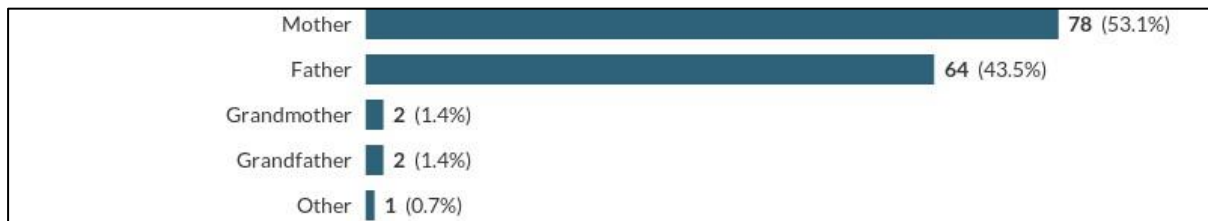


Parents and Carer survey – Community Engagement

Respondents

The survey received 149 responses in total (78 mothers, 64 fathers, 4 grandparents and 1 stepparent). Of the responses, 97 were from the boys section and/or PODS (there was some overlap) and 52 from the Girls section and/or Wildcats. 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).

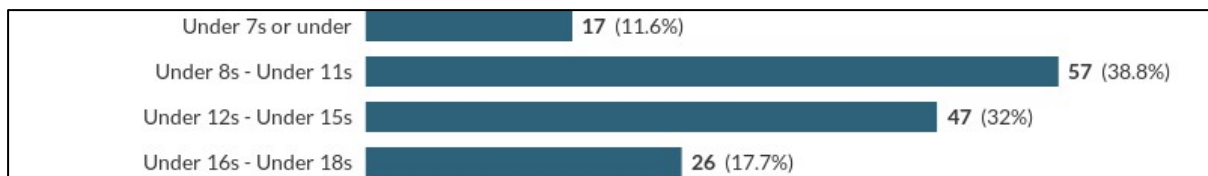
Relationship to child.



More fathers completed the survey for boys section players, and more mothers completed the survey for girls section players.

Age group

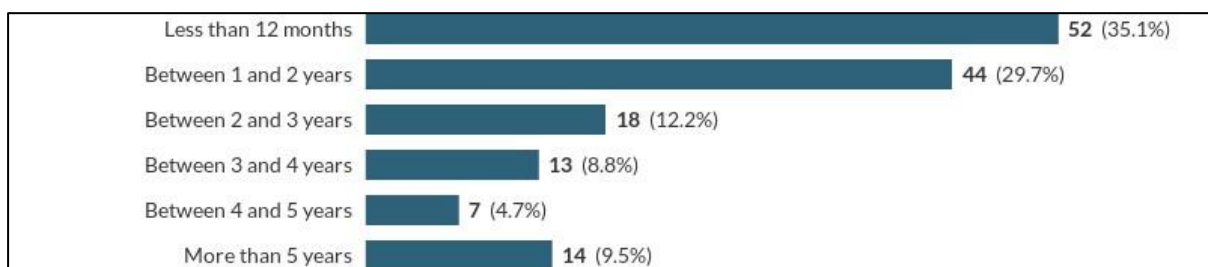
Which age range is your child in?



There was generally a good range of responses across the different age groups used in the survey. The different numbers of response perhaps relate to the different numbers of children involved at different ages and the different numbers of teams.

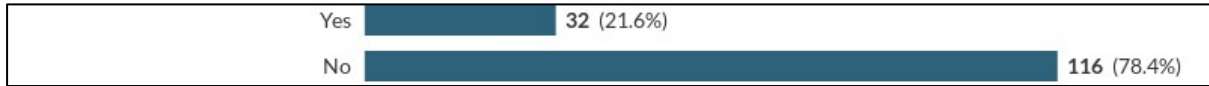
Involvement

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



The majority of respondents children, nearly two-thirds, had been involved with the club for less than 2 years (64.8%). It is not clear why this is: it could relate to parents being less engaged as time goes by, or the turnover/attrition rate of players.

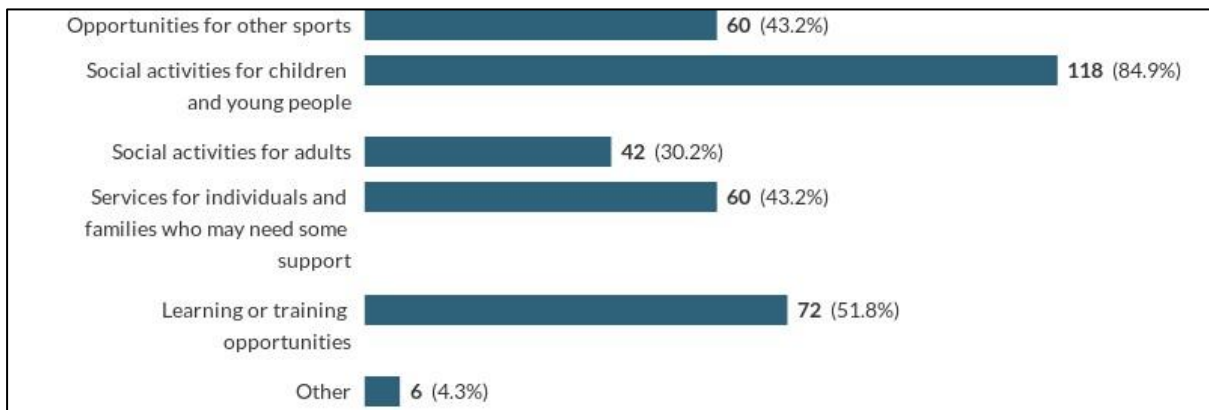
Have you, or a family member been involved with the club before?



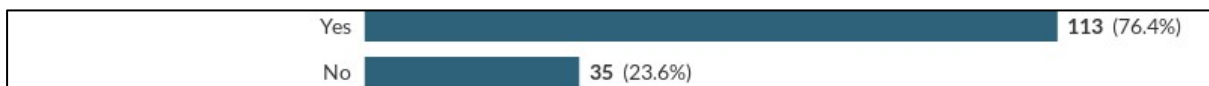
A minority of respondents had been involved with the club previously, or in other ways, generally as a coach, a player, or as a parent of another child. Some had been volunteers (but presumably not coaches) and there were two respondents who had also been or were sponsors of the club.

Community Hub

What activities would you like to see provided when the community hub opens?



Do you think you would use the hub if activities were put on aimed at parents, families and/or children at the same time as your child's/children's training sessions?



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 received a 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. Birthday parties and opportunities for players to hang out and socialise before and after training and matches were very popular suggestions, as were activities or facilities for parents and players siblings during training sessions. Over three-quarters of respondents said that they would use the new hub if it was open during training times.

More than football

Parents and carers responded that **'More than football'** was primarily related to the **holistic development of young people**, and the emphasis on a wider set of skills and/or values. Mention of values and standards appeared to be more frequent in the boys responses than in the girls, but this may reflect gendered language as much as hopes and beliefs amongst parents. Respondents also felt that the motto reflected the value of the relations built at the club, the family and/or community feel of the club and the strength of the friendships made.

Far fewer people thought that the motto was connected to the wider role of the club in the local community, which is perhaps unsurprising given the restrictions on the clubs activities over the past 12-13 years, the reputation of the club, and the predominant focus on football over both the long and short-term. Some respondents were unaware of the motto or felt that it wasn't acted upon.

Key points

- **Around a quarter of the respondents were from Wallsend postcodes.**
- **More fathers completed the survey for boys section players, and more mothers completed the survey for girls section players.**
- **The majority of respondents children had been involved with the club for less than 2 years. This may have implications for the family/community feel of the club over time, but this did not appear to be the case in this survey.**
- **Around 20% of respondents had been involved with the club previously, which suggest it may not not particularly 'exclusive' or 'cliquey'.**
- **There was strong support for a range of children's activities within the new community hub, both during club times (training and matches) and outside, with suggestions such as birthdays parties, team bonding activities and support for children and young people being mentioned. A large majority of parents thought that they would use the facilities if they were open during training sessions and matches.**
- **Most respondents recognised the wider benefits of their children being involved with the club, and the various types of personal and social development and learning this included, and thought that this was the meaning behind the 'More than football' motto. Some also thought that the motto related to the family and/or community feel of the club.**
- **There was much less recognition for the wider role of the club in the community, or the contribution that the club makes to people not associated with football activities.**