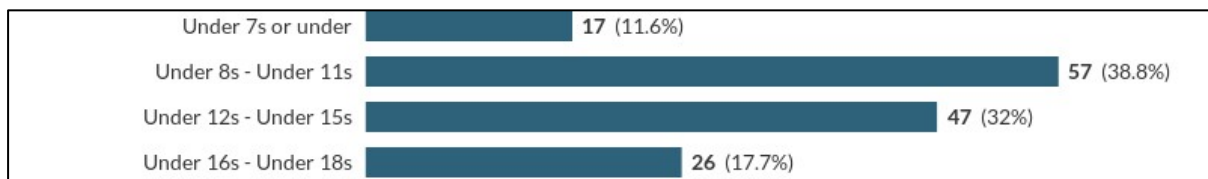


## Parents and Carer survey – Whole club

### Respondents

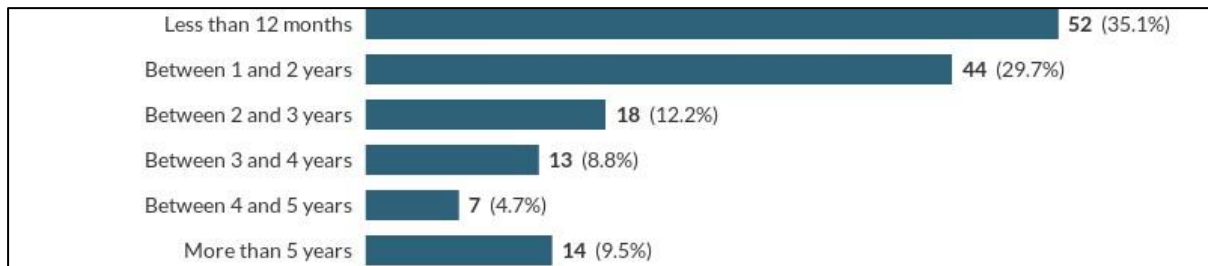
The survey received 149 responses in total (78 mothers, 64 fathers, 4 grandparents and 1 stepparent). Thirty-four respondents (23%) lived in the NE28 postcode area, with the remainder in various different postcode areas, including addresses in Northumberland, Durham, Sunderland, and Teesside. Thirty-two of the respondents had been involved with the club previously, primarily as a player (21), a coach (9), or as the parent or carer of another child (10).

### Age group



### Involvement

#### How long has your child or your children been involved with WBC?



Children and families **became involved** with the club through two main routes: through **club activities** such as PODs, open trials, and school holiday camps; and through **existing connections such as friends or family**. The club had been recommended to some parents, whilst others found the club through their own research or through social media posts. A smaller number of respondents mention **the reputation and history of the club**, some of the girls (9) had **moved to the club with their whole team and coach**, and four people mentioned the locality of the club in their response.

Most **first impressions** of the club were positive with the majority of the responses (81) highlighting the facilities or 'set up', followed by the organised and 'professional' feel (56), the friendly and welcoming atmosphere (37), and positive comments around coaches or coaching (21). There were lots of generally positive comments (42) without mentioning specific areas and a relatively small number (17) of generally negative responses, which generally focused on facilities needing improvement, or the club feeling 'cliquey' or 'exclusive'.

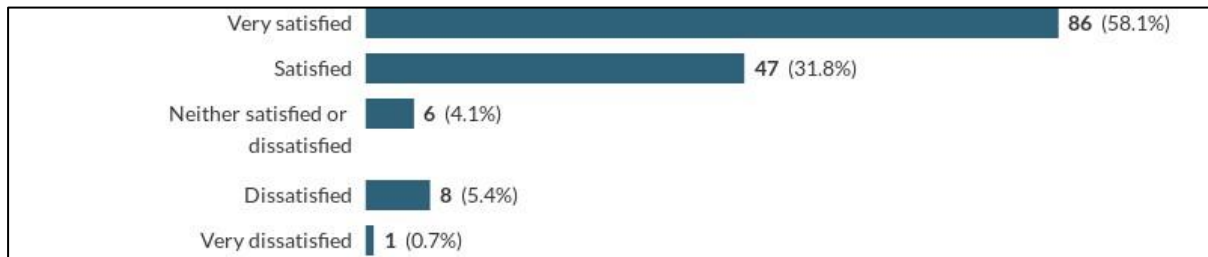
*Well organised. Professional. Impressive ground. Grass pitches amazing.*

*Good reputation; well-structured and professional appearance.*

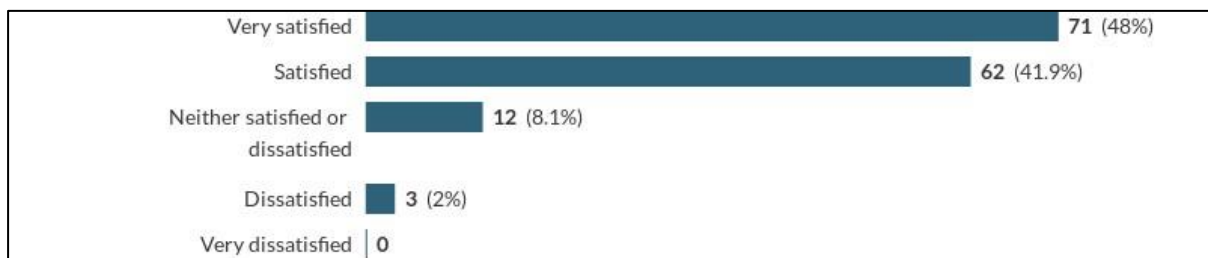
*Very positive...a very professional feel to the place ... coaches and staff were very welcoming.*

## Satisfaction

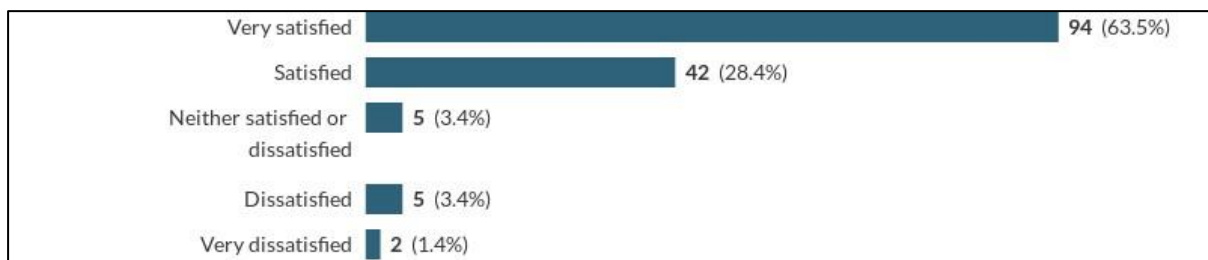
### Facilities



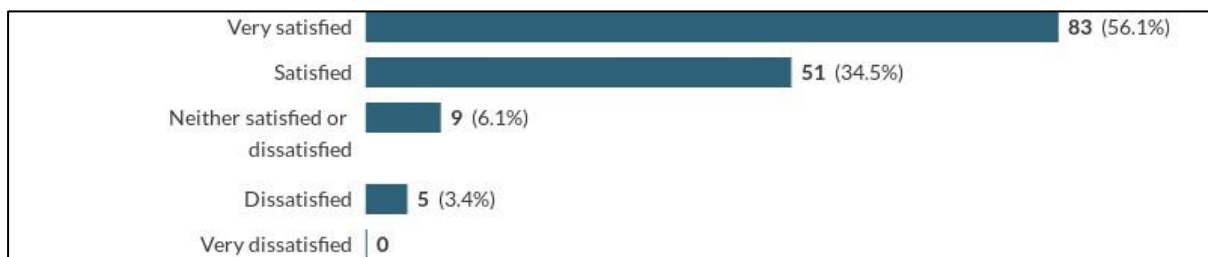
### Communication



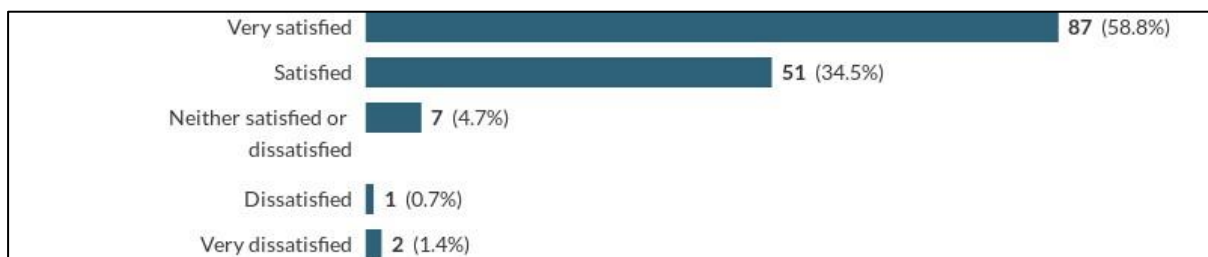
### Coaching



### Environment / atmosphere



### Overall satisfaction



The overwhelming majority of respondents were either satisfied or very satisfied with all aspects of the club that were surveyed. Most of the text comments relating to **satisfaction** mentioned **coaching/coaches (43)**, facilities or pitches (30), and **communications or club decisions (20)**. The text comments were generally positive, but there were also some criticisms of the club, and suggestions for improvement, usually around communications, coaching issues, and/or the frequency of games being cancelled.

*My sons coach has a fantastic way of teaching, and he is very fair with all of the boys.*

*Our coaches are great, always encouraging and communicate well with both players and parents. My daughter is happy in her team. Only downside is the cancellation of matches due to be played on the grass pitches, this happens lots, I think she has only played on the grass there 2 times in over a year.*

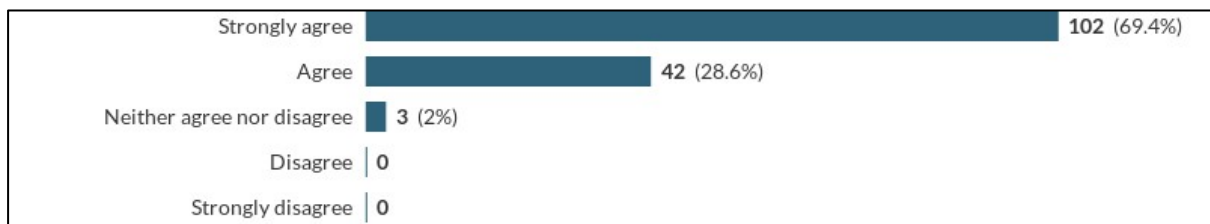
*The coaching team are fantastic and provide brilliant comms.*

*Toilet facilities need cleaning up and checking regularly. Car park is often a nightmare.*

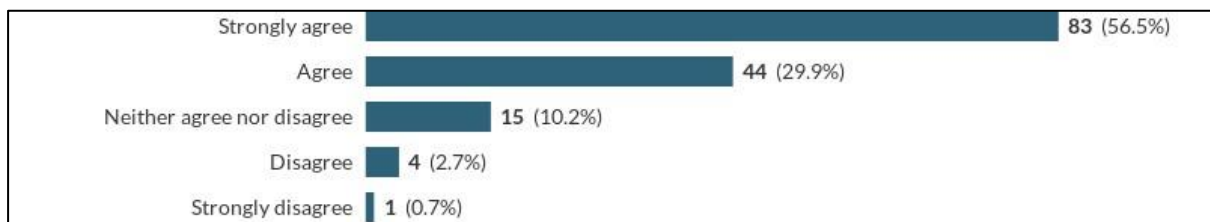
*My son joined at the end of last season. Since then he never looked back. He has very good coach with brilliant training sessions. He really enjoys playing for Wallsend.*

## **Benefits**

### **Physical health**



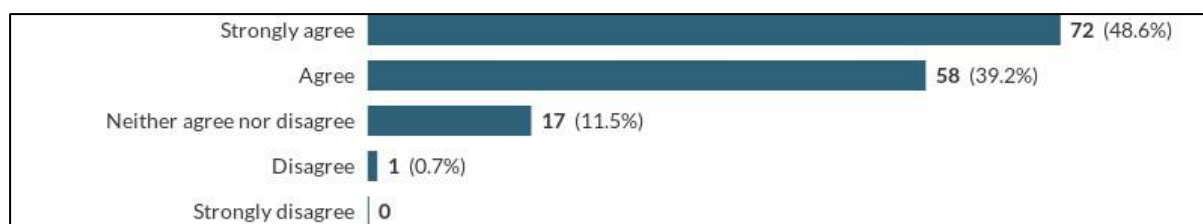
### **Mental health**



### **Social and emotional**



## Citizenship



There were, in comparison with other areas, a relatively small number of text comments relating to the perceived benefits of involvement with the club. Most of them related to the **wider benefits of involvement** (18); and the **enjoyment and enthusiasm** (12) that children had for the club and the friends that they had made there. A relatively small number (6) of responses relating to the girls section made mention of mental health impacts.

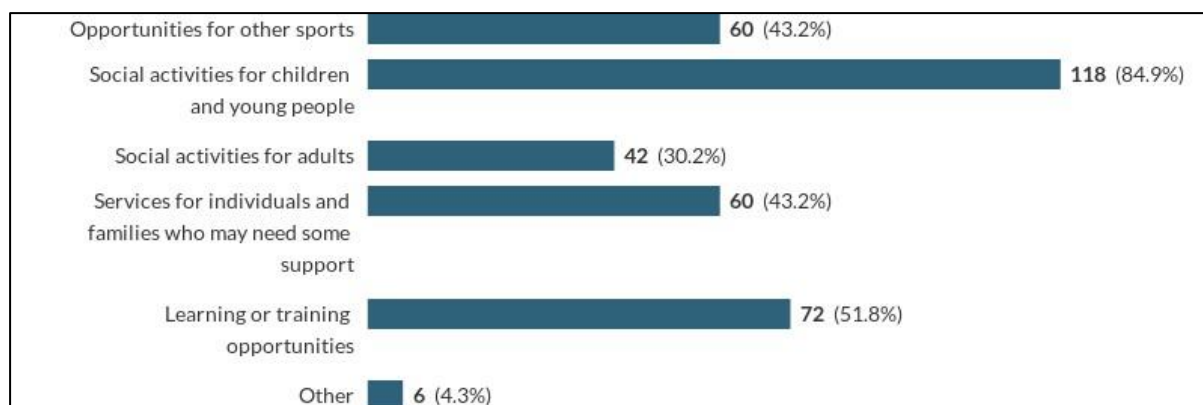
*I certainly think it is good for fitness but also learning the children how to be part of a team. Good for making friends too.*

*The coach acts as a coach on behaviour and attitude NOT just on football. It's great to see this especially with young minds.*

*Coaches could do with more help / support with regard to modelling mental health / behaviour.*

*The emotional social and positive impact football at WBC has is excellent. Kids are respectful and coaches mirror this.*

## Community hub



A large majority of respondents thought that the new community hub should be used for social activities for children and young people. All of the other options receive significant amount of support, with learning and training opportunities being the next most popular, and social activities for adults being the least popular of the options.

## More than football

Parents and carers responded that **'More than football'** was primarily related to the **holistic development of young people** (80), and the relationships built at the club (the **family/community feel of the club**, and the **strength of lasting friendships**) (63). A smaller number of responses (17) mentioned the role that the club plays in the wider community, and some (12) didn't know, were unaware of the motto, or felt it wasn't acted upon.

*You learn a lot more skills than just football skills, confidence, resilience, teamwork, friendships, positive wellbeing.*

*It is about shaping the kids for the future making them appreciate values and supporting each other. Supporting the community and those less fortunate.*

*Friendships, fun and happy memories for us all.*

### **Single most important thing**

The opportunity to play football and/or get exercise was the main theme (70 responses) that emerged in response to the question about the single most important thing that the club offered to their child. Other important responses included the friendships and relationships and being part of a team or community (54), development opportunities and/or the instilling of values, and standards (51), and the provision of a safe, health and positive environment with excellent facilities (34).

*A sense of belonging and a chance to just do what he loves doing and with a smile on his face.*

*Making friends and being active in a safe environment.*

*Being part of a team and a sense of identity. Being involved with something extremely positive.*

*A place to be herself and play with people who are passionate about a sport she loves.*

*Team friendships and values.*

### **Anything else**

There were a wide range of responses when asked if there was anything that respondents would like to add, with four broad themes emerging: **football related responses** including issues around coaching, kit, and equipment etc.; **facilities**; more **non-football-related activities** for children; and **equality between the boys and girls sections** and/or greater recognition of the girls section.

### **Key points**

- **The majority of the respondents expressed strong satisfaction with the club across all of the aspects surveyed. Coaching and the environment/atmosphere at Kirkley Park both scored just over 90% for satisfied or very satisfied, and facilities and communications both scored 89.9%.**
- **Respondents thought that there were strong physical health and social and emotional benefits to their children from involvement with the club. There was slightly less agreement about mental health and citizenship benefits.**
- **Most respondents thought at 'More than football' meant holistic development of young people, and the relations that exist within the club and individual teams.**
- **The opportunity to play football was the single most important thing for most respondents, with an awareness of the development opportunities and the friendships offered by involvement with the club.**