

Coaching Survey

2019





Page

5	Introduction
7	Who are our coaches?
9	Defining our coaches
10	Coaches qualifications
11	How are coaches working?
12	Where are coaches working?
14	Who are coaches coaching?
16	When are coaches coaching?
17	What are coaches coaching?
18	What does the future hold for our coaches?
22	What next?
23	Glossary



FOUNDING MEMBERS



MEMBERS



ASSOCIATE MEMBERS





The British Equestrian Federation (BEF) is the National Governing Body for horse sports in the UK, affiliated to the Federation Equestre Internationale (FEI), the international governing body of equestrian sports. It exists to provide leadership, vision and purpose in steering the direction of equestrianism

The BEF is currently working in conjunction with the following member bodies, alongside the British Horseracing Authority, to develop a federation-wide equestrian coaching strategy.

- British Showjumping (BS)
- British Dressage (BD)
- Association of British Riding Schools (ABRS)
- Riding for the Disabled (RDA)
- The Pony Club (PC)
- British Carriage Driving (BCD)
- British Horse Society (BHS)
- horsescotland (HS)
- British Eventing (BE)
- Endurance GB (EGB)
- UK Polocrosse Association (UKPA)
- British Reining (BR)
- British Horseball Association (BHA)

As part of this work a survey of equestrian coaches was conducted, to look at the composition, and opinions of the coaching workforce.

This report details:-

- Who are our coaches?
- What qualifications do our coaches hold?
- Where our coaches are working.
- Who our coaches are coaching.
- What our coaches are coaching.
- What coaches are hoping for in the future, be it qualifications they would like to take, or Continuing Professional Development (CPD) opportunities.

Using this data we aim to produce a strategy that is insight-led, and based on the best available, current, valid and relevant opinions of our coaching workforce.

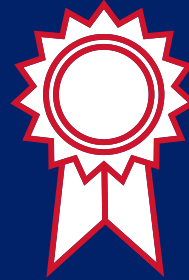
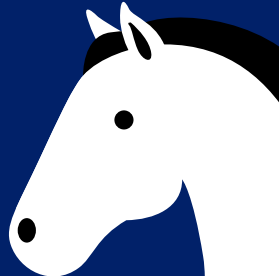


Over
91%
of respondents are
female

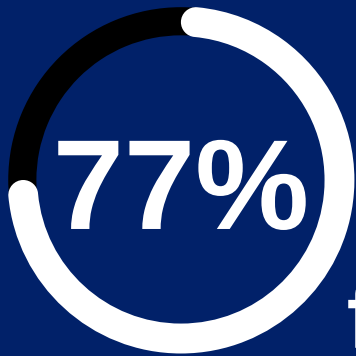
3%
of respondents are
LGB



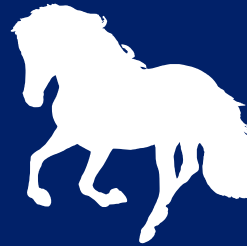
Over
70%
of respondents
volunteer
alongside coaching



94%
of respondents had
formal coaching
qualifications



of respondents
coached at least
some of the time
freelance

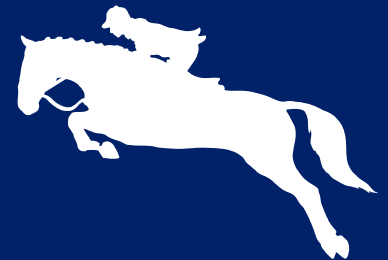


Over
85%
of respondents
coach participation
riders



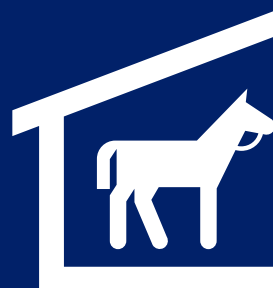
93%
of coaching time is spent with
participation and adult competitive
riders

97%
of participation
coaches coach
more than one
discipline



Barriers
to training and qualifications

- time
- cost
- location



Over
90%
of voluntary and
employed respondents
coach within an
affiliated centre

The BEF coaches survey was open in March 2019. It attracted 431 responses, of which 260 completed the survey. It was shared across our member bodies to ensure as wide a range of responses as possible.

To ensure ease of reading we will refer to 'riders' and use the terms 'ride', 'riders' and 'riding'. This includes carriage driving and vaulting activity.

The top 4 member bodies that coaches are individual members of are the British Horse Society (BHS) and the three Olympic disciplines.

70%



38%



24%



22%



4.6% of the respondents weren't members of any member body or organisation.



91.2%

FEMALE

UK = 51%¹

Coaching workforce = 46% (UK Coaching)²

Participants = 83% (Active Lives - in the last 28 days)³



47

AVERAGE AGE

UK = 40¹

Coaching workforce = 35-44²

The respondents from our survey were predominantly female, White British, with an average age of 47.

9.1%

DISABLED

UK = 9.28% of population in work have a disability⁴

Coaching workforce = 26%²

91.2% of the respondents were female. Whilst this is higher than the national average of 51% female, it is significantly higher than the percentage of female coaches in the coaching workforce across all sports as a whole.

94.6%

WHITE BRITISH

UK = 81.9%¹

Coaching workforce = 78%²

The average age of equestrian coaches is slightly higher than that of the coaching workforce as a whole. The highest percentage of coaches in the coaching workforce as a whole are in the 35-44 age group. Equestrian coaches average age is 47.

93.5%

HETEROSEXUAL OR STRAIGHT

UK = 93.2%⁵

Our workforce has a higher than UK average number of gay, lesbian and bisexual coaches.

The total percentage of LGB coaches within the equestrian workforce is 50% higher than the UK average.

1.5%

GAY OR LESBIAN

UK = 1.3%⁵

1.5%

BISEXUAL

UK = 0.7%⁵

1. Office for National Statistics 2016, *Overview of the UK population: February 2016* <<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/overviewoftheukpopulation/february2016>>
 2. Thompson and McIlroy 2017, *Coaching in the UK Coach Survey*. UK Coaching
 3. Sport England. 2019. Active Lives Survey. [Online]. [28 May 2019]. <<https://activelives.sportengland.org/>>
 4. Powell, A. 2019, *People with Disabilities in employment*. House of Commons briefing paper. Number 7540.
 5. Office for National Statistics 2017, *Sexual orientation, UK: 2017* <<https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/sexuality/bulletins/sexualidentityuk/2017>>

How are we defining coaches?

The BEF coaching strategy defines Equestrian Coaching as “Developing a participant’s skills, knowledge and confidence to improve their experience in any equestrian activity by providing specialised support and guidance; to meet individual needs, goals and aspirations; with the welfare of the horse at the centre.”

For the purposes of this research, our coaches were asked what participant groups they coach:-

Group	Detailed participant group
Participation	<ul style="list-style-type: none"> • 12 and under - riders up to the age of 12 of all abilities from learning to ride, to training, to competing.
	<ul style="list-style-type: none"> • 13-18 years old - teenagers of all abilities from learning to ride, riding for pleasure, to training and competing outside of talent programmes
	<ul style="list-style-type: none"> • Adult participation - riders over the age of 18 of all abilities. They are learning to ride, riding for pleasure, training and competing for personal wellbeing and personal goals at a range of levels.
Adult Competitive	<ul style="list-style-type: none"> • Adult competitive - riders who are over the age of 18, with a focus on being competitive against others. These riders will train with the aim of competing successfully and moving up the levels.
Performance	<ul style="list-style-type: none"> • Performance development - riders who are identified for the talent programme and squads working towards senior elite performance
	<ul style="list-style-type: none"> • Elite performance - riders who are representing their country

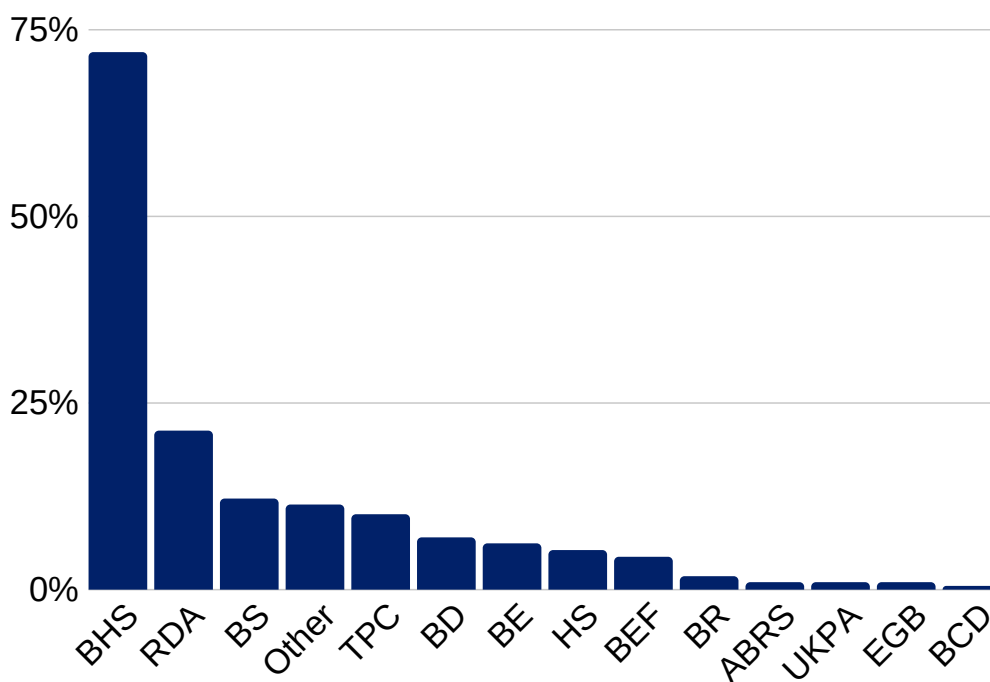
These groups were combined as detailed in the table above to allow for significant group sizes to analyse, based on the riders having similar motivations and coaches potentially needing similar skills to coach those groups.

94.3% of respondents had formal qualifications.

71.9% of coaches have BHS qualifications, followed by 21.2% with RDA qualifications and 12.1% BS.

Some coaches will have qualifications from more than one provider, so totals do not add up to 100%.

UK Coaching have stated that 42% of coaches in the workforce as a whole have formal coaching qualifications.



The coaches working primarily with performance riders were more likely to have qualifications focused on a specific discipline (e.g. dressage) awarded by member bodies other than BHS/RDA. This suggests that the coaches working with riders at higher performance levels are specialists, whereas participation and adult performance coaches tend towards more general equestrian qualifications. This follows the tendency for riders to specialise in a specific discipline as they move towards higher competitive levels.

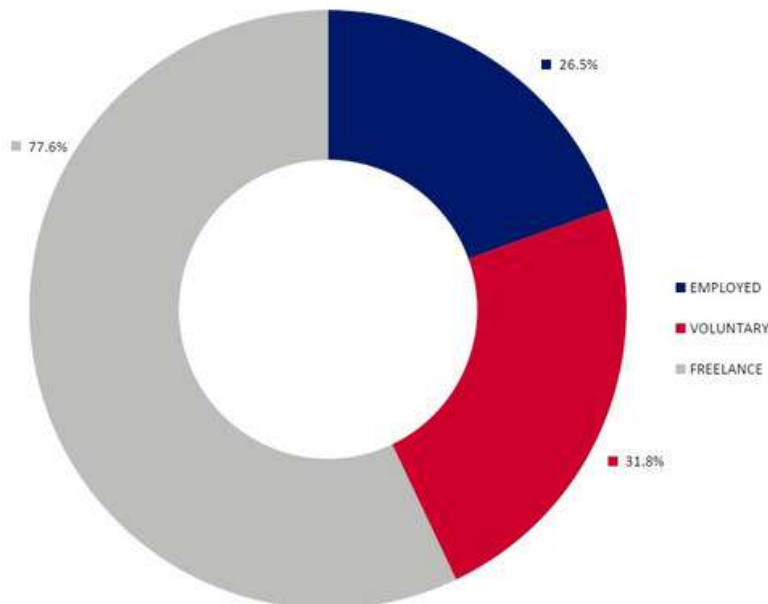
From these results, 5.7% of active coaches have no formal qualifications. It is possible that the percentage is higher than reported here, as the survey was promoted via the BEF and its member bodies.

77% of respondents coach freelance

Freelance is the most common way of working for our coaches.

The percentages shown in the chart below do not total 100% because many coaches will work in more than one way, with over 30% of the respondents coaching in two or more different ways (e.g. employed and volunteering, or freelance and volunteering).

Equestrian coaching can be a career even at the beginner level, and as such coaches would choose how to spend their time, whether that's in employment at a local riding school, volunteering at a local centre, travelling to their clients and working freelance, or a combination of the three. We also know people often supplement their non-equestrian income and participation in the sport by coaching freelance.



33% of those who responded **only** coach in a freelance capacity. This may have implications on how best to communicate with those coaches who cannot be reached via member bodies approved centres.

Equestrian coaches are busy, with 70.1% working voluntarily in activities alongside their coaching

- 42.1% work as event volunteers
- 36.5% judge
- 25.1% steward

90.2% of volunteer and employed respondents coach within a member body approved centre

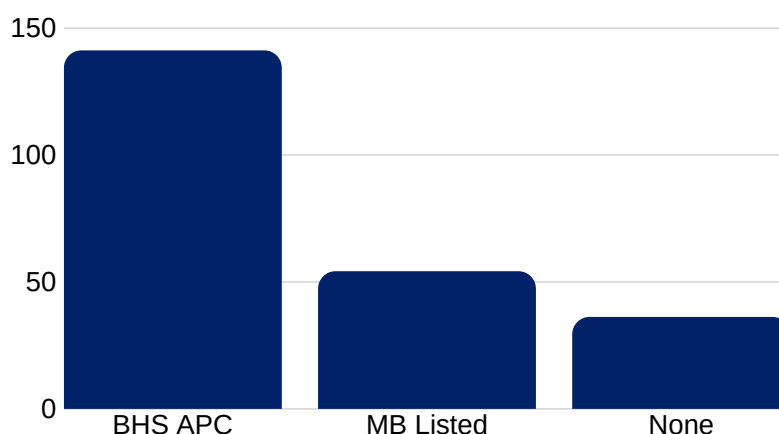
62% of employed and volunteer coaches coach within a BHS-approved centre.

This means the BEF and its member bodies have routes for effective communication with over 90% of the employed and voluntary coaching workforce.

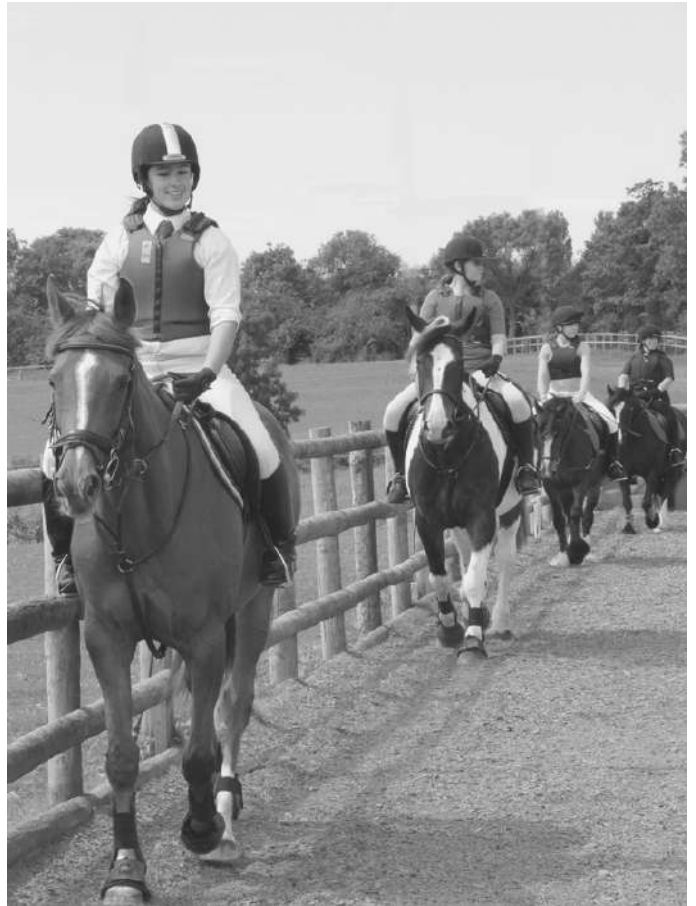
However, there are 9.8% of coaches who are either employed, or volunteer, that do not do so within a member body approved centre. Methods of reaching these coaches will have to be considered within the strategy to ensure all coaches have equal opportunity to access training and qualifications relevant to their roles.

A potential means of accessing those coaches who do not coach within a member body centre, or those who coach freelance, is directly through the member body itself.

Respondents were asked whether they were listed with a BEF member body, and if they were an accredited professional coach (APC) with BHS. Coaches listed with BEF member bodies are likely to coach freelance in some capacity, so this could give a means of communication with those coaches that cannot be reached through approved centres.



36 out of 231 respondents (15.6%) are neither registered with BHS, or listed with another member body. It means 84.4% of coaches can potentially be reached directly via member bodies.

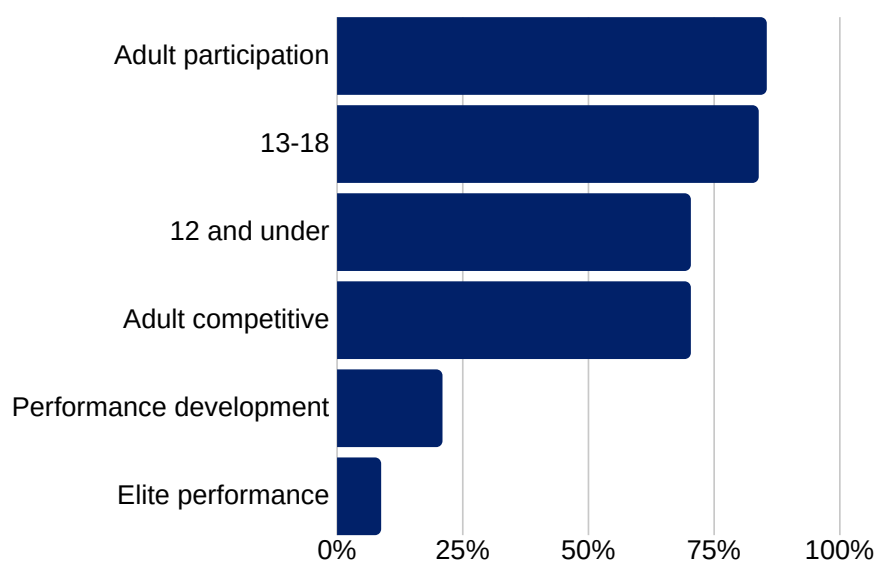


Over 85% of coaches coach participation riders

A large number of coaches (83.7%) also coach the 13-18 age group, whereas the lowest number of coaches (8.6%) coach elite riders. As with the ways coaches work (freelance, volunteer, employed), the participant groups that coaches coach vary. The majority of coaches responding coach more than one participant group, with only 5% of coaches coaching a single participant group.

This suggests the majority of riders are participation-focused, and therefore the majority of demand for coaching is within this participation market.

As part of our strategy, we are looking at all participant types, and how coaches adapt their behaviour and coaching style to suit the needs, goals and motivations of these different participants.



85.3% of respondents coached adult participation riders

83.7% of respondents coached 13-18 year old riders

8.6% of respondents coached elite performance riders

93% of coaching hours are for participation riders and adult competitive riders

69% of total coaching hours were for participation riders

24% of total coaching hours were for adult competitive riders

7% of total coaching hours were for performance riders

Coaches were asked how many hours they work that are equestrian-related, and of this time how many hours are spent actively coaching.

On average, employed coaches were spending 44% of their working hours actively coaching, whereas freelance coaches spent 63.6% of their working hours coaching. This indicates that many employed coaches are also working on associated tasks, possibly as a result of their working within a riding school/livery yard environment, so are being paid even when not coaching. Freelance coaches may have non-coaching roles such as judging, but within coaching are not likely to be paid for associated activities, hence the need for them to actively coach more than employed coaches.

From our respondents, participation coaches were more likely to be employed, with 25.6% being employed in some capacity. For the coaches who predominantly coach only competitive riders, none coached solely in an employed capacity, but 19.4% coached in a combination of both employed and freelance settings. Adult competitive and performance coaches were far more likely to be freelance. Almost all adult competitive coaches surveyed (96.8%) worked at least some of the time as freelance coaches.

The strategy will need to consider the different ways in which coaches are working. These different environments and ways of working may impact how best we can support our coaches, allowing them to progress and develop both themselves, and their participants.

6% of coaches are coaching more than 35 hours per week

The total hours our 245 respondents spent coaching was 3963.5 hours in an average week. This means the average hours spent coaching was 16 hours. The shortest coaching hours any coach was working was 1 hour per week, with the longest being 57 hours per week.

46% of respondents work full time in the equestrian industry

6% of respondents coach full time

Over 50% of respondents were not working full time in an equestrian industry, indicating a proportion of coaches either work solely part time, or combine part time work with another, non-equestrian role.

Performance coaches coached on average 20.5 hours per week

Adult competitive coaches coached on average 21 hours per week

Participation coaches coached on average 14 hours per week

Both performance and adult competitive coaches are coaching more hours as individuals than participation coaches. With participation coaches more likely to be employed, and these employed coaches coaching a lower proportion of their overall working day, this would be expected. Employed participation coaches would be paid for undertaking the non-coaching part of their role, whereas freelance coaches may not. However, as the majority of coaches are participation coaches, the participation coaching population provide most of the workforce hours in total.

Equestrian coaching tends to be a career, with most coaches undertaking a paid role. This may differ from other sports, where coaches can be paid, but a great number give their time voluntarily, coaching at weekends.



97% of participation coaches coach more than one discipline, compared with 44% of performance coaches

92% of participation coaches stated they coach general riding, compared with 33% of performance coaches.

When looking at how many coaches coach purely a single discipline, performance coaches are far more likely to coach a single discipline than participation coaches (55.6% vs 3.3%).

This reiterates the earlier point that the higher the level at which a rider is working, the more likely it is that the coach will specialise. In short, participation coaches tend to be more generalists, whereas performance coaches are more specialist.

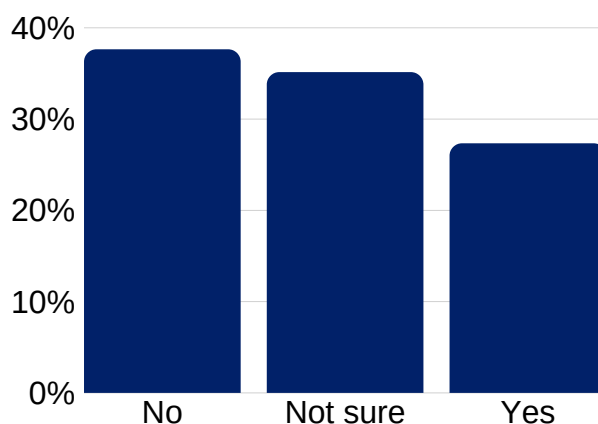
Participation coaches could be generalists in response to the riders they coach. Their riders generally ride for pleasure, or compete at a low level as a means of self development. It is likely these coaches look across the disciplines, developing their client in different ways. Coaches at the performance end of the market would be presented with riders who are already competing at a high level, most likely in a single discipline, so would need to know and develop knowledge of the intricacies of one particular discipline, in order to deliver the best outcome for their client.

This will need to be taken into account during the development of the coaching strategy, considering whether CPD, training and qualifications can truly be 'one size fits all', or should be tailored to the coach, in response to the type of client they predominantly coach. The aim is for both training for the coach, and the participant, to be person-centred.



27.3% of coaches are planning on taking qualifications in the next 12 months

The majority of respondents said they weren't planning on, or weren't sure whether they would take any further qualifications in the next 12 months. Participation coaches were the most likely to want to take additional qualifications, reflecting that they may be earlier on in their career, so have lower level qualifications than performance coaches. None of the performance coaches surveyed saw themselves taking any additional qualifications.



For those coaches looking to do qualifications, BHS qualifications were the most popular option, followed by RDA.

The adult competitive coaches who responded were more likely to be interested in the discipline-specific coaching qualifications being delivered as the Equestrian Coaching Certificate (endorsed by UKCC) courses through the BEF member bodies at Levels 1-3, and via the BEF at Level 4. They may be heading for these Coaching Certificates as a means of demonstrating and developing their discipline specific skills, or they may have already attained BHS qualifications and be looking for added value.

Top three barriers to taking additional qualifications



Time - 39.9%



Cost - 48.3%



Location - 30.3%

Time and cost came out as the greatest barrier to taking additional qualifications. The quality of the qualifications and perceived benefits of taking them need to be considered to ensure this outweighs these barriers.

Most coaches are looking to maintain or increase their current amount of coaching

56.3% of coaches are intending to maintain their current amount of coaching, with 42.4% wanting to increase the amount of time they coach.

Participation coaches are more likely to want to increase the amount they coach, with almost half wanting to increase compared with a third of performance coaches.

This may indicate that coaches working with performance riders have built up a client base, and are settled with the level of coaching they are currently doing. This would reflect why no performance coaches wanted to take additional qualifications in the next 12 months.

Performance coaches were not looking to do qualifications because they didn't feel it would add value, there were no additional qualifications left for these coaches to take, and there was no interest in further qualifications. This will need to be considered as part of the strategy, as where these coaches are not doing further qualifications, CPD (continuing professional development) will be the means to offer development. The strategy will need to address whether the current CPD offer stretches and develops the performance coaches to the same extent it does participation coaches?

The main reasons coaches want to increase their coaching in the future are:-

- Developing their business, allowing them to attract more clients - 26.9%
- Developing themselves (taking further qualifications) - 21.2%
- It is a career the coach gets enjoyment from - 20.2%

Again, time is a factor. Those coaches who want to maintain the same amount of coaching state this is as they don't have the time to coach more (33.3%). Pressures such as family life, wanting to compete themselves, and frequently having an additional job to consider were all mentioned in responses.



91.8% of coaches are interested in technical content CPD

Respondents were asked which CPD (continuing professional development) topics they were most interested in, and the most popular option was technical content, including topics such as use of technology, equipment and tools, discipline-specific knowledge and skills, and further equine and rider knowledge.

Other topics were:-

Participant groups (77.9% interested)

Ability to work with children, disabled people, different community groups and cultures, talent pathway

Interpersonal (76.7% interested)

Communication and body language, leadership skills, motivational skills, conflict resolution

Intrapersonal (75.1% interested)

Evaluating own performance, decision-making skills, self awareness

Compliance (66.6% interested)

Health and safety, duty of care, safeguarding, first aid

Support activities (62% interested)

Session planning, marketing and selling skills, IT skills

There is work to be done on coaches knowledge of disability coaching CPD. 60% of respondents said they have not attended or completed any specific disability training course.

Despite appearing least likely to specialise, participation coaches are most likely to have attended disability-specific training. 76.2% of competitive coaches have not attended any training, compared with 75% of performance coaches but 58.2% of participation coaches have never attended any specific disability CPD.

The BEF is working with its member bodies to put in place the means to ensure all coaches have the opportunity to attend CPD courses, and are aware of where to access this. The strategy will look at how to provide clear communication to both coaches and participants.

34.9% of coaches do not face any barriers to attending CPD

The barriers that do exist to prevent our coaches accessing CPD are:-



Location 32.9% of coaches want more local opportunities



Time 20.6% of coaches want opportunities at suitable times



Cost 19.8% of coaches want cost-effective opportunities

The top three preferred formats of CPD are:-

Conferences/observation of coaching - 63.5%

Workshops - 58.2%

Receiving coaching from others - 56.7%

The least popular options were book-based and video-based learning. This could pose a challenge. With coaches who are time-poor looking for reasonably priced training options, that use fewer resources, distance-learning options would seem a solution. However coaches are stating face-to-face, practical training is their preferred method. The strategy will be looking at how to provide a CPD programme that is fit for purpose, and meets the needs of the diverse coaching workforce.

Coaches were asked whether they had first aid and safeguarding training. All coaches should have these, but the current level of compliance is below 100%. BEF and its member bodies will be looking into how to ensure all member body registered coaches are fully compliant.

The survey has provided evidence to confirm what is well known about coaching within equestrianism. Our coaches are busy people. They coach a wide range of participants, in a variety of environments and in many different ways.

The BEF and its member bodies will take the insight from the survey into account to ensure the coaching strategy will be person-focused (on both coach and participant). The strategy is currently in development, due for release in Autumn 2019.

The BEF will repeat a subset of these survey questions annually to ensure the work on developing coaching within equestrianism is always based on the most up-to-date opinions and requirements of those the strategy will affect the most.

Thanks have to go to those coaches who completed the survey, as this will directly affect the future of coaching of equestrianism.



ABRS	Association of British Riding Schools
APC	Accredited professional coach
BCD	British Carriage Driving
BD	British Dressage
BE	British Eventing
BEF	British Equestrian Federation
BHA	British Horseball Association
BHS	British Horse Society
BR	British Reining
BS	British Showjumping
CPD	Continuing professional development
EGB	Endurance GB
Employed	A person having a paid job
Freelance	Self employed, hired to work for different clients
HS	horsescotland
RDA	Riding for the Disabled
TPC	The Pony Club
UKPA	UK Polocrosse Association
Volunteer	A person who works for an organisation/client without being paid

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