



Coach survey 2024-25



Key points

- Coaches generally got involved with coaching at WBC through wanting to 'put something back' or because they felt that they 'needed' to, but they also generally believed that they benefitted by being involved with the club.
- Most coaches were able to articulate the importance of social and emotional aspects of coaching, and how important they were to making children feel safe, building a community at WBC, and in bringing the motto of 'more than football' to life.
- The majority of responses across all questions were positive. There were some negative or challenging responses, however, particularly in relation to issues around provision of equipment for teams and kit for coaches.

Respondents

Overall, 45 coaches responded to the survey, with 32 of those coming from the boy's section and 13 coming from the girl's section. Over 90% of the coaches responding were men, and all respondents were white. Just under half of the coaches (42%) were between 35 and 44 years old, around a quarter (27%) were between 45 and 54 years old, and around one sixth (16%) were aged between 25 and 34. There were proportionately fewer younger coaches in the girl's section. Most of the respondents coached teams in the U8s – U11s age groups (60%), with around a third (36%) coaching teams in the U12s - U15s age groups.

Involvement

Around two-thirds of the coaches responding had a child who plays at the club (64%). Just under half of the coaches (41%) had been involved with the club previously, with the majority of those being former players (75%). Other reasons included being a coach previously, being a parent of another child and being a sponsor of the club. Coaches became involved with coaching at the club for a variety of reasons, but primary amongst those was the desire, or the need, to help out, support the team and to give something back. Other reasons were also mentioned, including an interest in coaching more widely, and the opportunity to add experience to CVs.

To ensure the team stayed together.

Wanted to get back into coaching.

Big football fan and ex player. I received countless hours of volunteering coaching in the past and thought I should put something back in.

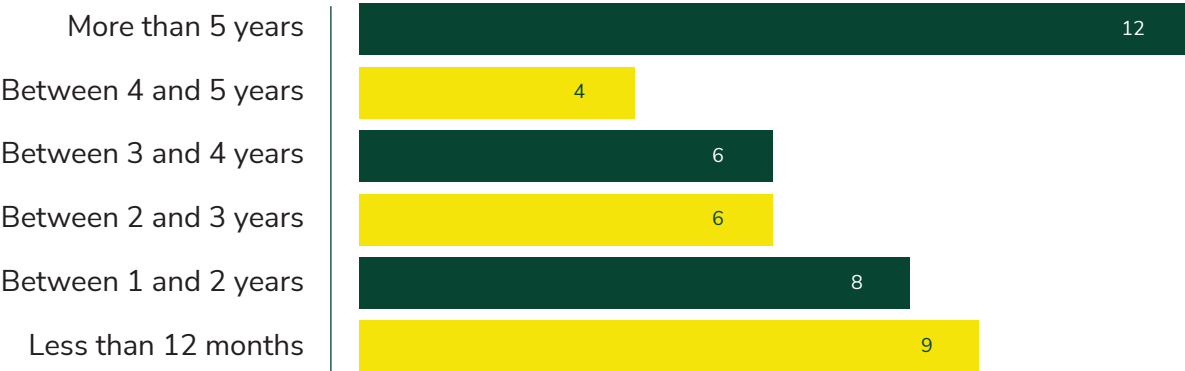
Rewarding to develop youngsters.



Coach survey 2024-25

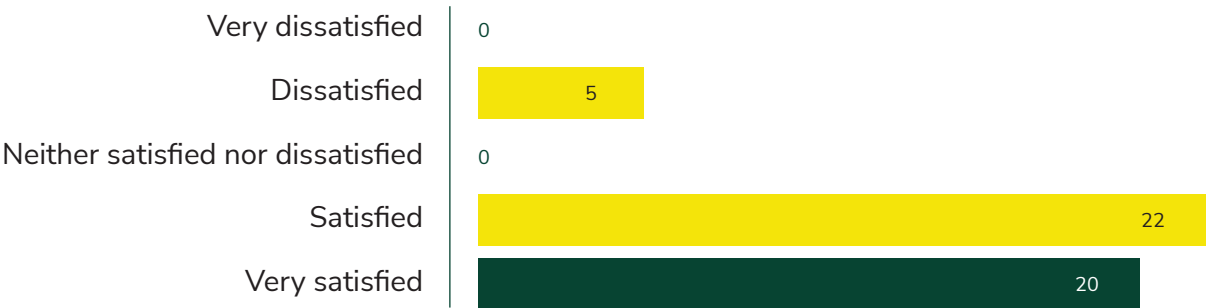


The chart below shows that the majority of respondents had been coaching at the club for over 5 years, with a good spread across all other options for length of involvement.

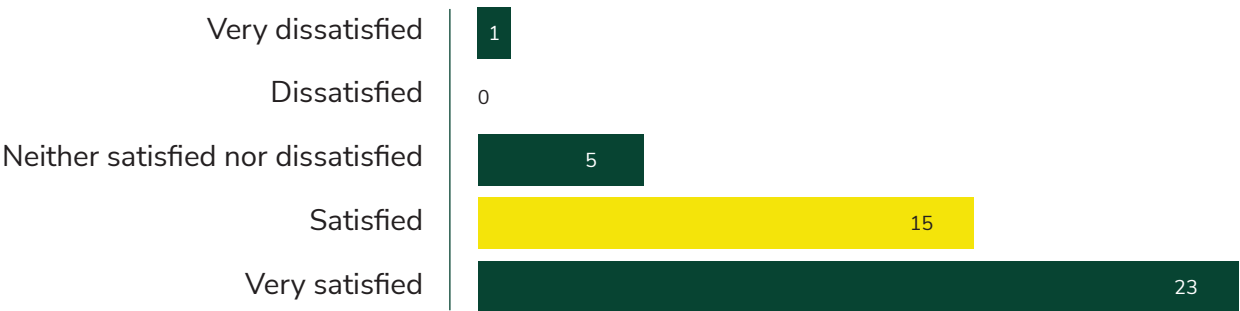


Satisfaction

Facilities



Communication

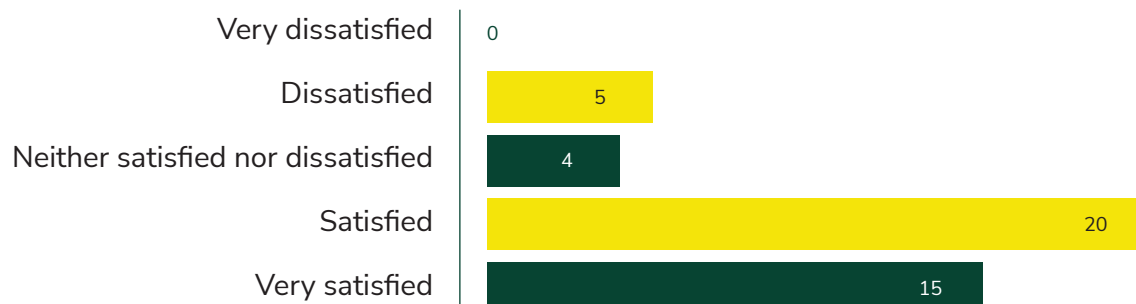




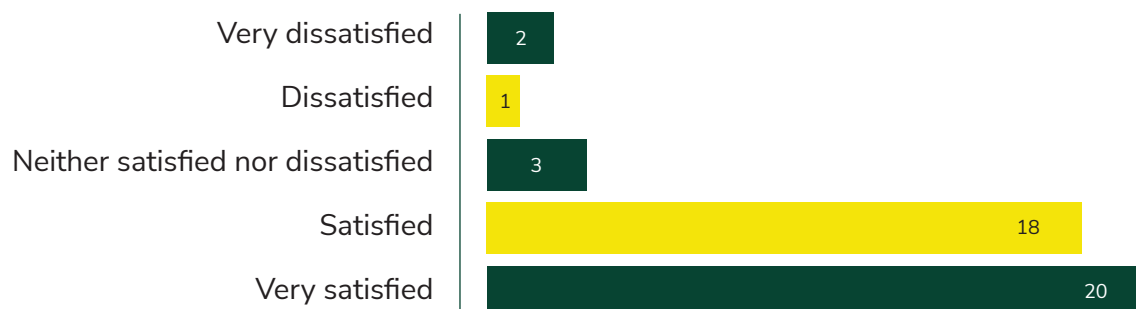
Coach survey 2024-25



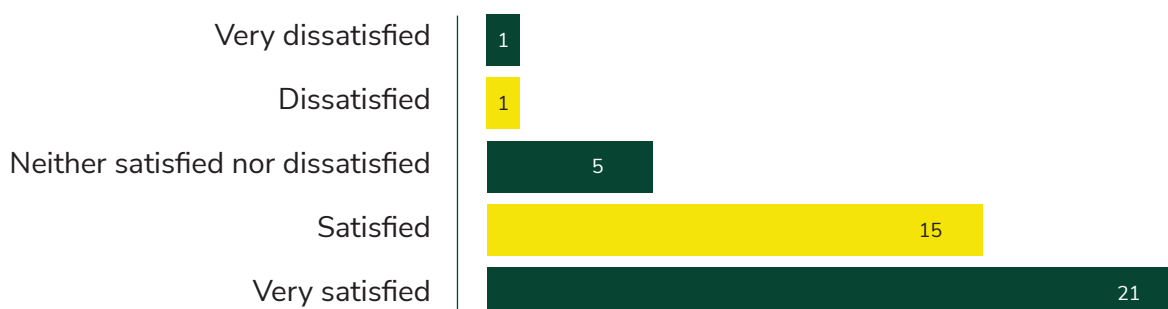
Support for coaches



Environment / atmosphere



Overall satisfaction



Satisfaction levels across all areas were generally high, and were similar across the boys and girls sections, with 84% of respondents noting that they were satisfied or very satisfied overall. The highest levels of satisfaction were with the facilities (95%), the atmosphere at Kirkley Park and communication from the club (both 86%), with a lower level recorded for support for coaches (79%).



Coach survey 2024-25

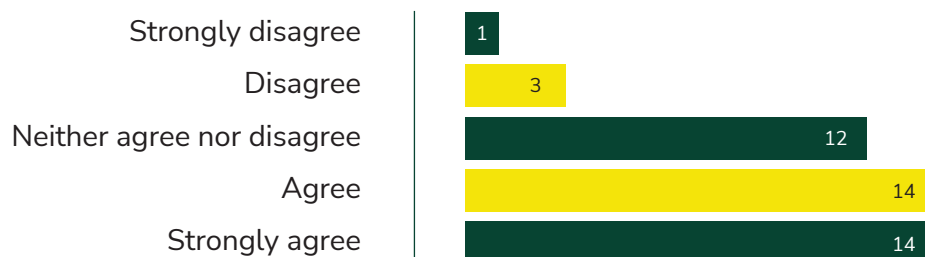


The open text responses providing more context for the satisfaction levels covered a wide range of topics, including: the types and timing of communication with coaches; the balance between autonomy and guidance/support; provision of kit and equipment; and the lack of space for training at times.



Benefits to coaches

Physical health



Mental health





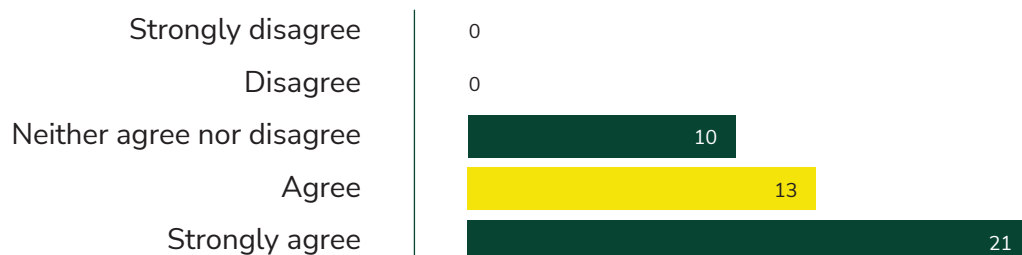
Coach survey 2024-25



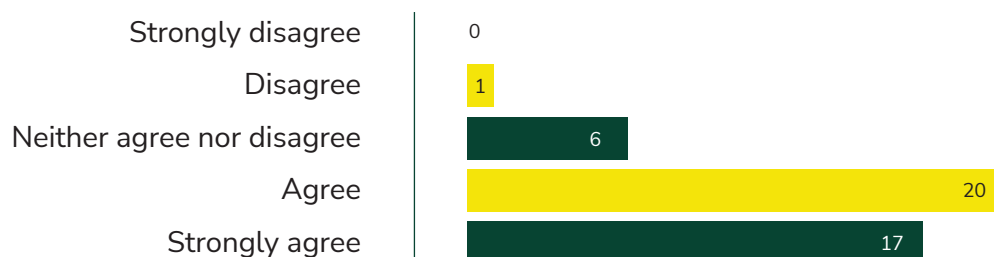
Social and emotional



Citizenship



Learning new skills and enhancing knowledge





Coach survey 2024-25

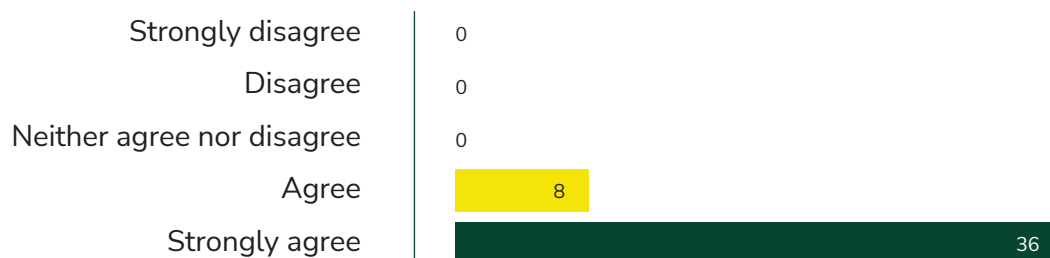


There was strong agreement from coaches that they benefitted from their involvement in terms of their citizenship and their mental health, with 90% and 88% of respondents respectively agreeing or strongly agreeing that this was one of the ways that they benefitted. There was less agreement about physical health benefits (64%), social and emotional benefits (78%) and learning new skills and enhancing knowledge (84%). There were also slightly higher levels of agreement around benefits from coaches in the girls section. A number of the free text responses also focused on mental health topics – both benefits and challenges.

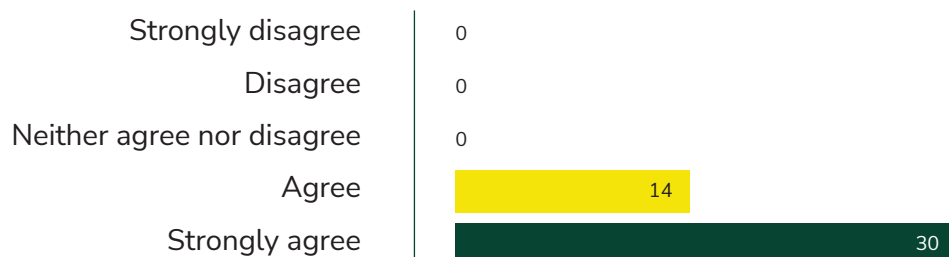


Benefits to children

Physical health



Mental health

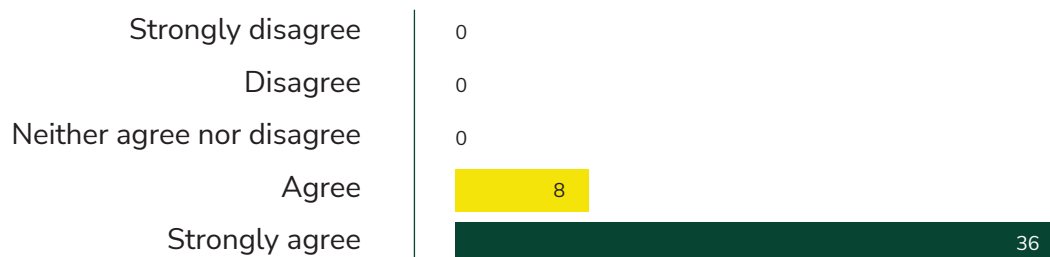




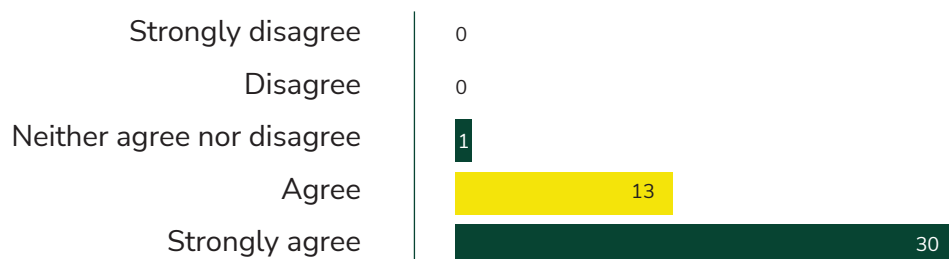
Coach survey 2024-25



Social and emotional



Citizenship



As can be seen from the charts above, there was very strong agreement amongst all coaches about the benefits to children from their involvement with WBC, especially in relation to physical health and social and emotional skills. The strength of agreement was slightly lower about the benefits in relation to citizenship skills and mental health benefits. Again, free text responses supported these findings:

Again, all of the above are benefits of being part of a team or a club that is ran correctly. Sport and activity are so important for children, and with the right role models, there can be many benefits.

The only problem is that the negative sides of football, the pressure, the intensity can also be detrimental however this is part of life's challenges. Again maybe this needs more recognition and a more positive proactive approach.

Yes, I think the environment for the children is really healthy and they are thriving.

Without a doubt I believe children benefit from all above. Different backgrounds, schools, friends etc., all coming together to support each other is a great thing.



Coach survey 2024-25



WBC community

Coaches described lots of different activities outside of training and regular matches where players and parents were brought together, including tournaments, holiday camps, beach trips and fundraising activities like sponsored walks. Most of these related to team specific activities, with almost no mention of activities with other teams or organised by the club. Only 2 coaches out of 29 that answered this question stated that they did not do anything outside of training or matches.

During the summer months we will often go to the local park after a game and recently when we didn't have a game the team went bowling together.

Encourage the children to attend camps, club activities such as boxing. Organise team bonding days out at parks and indoor amusement.

We have an end of season session, I would like to put more team building stuff on in the future.

Coaches also discussed a wide range of approaches to ensure that children felt welcome and safe at the club. Almost all coaches mentioned the importance of small gestures such as greeting every child, spending time asking how they had been and listening when they spoke. Others highlighted the importance of being open and honest with children at all times. Coaches ensured the safety of children through a variety of means, including considering the physical environment, making sure appropriate equipment was used and available, and again stressing the importance of clear and open communication, for and with both players and parents.

Always acknowledge 'meet & greet' players attending, ensure listen and not talking over players.

Make sure spend time to talk and welcome each player to the session and their parents/carer. Prioritise engagement through the session asking their feedback on the session and asking what they enjoyed or learned from the session. And making sure I say bye to each individual before they leave.

By keeping things fun, clear and good communication.

Make sure players understand what they are doing. Make sure goals, bags and jackets are out of the way to avoid any slips and trips.

Regular check ins with players to ensure that they understand what is being asked but also can have time to address concerns.



Coach survey 2024-25



Suggestions for improvements to the sense of community and belonging at the club included more opportunities for local children from Wallsend and more events and activities at Kirkley Park, such as fun days, fundraising events, and tournaments, and encouraging better use of the facilities in the POCH. Other suggestions included more involvement with activities and events in and with the wider community, and better and more frequent communication about different topics.

More group bonding sessions and also offer extra support for the different age groups especially 12-16 who are changing into young adults.

Family Fun & Community Days held at different points throughout the year.

Make more places for local kids, perhaps subsidise costs of being on the team.

More than football

As part of the 'More than Football' motto, coaches highlighted the importance of creating a community at WBC, teaching young people citizenship skills and the importance of values and helping them to become 'better people'.

To me, it means it's not just about how good a player is, it's about what kind of person they are likely to become, helping shape their future.

Not just about the footy, it's about the community and what you get out of being part of it.

Giving young people opportunities to develop skills and gain experiences to support their day-to-day life rather than just "their footballing journey".

They also stated a number of ways that their approach to their teams was influenced by the club's approach. Again, these comments related to relatively small-scale, everyday acts that took place at training sessions and matches. There was little mention of explicit acts or formal instructions relating to standards or values, but coaches outline how they encouraged players to behave in certain ways



Coach survey 2024-25



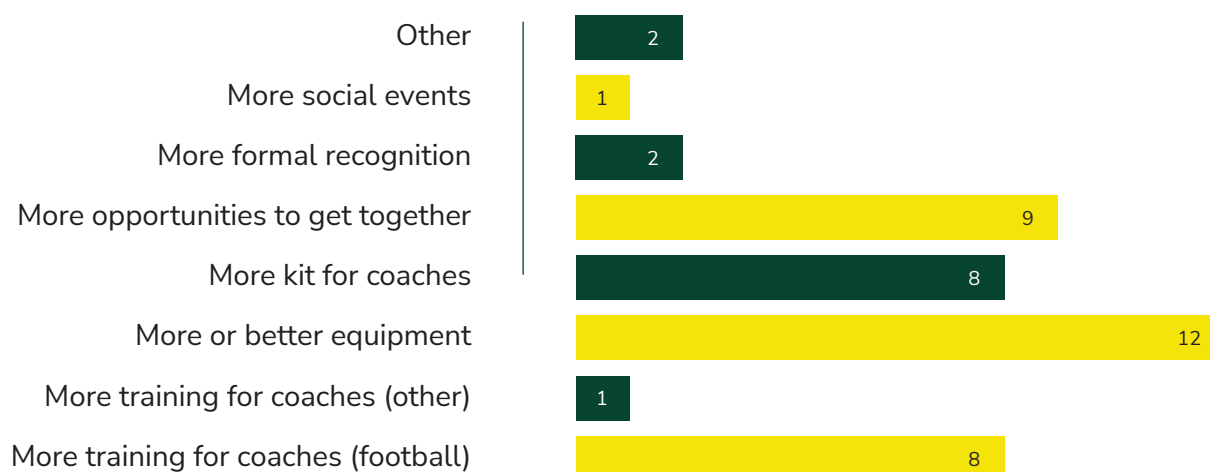
Single most important thing

Similar to parents perspectives, coaches highlighted the provision of a safe space and positive environment, good quality coaching and opportunities to be a part of a team and develop friendships as the most important thing or things that WBC provided for young people.



Support for coaches

When asked what support from the club might be helpful, coaches identified four of the areas suggested as being most helpful: more or better equipment; more kit for coaches; more opportunities to get together; and more football-related training for coaches. The graph below highlights the spread of responses to this question.



(Note: question only allowed one answer per coach)



Coach survey 2024-25



When asked to provide more context or to expand on these answers, coaches mentioned many of them, but many tended to focus on issues relating to equipment, kit and space at training sessions, and some issues relating to appreciation and recognition.



When asked to identify what might make coaching at the club more attractive to anyone considering it, or who might be asked to get involved, coaches suggested focusing on and promoting the many negative aspects of being a coach and being able to demonstrate a supportive structure that would help with developing coaches. Financial changes, such as coaches children not paying subs was also mentioned.

