



How do you go engaging with a nation of sports fans to encourage the take-up of rates coaching?

The Brief

We were initially engaged with UK Coaching in 2010 to develop their Drupal website. Following the successful launch of the website in 2011, and a positive ongoing relationship, we've continued to iterate and improve the website over the past 6 years.

Earlier in 2017, and following a rebrand for UK Coaching, we were awarded the website development project for their brand new website and Coaching Directory.

The Solution

We redeveloped the website to enhance the user experience throughout the whole platform. A key focus of the new website was to increase the awareness of the wide range of support UK Coaching can offer a variety of audiences throughout the country with the aim of putting people at the heart of UK Coaching.

The Results

The website aims to mobilise the coaching workforce across the Country and encourage them to take a more multi-disciplined approach to coaching using the skills they have. We continue to redevelop user journeys based on user stories in a rolling discovery phase. Requirements are gathered from the various audiences the site targets including coaches, coach developers, partner organisations and service developers.

