Data Collection for Sports Coaches

Introduction

Many sports organisations face the challenge of effectively collecting and managing data on their coaches. To support these organisations, sports coach UK advocates a common set of data fields for adoption by all organisations.

Organisations can and will make individual decisions on how they collect, store and manage data. However, it is hoped that by adopting these recommended data fields, a common approach for the industry can be established.

We hope a consistent approach to collecting coach data in the UK will help organisations:

- gather appropriate insight on their coaches
- with workforce auditing and planning
- address any gaps in the diversity of their workforce
- provide a consistent source of information to inform decision making on coaching investment
- provide appropriate support, management and opportunities to their coaches
- maintain appropriate and targeted communication with coaches.

The first section of the document includes the recommended minimum data to collect. The second section focuses on optional fields that you may want to consider collecting. Alongside each of the data fields, we have added a rationale and some additional information that we hope you find useful.

NB: This paper is an update to a version previously released in 2011.

Recommended Minimum

The following data is recommended as the minimum that should be collected on your coaches.

Personal Information

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
1	Name	Open field: • title • surname • first names	• For personalised communication
2	Contact address	Open field: • street • town • county • country • postcode	• For personalised communication • Helps with geographical mapping of coaches • Supports workforce planning • Provides insight for placement of programmes or coaching interventions based on current workforce **Tip:** It might be helpful to know whether the contact address provided is their home or work address.
3	Telephone number	Open field (number): • home • mobile • work (optional)	• For personalised communication **Tip:** You may choose to ask which the preferred contact number is.
4	Email address	Open field: preferred email address	• For personalised communication **Tip:** You may wish to ask for this twice to validate the email address. Also, recent research suggests that coaches would like more communication on coaching opportunities and improved access to coaching knowledge. It will be important to add in a question to ensure coaches are happy to receive communication from your organisation.

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information

5	Age	Field for:
		
		• date of birth (DOB)
		• prefer not to say (option to provide age range if they would prefer not to give DOB):
		  – under 16 years
		  – 16–17 years
		  – 18–24 years
		  – 25–34 years
		  – 35–44 years
		  – 45–54 years
		  – 55–64 years
		  – 65+ years
			• Helps with demographic analysis
			• Helps with identifying coaches who meet the minimum age requirements for lead and assistant coach in line with minimum standards for active coaches core criteria
			• Supports market segmentation of coaches
			
			Tip: Coaches may be more willing to provide their age range rather than date of birth, although this will obviously be out of date sooner.

6	Ethnicity	Please tick one that best describes your ethnic group or background:
		
		• **White:**
		  – British
		  – English
		  – Northern Irish
		  – Scottish
		  – Welsh
		  – Irish
		  – Gypsy or Irish Traveller
		  – any other White background
		• **Mixed/multiple ethnic groups:**
		  – White and Black Caribbean
		  – White and Black African
		  – White and Asian
		  – any other mixed/multiple ethnic background
		
			• Helps with demographic analysis
			• Supports workforce planning and enables you to determine any inequalities in your coaching workforce

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information

6	Ethnicity (continued)	• **Asian/Asian British:**
		  – Indian
		  – Pakistani
		  – Bangladeshi
		  – Chinese
		  – any other Asian background
		• **Black/Black British:**
		  – African
		  – Caribbean
		  – any other Black/African/Caribbean background
		• **Chinese or other ethnic group:**
		  – Arab
		  – Chinese
		  – any other ethnic group
		• **Prefer not to say**	

7	Gender	Tick box: • male • female • prefer not to say	• Helps with demographic analysis • Supports workforce planning and helps you determine any inequalities in your coaching workforce **Tip:** Did you know women are underrepresented in coaching? How diverse is your workforce?

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	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
8	a Do you consider yourself to have a long-term illness, health problem or impairment that impacts on your daily activities?	Tick box: • yes • no • prefer not to say	• Helps with demographic analysis • Supports workforce planning and helps you to determine any inequalities in your coaching workforce **Tip:** Did you know people with disabilities are underrepresented in coaching? How diverse is your workforce?
	b How would you define your impairment/medical condition?	If answered yes to 8a Tick box: • physical disability • learning disability • sensory (visual or hearing impairment) • other, including multiple impairments • medical condition (please specify) • prefer not to say	• Helps with demographic analysis • Helps you identify potential support needs of your coaches
	c Learning support requirements (reasonable adjustments)	If answered yes to 8a Open field: please specify any additional support requirements	• Helps you identify potential support needs of your coaches • Could help with planning of coach education/development programmes

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Your Coaching

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
9	a Sport(s) actively coached	Drop-down list: content defined by individual governing bodies of sport: • aikido • American football • angling • archery • athletics • badminton • baseball/softball • basketball • biathlon • boccia • boxing • canoeing • Chinese martial arts • cricket • curling • cycling • equestrian • fencing • football • goalball • golf • gymnastics • handball • hockey • judo • ju-jitsu • karate • kendo • korfball • lacrosse • life saving • modern pentathlon • motorsports • mountaineering • movement and dance • netball • orienteering • roller sports • rounders • rowing • rugby union • rugby league • sailing • shinty • shooting • snowsports • squash • swimming • table tennis • taekwondo • tennis • triathlon • volleyball • waterskiing and wakeboard • weightlifting • wheelchair basketball • wheelchair rugby • wrestling • other (please specify)	• Helps with demographic analysis • Helps with targeted communication to coaches by sport • Supports workforce planning • Enables matching of coaches to vacant coaching opportunities

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
9	b Disciplines within selected sports that are coached (where applicable)	Open field	• Helps with targeted communication to coaches by sport • Supports workforce planning • Enables matching of coaches to vacant coaching opportunities
10	Level of qualification(s)	Drop-down menu providing qualification options (ie UKCC endorsed, other as appropriate to the sport): • other award or qualification (open text box) • date of qualification (optional)	• Enables matching of coaches to vacant coaching opportunities • Supports workforce planning • Supports recruitment of coaches • Supports coaches to find coaching opportunities • Date of qualification may help determine which course the coach attended (eg if a governing body has an old or updated Level 2) • A full list of UKCC endorsed sports coaching qualifications is available here **Tip:** Use this information to target communication to coaches by qualification, ie promoting Level 2 qualifications to existing Level 1 coaches.
11	Other training/coach development that has been completed in the last three years	Open field: list and include date attended	• Supports market segmentation of coaches • Could help when looking at a coach's training needs **Tip:** Use this to collate insight into popular training and workshops. It could also help you target communication to coaches (eg workshops that are recommended to be renewed at three-yearly intervals, such as 'Safeguarding and Protecting Children' and first aid). Consider adding in prompts that include different coach development opportunities, such as something more formal like workshops or more informal learning like observing other coaches and use of social media.

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
12	Do you hold a current coach membership, registration or licence with your governing body?	Tick box: • yes – coach membership • yes – coach registration • yes – coach licence • no • don't know If yes, please provide details	• Helps to raise awareness of governing body coach registration or licence schemes • Increases the number of coaches who are registered or licensed, by: – proactively targeting coaches who are not already registered or licensed with their governing body (where schemes exist) – helping coaches who are licensed to meet any renewal requirements, which may include promotion of certain workshops and courses **Tip:** There is a guide that gives more details about each governing body of sport registration and licence scheme. To view, click here.
13	Core minimum standards for active coaches: a Do you have a current Disclosure and Barring Service (DBS) check or equivalent (eg AccessNI or Disclosure Scotland) (if eligible)? b Do you have insurance for your coaching? c Have you signed up to relevant policies of the organisation(s) you coach for (code of practice, equity, health and safety, welfare)?	Tick box: • yes • no If yes, date of issue Tick box: • yes • no If yes, level of cover Tick box: • yes • no	• Along with minimum age and level of qualification, helps you determine if your coaches meet the core minimum standards • Supports an increase in the number of coaches who meet core minimum standards • Helps you proactively target areas where coaches are not meeting minimum standards • Supports you to recruit coaches who meet minimum standards **Tip:** Alongside the core minimum standards for active coaches, there is an additional guidance tool. This interactive tool provides guidance on the minimum qualification (as stated by the relevant governing body of sport) required for a lead coach coaching children in the following environments: • primary school • secondary school • club • community/local authority. It also includes the recommended training to be considered alongside coaching qualifications. To view the tool, click here.

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
14	a Current role	Tick box: Select your current coaching status: • active unqualified coach • active qualified coach • parent helper (who does not hold a coaching qualification) • activity supervisor/leader • currently inactive coach • other (please specify)	• Supports workforce planning • Helps with targeted communication to coaches **Tip:** Like everyone, coaches are affected by lifestyle changes, such as going to university or starting a family. Do you have inactive coaches who are taking a break who you could target to be reintroduced into coaching? Do you have unqualified coaches or leaders who you could encourage to take a coaching qualification?
	b Type of group coached	Tick box: • children and young people • adult participation • talent (eg county or regional squads/athletes) • high performance	• Supports market segmentation of coaches • Supports workforce planning • Helps you match coaches with relevant experiences to the right coaching opportunities • Helps with monitoring and evaluation of projects and/or programmes **Tip:** Align the options to the different groups of participants in your sport.

Additional Data

The following fields are additional data you may choose to collect, in particular to support workforce auditing and planning.

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
1	Number of coaching hours delivered	Open field to insert total time (in minutes or hours): • last week • last four weeks • last 12 months	• Supports measuring impact of coaches • Helps with monitoring and evaluation of projects and/or programmes **Tip:** This field would be useful to prove to potential funders the impact your coaches are having.
2	Number of participants receiving coaching	Closed field to insert total number: • last week • last four weeks • last 12 months	• Supports measuring impact of coaches • Helps with monitoring and evaluation of projects and/or programmes **Tip:** This field would be useful to prove to potential funders the impact your coaches are having on participation.
3	Participant age range	Open field to insert numbers	• Supports measuring impact of coaches across different age ranges • Helps with market segmentation of coaches • Supports workforce planning • Enables targeting of coaches to deliver age-specific programmes/interventions • Helps with monitoring and evaluation of projects and/or programmes
4	Gender of participants coached	Tick box: • male • female • mixed groups	• Supports workforce planning • Supports measuring gender participation rates • Helps with monitoring and evaluation of projects and/or programmes
5	Coaching status	Tick box: • volunteer • part-time paid • full-time paid • other (please specify)	• Supports workforce planning • Helps with demographic analysis

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
6	Coaching setting/venue	Tick box: • sports club • school venue/setting • local authority • private sports facility • gym/health club/leisure centre • other (please specify)	• Supports workforce planning • Allows analysis of participation settings • Provides insight on where coaching is predominantly taking place to inform future projects and/or programmes **Tip:** Coaches working in each of these settings require different skills. Are you supporting your coaches to ensure they have all the skills they need? You may also want to ask where they coach as they might not coach in the area where they live.
7	Capacity for more coaching (in the next 12 months)	Tick box: • yes • no If yes, when might you be free to coach? (Open field)	• Supports workforce planning by identifying any qualified coaches available for additional delivery **Tip:** You might want to consider adding a time period to this field (eg in the next 12 months) as capacity can change depending on circumstances.
8	Other coaching-related roles	Tick box: • umpire/referee/official • coach educator/tutor • coach assessor • coach verifier • coach mentor • coaching coordinator • other (please specify)	• Supports workforce planning • Provides access to potential new coach educators and verifiers you weren't aware of

	Data Field: Generic	Data Field: Specific	Rationale and Additional Information
9	Time spent on additional activities	Open box: average total time (in minutes or hours) spent in the last four weeks: • planning/preparing • reviewing session delivery • travelling to and from coaching sessions • communicating with parents/others outside coaching • personal development	• Supports measuring impact of coaches • Helps with market segmentation of coaches • Allows measuring of the amount of time coaches spend on personal development, which could influence the length of future coach development opportunities • Helps identification of coaches who are willing to develop and those who may need more influence
10	Support or additional training required	Open field	• Provides insight on training needs and additional support that may be required • Supports workforce planning • Helps with planning of coach education and development programmes **Tip:** If you ask this question, you may want to add in some prompts about support that can be provided. This will help encourage answers here and raise awareness of what support is available.

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sports coach UK will review and update this data fields document on a regular basis.