphasis on performance sports being a priority at some universities and colleges e.g. Derby University compete in the BUCS championships in 16 sports.

Paid coaching opportunities can vary by sport and can often grow with the development of the club. Contact your local Active Partnership to help find a club suitable to your experience and coaching desires.

Health and Fitness Coach

Often at a Leisure Centre or Health Club, Health and Fitness Coaches can range from apprenticeships to gym based coaching such as Personal Training and fitness classes to specific roles around rehabilitation and wellness.

Leisure centres or health clubs would usually employ you directly and will advertise these opportunities and jobs on their website, however if no jobs are available at the moment in time it is always good to email a covering letter and your CV to the manager for future consideration.





Types of Coaching Roles

Coaches can be employees of an organisation, or may be self-employed. Recognising whether you want to be your own boss, work for an organisation, or a mixture of both will help you to follow your coaching pathway.

Paid vs Volunteer

As a qualified Coach it is important to know your worth as a professional. Many employers and sports clubs may expect you to volunteer for a period of time, however if you wish to go into paid coaching it is important to have a pathway into that outlined. Below are some of the reasons why you can justify being paid over being a volunteer.

Paid

- Commitment to attend
- Contractual agreement
- Consistent high standards
- Commitment to CPD
- Structured long term development to organisation or club

Voluntary

- When available
- Verbal agreement only
- Standards vary
- No requirement to CPD
- Structural development may be in place however some may be on a session by session basis

Types of Coaching Roles

Manage your expectations

If you're wanting to pursue a particular line of professional coaching, make sure you do your research around it and understand the commitments required to reaching your realistic goals. Try to grow your network and speak to people already in those positions.

Coaching environments

Ethnically diverse Coaches are more likely to coach in the following environments:

Environment	BAME %	WHITE %
Sports Clubs	28	24
Private leisure centre, gym or health club	18	11
Community group, youth group or similar	17	15
In an outdoor urban space	17	15
College or university	15	11

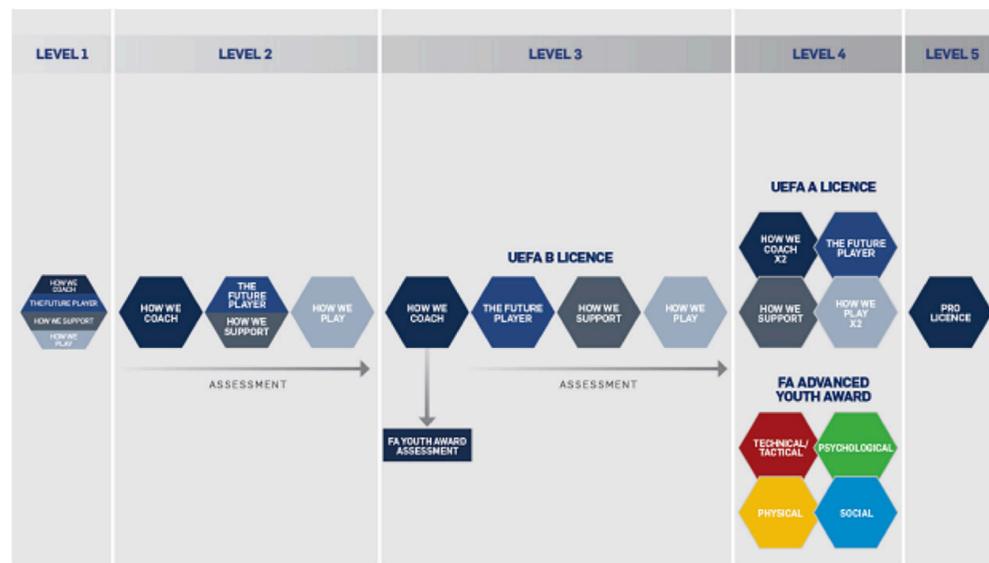




COACHING PATHWAYS

Coaching Pathways

NGB coaching pathways design



Each NGB has their own sport specific coaching pathway that takes Coaches and athletes from participation to performance. Qualifications start from grassroots level and provide a coaching pathway through to elite. Coaching pathways provide a progressive learning structure that gives coaches the knowledge and skills to develop their athlete's ability.

Some NGB structures run through levels 1-4, whereas others may focus on different specialist areas of the sport.

In cricket there are courses to begin a coaching pathway as a Support Coach or Foundation Coach followed by options to pursue a career in coaching young people and adults (aged 13+) or children (aged under 13), plus additional courses including Advance Coach and Specialist Coach.

The FA's coaching pathway runs from Levels 1-5, however also has additional training

qualifications for other aspects of the sport such as Goalkeeper Coaching, Coaching Futsal and Disability Coaching.

It is important to understand your sport's coaching pathway in addition to the coaching route that you want to undertake so that you can develop along the appropriate coaching pathway.

In the UK, most sports have a single NGB, however there are some types of coaching, such as fitness coaching, that have multiple NGBs or Coach development routes that are available. Having more than one sporting governing body in the country can cause a conflict of interest when it comes to the technical aspects of coaching.

Each country also has their own ways of coaching and developing skills, which can be seen from the different styles you see in the same sport at International competitions.



**TOP TIPS FOR YOUR
SPORTS COACHING CAREER**

**WAKE UP
&
WORKOUT**

Top tips for your sports coaching career

Starting your career

These helpful tips will help you to identify how to start your coaching career:

- Before attending a coaching qualification we recommend you get some experience coaching – have a go, find a supportive organisation where you feel comfortable and valued. There is often no hurry in getting a qualification so long as you work alongside a qualified and experienced Coach and are not left alone to coach participants independently.
- If you are struggling to afford a coaching qualification, speak to your local Active Partnership as they may be able to help.
- Talk to people – find out what coaching opportunities are available to you through your local Active Partnership or VCSE support organisation.
- Before starting your coaching, visit the club / organisation that you plan to join on a training / delivery session to see what it's like and whether you still want to coach there.
- Speak to others about the club / organisation, such as participants or other Coaches to see if their feedback is positive.
- Start to build a supportive network around you – this could be your community organisation, faith centre or sports club coaching team.



Progressing your sports coaching career

When working out how to best develop your sports coaching career, bear the following in mind:

Show initiative

- Show interest in and willing to be part of the coaching meetings, even if not automatically invited.
- Get involved with the planning of the sessions, as it is an essential part of coaching.

Learn and experience

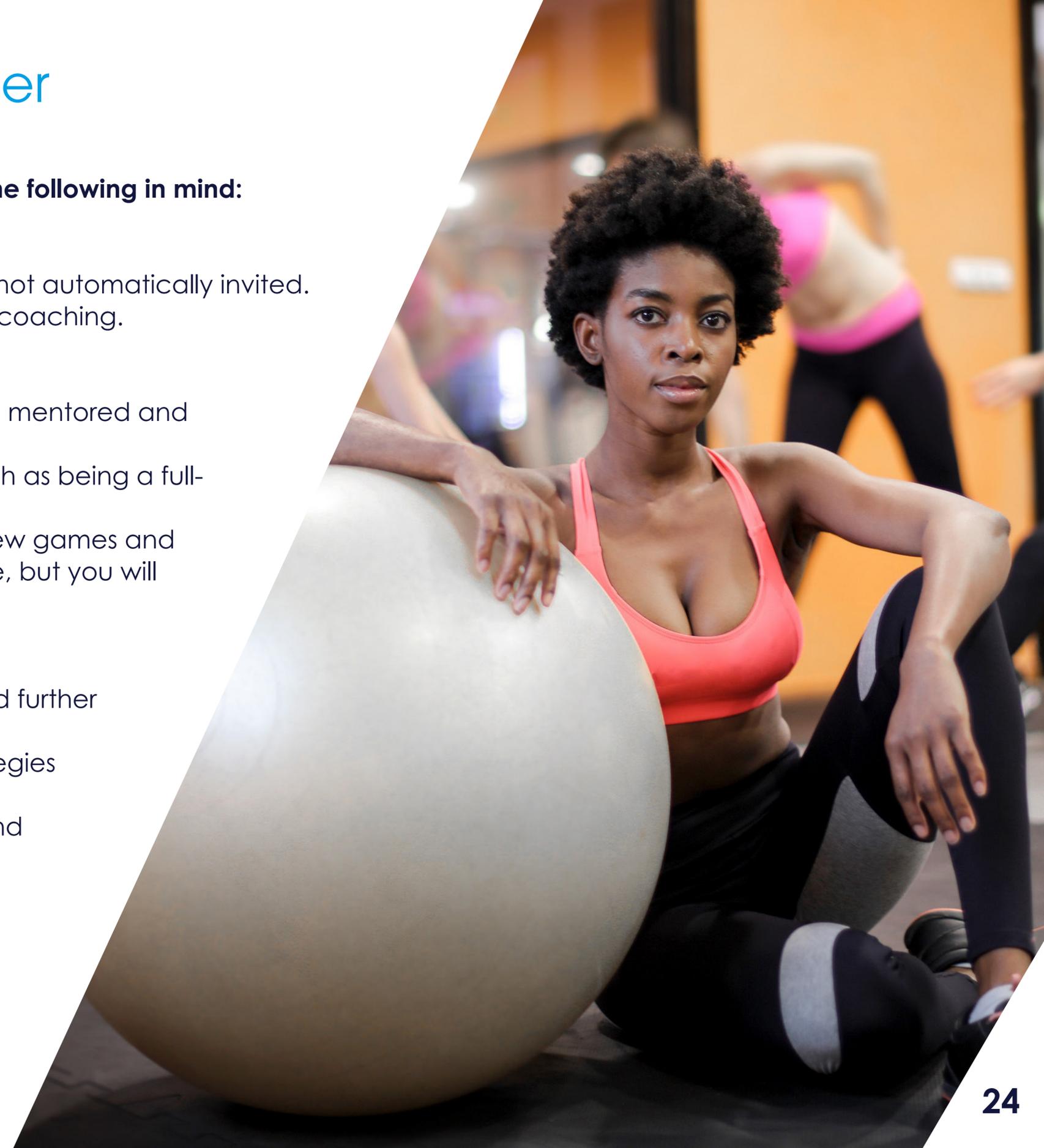
- Does the place that you coach have a buddy system where you can be mentored and shadow more experienced and qualified Coaches?
- Many Coaches opt to volunteer alongside their paid coaching work, such as being a full-time Coach in a school and a volunteer Coach at their local club.
- Observe other Coaches from both your sport and other sports to learn new games and coaching skills. You won't just learn habits and ideas that you want to use, but you will also observe habits to avoid.

Network

- Link into your sport's NGB and your local Active Partnership as you will find further learning and support opportunities here to explore.
- Attend coaching conferences and keep up to date with coaching strategies within your sport.
- Speak to other Coaches and build positive relationships with Coaches and sport management.

Develop

- Be proactive! Go out and find CPD opportunities.
- Keep an open mind and be willing to learn and adapt. You won't get everything right first time and may experience setbacks, but continuing to show determination and willing goes a long way.





CONTINUING PROFESSIONAL DEVELOPMENT

CPD

CPD is generally utilised by professionals to help them gain specific skill sets or applied knowledge in their chosen field that most of the time falls outside of academic qualifications. This skill development is specific to each industry and sector, but CPD is now a very important part of all industries because it allows you to enhance specific skills and ensures that you are working to the most up to date theories and practices.

In the sport and leisure sector CPD is very important as it is a young industry when compared to other professions and is still growing and developing. CPD is an ideal way to stay informed with any new developments within the industry and to present opportunities to broaden your network.

You may choose to do one or multiple of the following as part of your CPD:

- Work towards the next qualification - through the coaching pathway levels within your chosen sport, or additional NGB qualifications around specific elements of the sport. It may also be transferable fitness training such as strength and conditioning qualifications.

- Improve your coaching knowledge - Many NGBs and coaching organisations also have courses to develop your wider coaching knowledge, understanding and ability to work with different groups. UK Coaching deliver workshops that give Coaches the knowledge to work with a variety of populations and broaden their coaching horizons.
- Undertake an academic qualification - Many Universities now run courses such as Sport Development and Coaching amongst others.
- Work experience or shadowing a more experienced Coach.
- Keeping a coaching diary / reflective journal with your session plans in.

These are just a few things that you can do to continue your professional development as a Sports Coach.



National organisations providing support and CPD

There are a number of organisations that can help you with your CPD. Below are just a few:



Active Partnerships

There are 43 Active Partnerships across England. They offer minimum coaching standard workshops e.g. First aid, Safeguarding, employment opportunities, coaching on specific projects, networking events.



CIMSPA

The Chartered Institute for the Management of Sport and Physical Activity. Become a member to access further training.



National Governing Bodies of Sport

Your NGB will have all relevant sport specific updates and training opportunities available.



Sporting Communities

Offer Sports Leadership, First Aid, Mental Health First Aid and Safeguarding training.



Sport England

An overarching organisation offering funding, research and data, insight and expertise.



Sporting Equals

Provide research, advice and coaching opportunities.



UK Coaching

Offer a range of minimum standards training and wider coaching knowledge workshops.



Women in Sport

Offers advice and research on women's involvement in sport.

For help and advice with funding opportunities, contact your local Active Partnership.



ENGAGEMENT WITH WOMEN AND GIRLS

Engagement with Women and Girls

Within the Coaching For All project, the experiences of ethnically diverse women and girls was a recurring topic that was discussed in more depth.

Women and girls from some communities continue to be the least physically active. The latest Sport England Active Lives Adult Survey May 2019/20 indicates that only 48% of Asian women aged 16+ (excluding Chinese), 51% of Black women and 54% of women from Other ethnic backgrounds achieved 150 minutes of physical activity a week. Furthermore, 37%, 32% and 35% of women from these backgrounds respectively were inactive and did less than 30 mins of physical activity a week.

Sporting Equals research among South Asian Women in 2018 found that the main barriers to participation were time constraints due to family life / caring responsibilities, health issues, not wanting to go alone, cost of gym membership / sports facilities, lack of female only facilities / sessions, lack of local facilities and being unsure about what to wear that is culturally appropriate.





Similar barriers were highlighted in 'Exploring Inactivity among Black Muslim Communities (December 2019)', which found that the cultural expectations of women meant that they had little time for sport or physical activity outside the home. Lack of single gender provision was another major barrier as was the lack of female Coaches and facilitators. Other issues were affordability, lack of local facilities, lack of awareness of suitable opportunities, going alone, lack of role models and concerns about the 'unwelcome' culture at sport facilities.

Thinking about these barriers when engaging with women and girls is crucial to maintaining their involvement in sport and physical activity. Having visual female coaches as role models within different sports and community settings can also help to educate families and support sports providers to become more culturally sensitive to the needs of ethnically diverse women and girls.

Factors for improving engagement:

Community outreach

Building trust takes time so sport providers must want to reach out and be prepared to listen and understand the culture. Importantly, sports providers / Coaches should seek to appoint someone to lead the community engagement that women can identify with.

Engaging community members to deliver local provision

This includes utilising the support of local people with language skills, cultural knowledge and engaging local faith centres and community facilities to deliver physical activity sessions. Other research identified using bilingual community link workers to enhance intervention acceptability and delivery, particularly in areas of socio-economic disadvantage. Research has also found that some women would appreciate having someone to lead activities and be a motivator or having a female Coach from their own community to organise activities.

Note: (Research Report into South Asian Women and Inactivity, October 2018)
Jepson R, Harris FM, Bowes A, Robertson R, Avan G, et al. (2012) Physical Activity in South Asians: An In-Depth Qualitative Study to Explore Motivations and Facilitators. PLoS ONE 7(10): e45333. doi:10.1371/journal.pone.0045333





Social interaction

A research study carried out in 2012 suggested that social interaction and enjoyment were the key motivators for participants. There was a preference for taking part in physical activity with one or more friends rather than going alone to a group session or exercising alone. Coaches need to encourage females and deliver in spaces such as community settings to get more female engagement.

Faith centres, local community centres and leisure centres often provide specific physical activity and sport sessions for women and girls, providing a safe place for them to exercise with female leaders and Coaches. If you would prefer to Coach in such an environment explore what is available locally to you, speak to someone at your local authority or Active Partnership.

Note: (Research Report into South Asian Women and Inactivity, October 2018)
Jepson R, Harris FM, Bowes A, Robertson R, Avan G, et al. (2012) Physical Activity in South Asians: An In-Depth Qualitative Study to Explore Motivations and Facilitators. PLoS ONE 7(10): e45333. doi:10.1371/journal.pone.0045333



OTHER PROTECTED CHARACTERISTICS

Other protected characteristics

List of protected characteristics:

- Age
- Gender reassignment
- Being marriage and in civil partnership
- Being pregnant or on maternity leave
- Disability
- Race including colour, nationality, ethnic or national origin
- Religion or belief
- Sex
- Sexual orientation

Some groups within these protected characteristics are less likely to be involved in the paid coaching industry such as those who are pregnant, LGBTQ+ or have a disability, alongside groups from ethnic diverse backgrounds.

It is important that we address all inequalities in sport, there is no doubt that barriers within these categories causes an underrepresentation in participation, which has an effect on the number of Coaches.

Protected characteristics can affect our experience in coaching, whether it's not feeling included or accepted in the sports industry. It is important to remember that sport and coaching is for everyone and should be accessible to all.



LGBTQ +

There are very few outwardly speaking high-profile lesbian, gay, bisexual, transgender, queer / questioning (LGBTQ+) people in sport today and that is, in part, down to the attitudes of the people running, coaching and participating in sport. Many may not get involved in coaching due to perceptions or fear of discrimination, homophobic / transphobic bullying. Alongside this there is lack of visible LGBTQ+ Coaches and role models in sport.

During the 2020 summer it was discovered that of 100 LGBT surveyed football Coaches 78% had experienced negativity towards LGBT people during their career, and that just under half of the lesbian, gay and bisexual respondents hadn't disclosed their sexuality in their coaching role.

Note: <https://www.footballvhomophobia.com/launch-of-englands-lesbian-gay-bisexual-and-transgender-lgbt-football-coaches-network/>

Disability

Did you know that disabled people are half as likely to play sport as non-disabled people? Research shows that only 17.2% of disabled people play sport once a week.

In addition, 70% of people who support disabled people think that they would be more active if it wasn't for the practical and emotional barriers that currently exist.

41% of disabled people are inactive compared to 20% of non-disabled people.

Sport England Active Lives statistics tell us that there is still much work to be done to support disabled people in sport. The number of disabled people taking part in sport or physical activity is significantly lower across all age groups and the proportion of disabled people receiving tuition or coaching is lower than the overall population. Those that are disabled and want to coach will need additional support and guidance which can be accessed through Activity Alliance.

In order to address some of these barriers, UK coaching suggests:

- Involve disabled people in all of your sessions.
- Recognise a disabled athlete as an individual, not an impairment.
- Have a shared vision with your participants in terms of coaching goals and expectations. Communicate and work together to achieve them.
- Talk to your disabled participants about their impairment to plan effective coaching sessions and adapt practices.
- Know the sport you coach. Have a passion to develop yourself as a coach.

Activity Alliance believes Coaches can play an essential role in ensuring more disabled people's experiences of sport and activity are meaningful. Inclusive and accessible coaching supports people to enjoy their time to be and stay active for life.

Note: <https://disabilitysportscoach.co.uk/support-us/>
Sport England, Active Lives Data
<http://www.activityalliance.org.uk/>
<https://www.ukcoaching.org/resources/topics/tips/coaching-disabled-people-what-coaches-need-to-know>
<http://www.activityalliance.org.uk/news/5049-activity-alliance-celebrates-coaching-week-2019>



A high-angle, close-up photograph of a person's legs and hands as they perform a deadlift. The person is wearing dark shorts with an orange stripe. They are gripping a barbell with a large black weight plate. The floor is made of dark, textured rubber mats. A blue banner with white text is overlaid on the center of the image.

OVERCOMING BARRIERS AND CHALLENGES

Overcoming barriers and challenges

Sporting Equals have identified different challenges that ethnically diverse Coaches may experience. Below is a list of these barriers and potential solutions to overcome them.

Barrier	Solution
Balancing work / home life	Talking with family members about your coaching ambitions and work out what is a suitable amount of time that you can commit to coaching.
	Find ways to include your family into your coaching so that they feel more part of the journey with you.
	Write a list of priorities and apply your time accordingly.
Voluntary nature of coaching / lack of pay	Regularly check for paid opportunities online.
	Network and advertise your services. Research local clubs, schools, councils, organisations and send your CV to them.
	Create your own opportunities, such as starting your own coaching business.
	Reflect on what you require to justify getting paid, such as an extra level of qualification or more experience.

Barrier

Solution

The cost of training / qualifications

Bursaries and grants are sometimes available to aid Coaches, however you will need to ensure you are proactively seeking these opportunities.

Sign up to newsletters from your Active Partnership, your NGB, Sport England and UK Coaching so that you are regularly getting information and opportunities sent to you.

Look out for free training and workshop opportunities.

Identify suitable, wider coaching qualifications. These are often cheaper, but are still nationally recognised. They may also give you a wider knowledge base to explore other avenues for paid coaching.

Lack of investment in facilities and equipment

Be innovative and creative to use what you have available.

Create partnerships with sports and leisure centres and educational establishments to use their facilities.

Start small and slowly save and build up your equipment.

Contact professional clubs to ask for any donations of old equipment they make not be using or bin.

Contact local businesses to see whether they will sponsor any equipment for you.

Barrier

Solution

The length of time it takes to undertake qualifications / training / CPD

As part of your coaching journey, it's important to understand prior to undertaking any learning or qualifications what is involved to achieve your goal.

Set yourself SMART goals.

Try out different types of CPD to identify which you prefer.

In some cultures, sport is seen as a male activity so coaching is not encouraged for women and girls

Speak to family members and educate them around the need for women and girls to lead active and healthier lifestyles.

Identify ethnically diverse community sports organisations and champions within your local area and connect with them for advice and support.

Note: The re-education of a culture takes time so creating positive role models for women and girls to aspire to is important so that there is a cultural shift and learning that women and girls have an equal place within sport.

A photograph of two wheelchair athletes competing in a race on a paved track. The athlete on the left is wearing a white helmet and a black long-sleeved jersey with 'KIPSTA' written on it. The athlete on the right is wearing a black helmet, safety glasses, and a white long-sleeved jersey. They are both leaning forward in a racing posture. The background shows a blurred track with orange traffic cones and a blue sign with the number '7'.

PARTNERS AND WHERE TO FIND JOBS

Partners and where to find jobs

It is important to know where to start looking when searching for an apprenticeship or job in coaching. Below are some places to look if you're searching for a career in coaching.

Sports Coaching Apprenticeships



E4S



Gov.uk



National Careers Service



The Core Coach Apprenticeship Scheme

Sports Coaching Jobs



British Universities and Colleges Sport



Careers in Sport



Indeed



Sport and Recreation Alliance



UK Coaching



UK Sport



Your local Active Partnership



Your local Sports Club

A young woman with blonde hair in a bun, wearing a light pink sports bra and black leggings, sits cross-legged on a green background. She is smiling and looking towards the camera. A blue banner with the text 'CASE STUDIES' is overlaid on the image.

CASE STUDIES

Afsana Afsar

UKCC Level 2 Netball Coach dedicated to providing netball for the South Asian community in Derby City

Afsana approached England Netball after identifying that there were no local netball opportunities within closed settings. She has been supported by England Netball to create and run Back to Netball sessions in Derby City for ethnically diverse women. She began by setting sessions up for adults and through her community links realised that there was a demand to cater for the 14+ girls who were home-schooled and therefore did not have access to regular coaching sessions.

Through the provision of these Back to Netball sessions, Afsana has engaged more than 80 girls and women in the space of a year. As a result there are now 2 Back to Netball sessions and a Netball Now session provided each week. Afsana has also gone on to undertake her UKCC Level 2 Netball Coaching qualification.

“As a Coach, you welcome your participants, whoever they are make sure they feel welcome. The second thing is developing them. The third thing is you believe in them. All you need in life is someone to believe in you. My first Coach believed in me and thank god for that, because I could have gone down many different routes if not”.

Q Shillingford MBE

Annie Zaidi

Female Asian Muslim Coach

Annie Zaidi is the first ever South Asian woman to obtain an FA Level 2 in Coaching Football and took part in the FA's Elite Coach Menteeship programme, which was part of the Coach Inclusion and Diversity programme.

Annie broke down barriers within her own community, who sadly objected to her coaching, and within a sport that is male dominated. Starting off her coaching journey whilst studying at University she learned how sport can help to break down social barriers and create community cohesion.

Annie has since gone on to manage a Sunday league team and coach at Leicester City FC's Centre of Excellence. She has been mentored and has been supported by QPR's Director Les Ferdinand and Manager Chris Ramsey as she undertook UEFA B Licence. She seeks growth opportunities and has been appointed as Chair for the Black and Asian Coaches Association (BACA), alongside being appointed as a National Ambassador for Sporting Equals.

Annie also recognises the importance of the role that her mentor Wallace Hermitt, Co-founder of BACA, has had in drawing out her potential when she felt that no one else did.

A Coach can positively influence the way people think, feel and behave and support them to build their resilience, self-esteem and confidence, which are essential to maintaining and improving psychological and emotional well-being

UK Coaching

References

Sport England (2016) Coaching in an Active Nation 2017-21

<https://www.activehw.co.uk/uploads/coaching-in-an-active-nation-the-coaching-plan-for-england.pdf>

UK Coaching (2018) A Spotlight on... Coaching in the UK, 2017: A Spotlight on Ethnicity

https://www.ukcoaching.org/UKCoaching/media/coaching-images/Entity%20base/Guides/Coaching-in-the-UK_Spotlight-on-BAME_FINAL.pdf

UK Coaching (2020) Coaching in the UK, 2019 Coach Survey

[https://www.ukcoaching.org/getattachment/Resources/Topics/Research/Coaching-in-The-UK/Coaching-in-the-UK-\(summary\)_Coaches.pdf?lang=en-GB](https://www.ukcoaching.org/getattachment/Resources/Topics/Research/Coaching-in-The-UK/Coaching-in-the-UK-(summary)_Coaches.pdf?lang=en-GB)

(Sport England 2016, page 17)

<https://www.activehw.co.uk/uploads/coaching-in-an-active-nation-the-coaching-plan-for-england.pdf>

UK Coaching (2018, page 14)

https://www.ukcoaching.org/UKCoaching/media/coaching-images/Entity%20base/Guides/Coaching-in-the-UK_Spotlight-on-BAME_FINAL.pdf

UK Coaching (2018, page 14)

https://www.ukcoaching.org/UKCoaching/media/coaching-images/Entity%20base/Guides/Coaching-in-the-UK_Spotlight-on-BAME_FINAL.pdf

<http://www.activityalliance.org.uk/how-we-help/training/inclusive-activity-programme>

https://www.ukcoaching.org/getattachment/Resources/Topics/Research/Coaching-in-The-UK/BAME_Spotlight_report.pdf?lang=en-GB

(Research Report into South Asian Women and Inactivity, October 2018)

Jepson R, Harris FM, Bowes A, Robertson R, Avan G, et al. (2012) Physical Activity in South Asians: An In-Depth Qualitative Study to Explore Motivations and Facilitators. PLoS ONE 7(10): e45333. doi:10.1371/journal.pone.0045333

<https://www.footballvhomophobia.com/launch-of-englands-lesbian-gay-bisexual-and-transgender-lgbt-football-coaches-network/>
<https://disabilitysportscoach.co.uk/support-us/>

Sport England, Active Lives Data

<http://www.activityalliance.org.uk/>

<https://www.ukcoaching.org/resources/topics/tips/coaching-disabled-people-what-coaches-need-to-know>

<http://www.activityalliance.org.uk/news/5049-activity-alliance-celebrates-coaching-week-2019>

Sporting Equals Culturally Excluded Guide, 2018

11 Afsana Afsar making a difference

<https://youtu.be/RK1JGxGTlgU>

12

<https://www.ukcoaching.org/pillar-well-being>