**A community sports coach’s lived experience of enacting sport policy**

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The promotion of sport and physical activity remains a priority for the UK Government. For them, it “enhances individuals and communities, boosts the economy, and supports a range of other policy priorities, including health, tackling crime and education” (HM Government, 2015 p. 11). Despite the value ascribed to sport and physical activity, we know very little about the employment conditions and experiences of the sports coaches charged with enacting these policy initiatives at the coalface. This is surprising given that their experiences of work are, arguably, not immune from the effects of neoliberal policy, which among other things, have led to increases in the flexibilization and casualization of work and increased performance management. To partially redress this situation, our study seeks to highlight some of the everyday challenges a community sports coach faced when implementing a government-funded sport and physical activity initiative. Data for the study were generated over a period of 12 months, with field-based observations and in-depth interviews being the principal tools of inquiry, and it were subjected to an iterative and recursive process of analysis. The results highlighted how the workplace behaviours and practices of Greg (a pseudonym) were influenced and informed by the precarious nature of his employment, his determination to survive and thrive in his working role, and the interface between his work and non-work life. The significance of the study resides in its ability to probe beneath the glossy surface veneer of sport as a tool for development by recognising the ambiguity, pathos, and dynamic complexity of community sports coaching work and policy enactment. Such knowledge is essential if we wish to create a sustainable future for community sport and help Sport England (2016 p. 38) realise its vision of having “a diverse and happy [coaching] workforce providing great experiences to an active nation”.