



# Have your say

# Active Through Football

## Public Consultation Report



**Consultation: 22<sup>nd</sup> February – 14<sup>th</sup> March 2021**

**Report: 24<sup>th</sup> March 2021**

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# Key Findings

The Council has been invited to bid for up to £750,000 in funding from the National Lottery's Active Through Football funding programme. This engagement was carried out to ensure Wirral residents' views about football could be included in the bid so that it reflected the footballing requirements and ideas of communities and residents. A public consultation was carried out which ran from 22 February to 14 March 2021.

Participant's views were invited on how they would like football delivered in the areas of Birkenhead & Tranmere, Seacombe, Bidston & St. James, Rock Ferry and Liscard, and how they will get involved.

A summary of key findings is set out below:

- 112 participants completed the survey. Participants were asked whether they were answering the question in relation to either Birkenhead & Tranmere, Seacombe, Bidston & St. James, Rock Ferry, Liscard or All Areas.

Most people (35.7%) responded in relation to All Areas. Where a specific area was selected Birkenhead & Tranmere was most often chosen (27.7%).

Q1. Please choose the area you would like to provide information for:	Total
All Areas	40
Birkenhead & Tranmere	31
Liscard	19
Bidston & St. James	14
Rock Ferry	7
Seacombe	1
<b>Total</b>	<b>112</b>

*Table 1: Areas that participants provided information for.*

Only 1 person answered on behalf of Seacombe. Therefore, **answers relating to Seacombe will be suppressed at area level analysis.** They will be included within analysis of total results and reflected within data tables.

- Q2. Most consultees (68.2%) overall do take part in football activities. Liscard (77.8%) and 'All Areas' (77.5%) had the highest proportion of respondents that took part in football activities. Birkenhead & Tranmere had the lowest proportion of participants in football activities (53.3%).

- Q3. 74.7% of people who did not take part in football activities felt that they would like to take part in football activities to help change their lifestyle. This feeling was most prevalent in All Areas (88.9%) and Liscard (84.6%). Rock Ferry had the fewest people who wished to take part in activities, 33.3%.
- Q4. Of those who did already take part in activities, improved health & wellbeing is the top reason (16.7%) that respondents overall did so, followed by an increase in social interaction (13.4%). Improved health & wellbeing was also the most prevalent reason throughout the areas.
- Q5. Of the football activities that consultees already knew of or accessed, the most common overall was formal coached sessions (47.7%), and this is reflected throughout the areas.
- Q6. When asked who delivers the football activities, in most cases overall this was either a football club (23%) or a football team (18.4%). This is reflected in Rock Ferry & Liscard. However, in Birkenhead & Tranmere and Bidston & St. James the majority of people, 20.8% and 27.8% respectively were unaware who football activity providers were.
- Q7. When asked what the barriers were to accessing football activities, overall, the most common answer was a lack of appropriate facilities (23.4%). This is true across the areas except for Rock Ferry, where the location of activities was the biggest barrier (40%), and Bidston & St. James where it was jointly cost & lack of knowledge of activities (21.4% each).
- Q8. Of the football activities people would most like, organised competitions and tournaments were most popular overall (14.4%), closely followed by 5-a-side casual sessions (14.2%). This was reflected across the areas, except in Rock Ferry where mixed football sessions, 5-a-side casual sessions and formal coached sessions were equally most desired (13.9% each).
- Q9. In terms of delivering the desired football activities, respondents overall thought they should be delivered by qualified coaches for a community organisation (22.8%), closely followed by qualified coaches at a local club or league (22.1%). This was true across the areas.
- Q10. A local field is where, overall, respondents felt the activities should be delivered (19%) however opinions vary in the areas, with only Liscard reflecting

this. Within All Areas (20.8%), Rock Ferry (20%) and Bidston & St. James (19.1%) it was felt that a leisure centre would be the best place to deliver activities. A church hall was thought to be the least suitable location across the board.

- Q11. Both overall (25.7%) and throughout the areas no particular day was highlighted as being best to access activities; most people indicated 'any day' was best. Where a day was selected, overall, midweek was preferred over Friday-Sunday. Thursday was the most popular day (12.6%) by a small margin in cases where a particular day was preferred.
- Q12. The evening (5pm -10pm) was indicated as being the best time to access football activities both overall (61.9%) and throughout the areas.
- Q13. Both overall (48.4%) and throughout the areas it was felt that football activity sessions would best be run for 1 hour.
- Q14. Improved health & wellbeing (physical and mental health) was how most people felt they would personally benefit from taking part in football activities, both overall (16.2%) and throughout the areas.
- Q15. When asked how their suggested ideas for football activities could benefit their community, most people overall said that a healthier community (14.8%) and better relationships within the community (14.3%) were the main benefits. This is reflected within most of the areas, except those who answered for All Areas, where the main benefit was seen to be to empower, motivate and inspire people (14.1%).
- Q16. Overall Facebook was the most popular method of accessing information about football activities (19.4%), which is also true in the areas, except Bidston & St. James where emails were the preferred method (18.8%).

### **Ideas Board**

- Submissions about facilities were most prevalent on the ideas board (34%), mostly regarding the need to either improve facilities (20%), create more facilities (20%) or both.
- Lack of adequate Drainage and all-weather usability was felt to be one the biggest issues affecting facilities.

- Ideas and comments advocating upgrade and use of existing school pitches accounted for 22% of submissions, in particular the suggestion that a footballing hub be created at Ridgeway High School. This was the most liked and commented upon individual idea submitted to the board (11 likes, 7 comments).



# Methodology

This consultation is to inform a bid for up to £750,000 in funding from the National Lottery's Active Through Football funding programme.

To help shape the bid, a public consultation was carried out using Wirral Council's 'Have your say' consultation portal at [www.haveyoursay.wirral.gov.uk](http://www.haveyoursay.wirral.gov.uk), where there was a page dedicated to the Active Through Football consultation. The consultation ran between 22 February & 14 March 2021. Key documents were published here, available for download alongside an online survey. Respondents were able to request paper copies of the survey, or submit additional comments via a dedicated email address, which was published on the Have your say site alongside the online survey.

## Email & written responses

No responses were received via email or in writing.

The COVID-19 virus continues to place limitations on our efforts to engage our local communities. However, in an effort to raise awareness amongst as many residents, stakeholders and businesses as possible, the survey was promoted using communications channels available to the council, to underpin the aims of the consultation process. This included issuing press releases to outline the purpose of the consultation and to direct people to our site, posting stories on Wirral View (the council's own wraparound news pages for its corporate website,) news items in the 20,000-subscriber council e-newsletter and in numerous posts on the council's social media channels (LinkedIn, Twitter, Facebook & Instagram). The Council Sports Development Team also utilised their local networks to raise awareness of the survey.

## Questionnaire design

The consultation questionnaire was developed to ascertain residents', businesses, and other stakeholder's views on what should be the key elements of the Active Through Football bid. In particular, the consultation invited views on:

- Participants' level of involvement and barriers to taking part in footballing activities, which activities are desired and how they should be delivered.
- Responses were requested for 5 particular areas, or 'all areas':
  - Birkenhead & Tranmere
  - Seacombe



- Bidston & St. James
  - Rock Ferry
  - Liscard
  - All Areas
- Ideas for community and grassroots football in the 5 areas.

### **Interpretation of results**

In terms of the results of the questionnaire it is important to note that:

- The public consultation is not representative of the overall population of Wirral but provides information, in particular, on the opinion of those residents who engaged with the Council, and an important indication of where there may be particular strength of feeling in relation to footballing activities.
- Where percentages do not add up to 100, this may be due to rounding, or the question is multi-coded. All free text questions that invited respondents to write in comments are multi-coded and therefore add up to more than 100 percent.
- In order that they can be summarised, all free text responses to the public consultation have been categorised using a 'tagging' system based on the main themes arising from the comment. Comments may cover multiple themes, therefore there are more comment categories than comments.
- Only 1 respondent responded on behalf of Seacombe. Therefore, to avoid misleading data, or identification of individuals for analysis at area level, Seacombe has been repressed from the reporting. Answers relating to Seacombe are still represented in overall data and reporting.

# Questionnaire results

Q1: Please choose the area you would like to provide information for.

Of the 112 respondents, most people chose to provide information for All Areas (35.7%), followed by Birkenhead & Tranmere (27.7%). Only one person (0.9%) provided information for Seacombe.

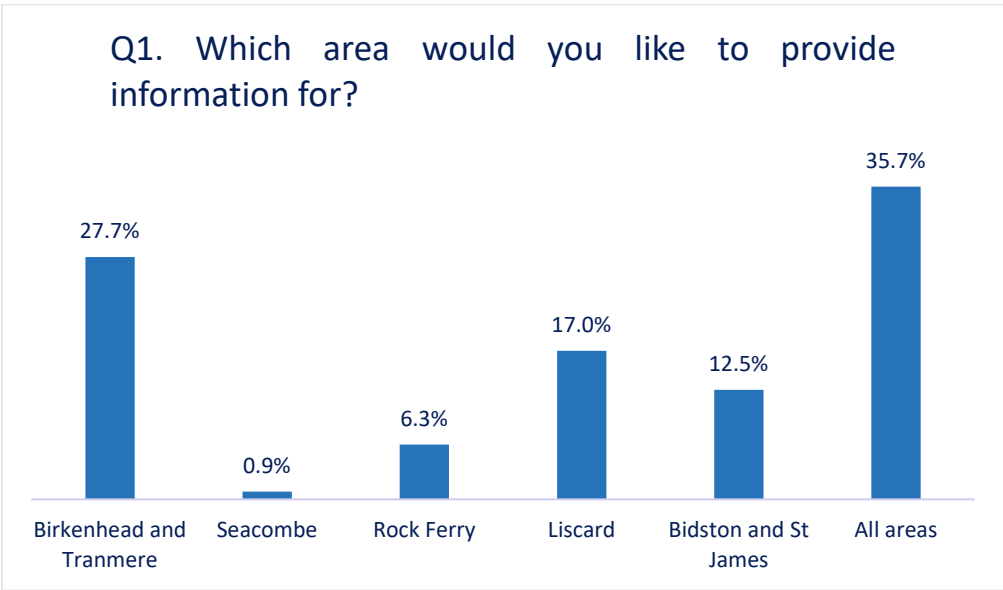


Figure 1: Which areas information is provided for?

Q1. Please choose the area you would like to provide information for.	Total
All areas	40
Birkenhead & Tranmere	31
Liscard	19
Bidston & St. James	14
Rock Ferry	7
Seacombe	1
Total	112

Table 2: Please choose the area you would like to provide information for.

## Q2: Do you currently take part in any football activities in the area?

Overall, 68.2% of respondents already took part in football activities. Throughout the Areas, more people that not already took part in activities; existing participation in football activities was most prevalent in Liscard (77.8%) and amongst those who responded for All Areas (77.5%).

Birkenhead & Tranmere had the lowest rate of existing participation in football activities (53.3%) and accordingly, the highest rate of those not currently participating in football activities (46.7%).

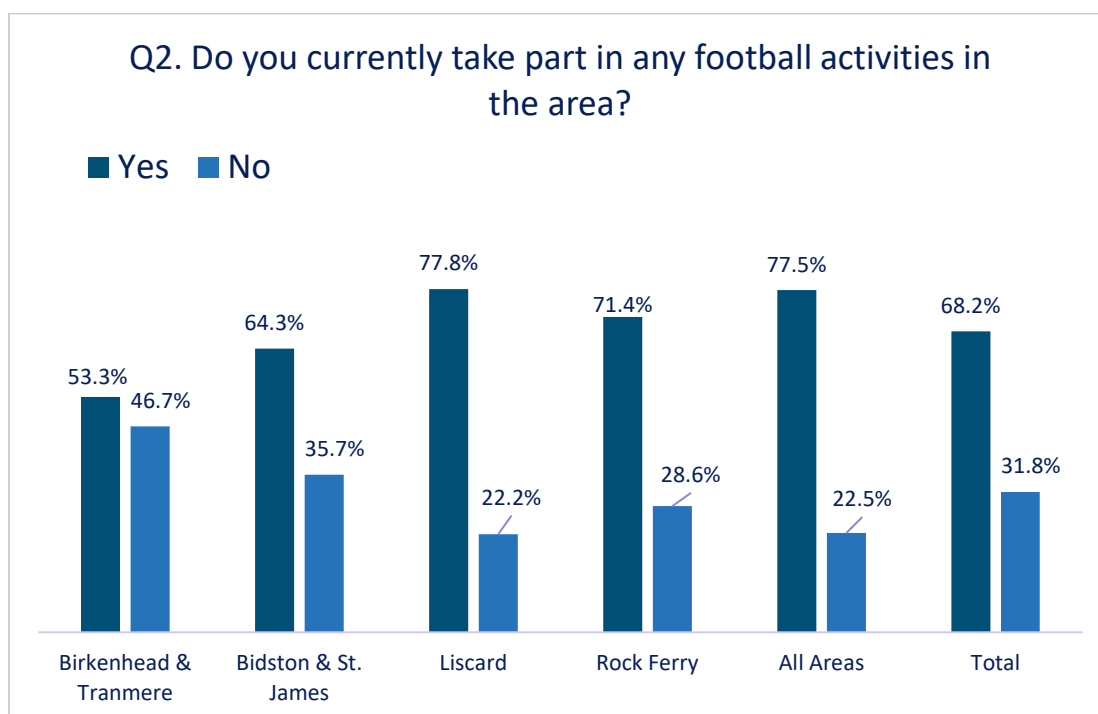


Figure 2: Chart showing rates of existing participation in football activities.

Area	Yes	No	Total
Birkenhead & Tranmere	16	14	30
Seacombe	0	1	1
Bidston & St. James	9	5	14
Liscard	14	4	18
Rock Ferry	5	2	7
All Areas	31	9	40
Total	75	35	110

Table 3: Table showing numbers of existing participants in football activities.

### Q3: Would you like to take part in football activities to help change your lifestyle?

This question was answered only by those who answered 'no' to Question 2: Do you currently take part in any football activities in the area?

Overall, most respondents (74.7%) indicated that they would like to take part in football activities, and this was reflected in all of the areas except Rock Ferry, where only 33.3% felt they would like involvement in activities.

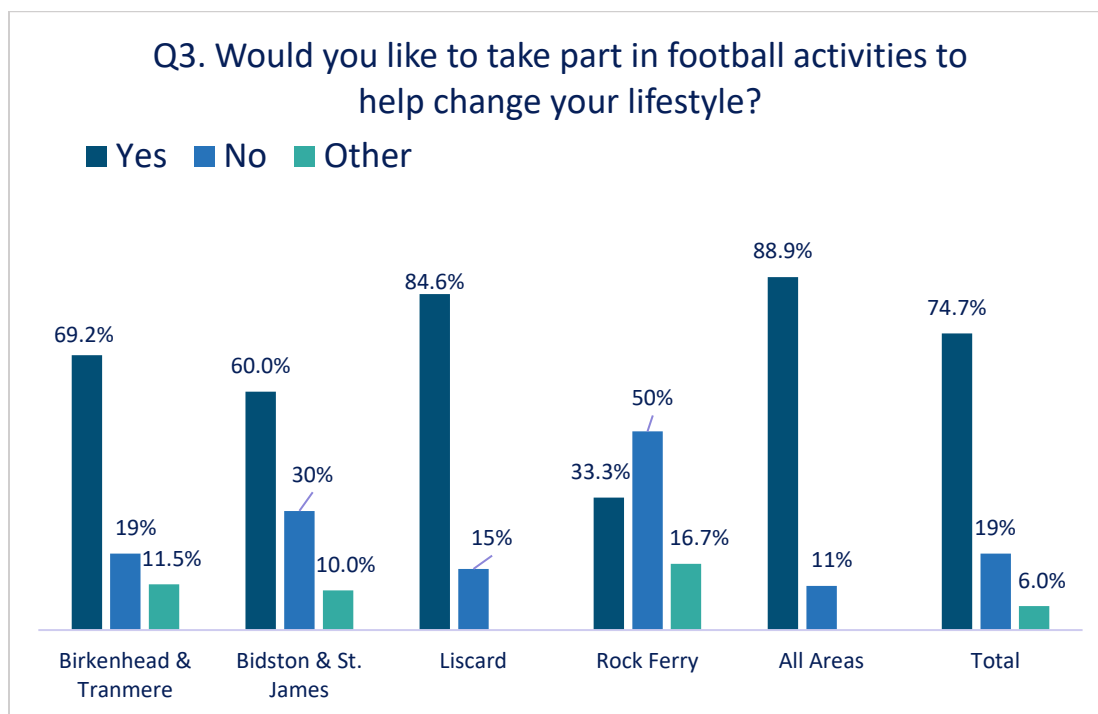


Figure 3: Proportion of people who would like to take part in football activities

Of the 'Other' comments most reflected that they would like their children/ grandchildren or young people in general to take part in football activities (x3). One stated that they would prefer to become involved in activities other than football.

Area	Yes	No	Other	Total
Birkenhead & Tranmere	18	5	3	26
Seacombe	1			1
Bidston & St. James	6	3	1	10
Liscard	11	2		13
Rock Ferry	2	3	1	6
All Areas	24	3		27
<b>Total</b>	<b>62</b>	<b>16</b>	<b>5</b>	<b>83</b>

Table 4: Number of people who would like to take part in football activities

# Q4: Why do you take part in these activities?

This question was answered only by those who answered ‘yes’ to Question 2: Do you currently take part in any football activities in the area?

Overall, most people stated that that they took part in football activities to improve health & wellbeing (16.7%) followed by to increase social interaction (13.4%) and, jointly, stress & anxiety relief and to be part of a team (11.2% each).



Figure 4: Chart showing reasons, overall, why people take part in football activities.

This pattern is broadly followed at area level, with all Areas identifying health & wellbeing as the top reason for participation in activities. Most areas next identify social interaction as a top reason for participation, with the exception, of Liscard where being part of team is considered next important (figure 5 overleaf).

## Q4. WHY DO YOU TAKE PART IN THESE ACTIVITIES?

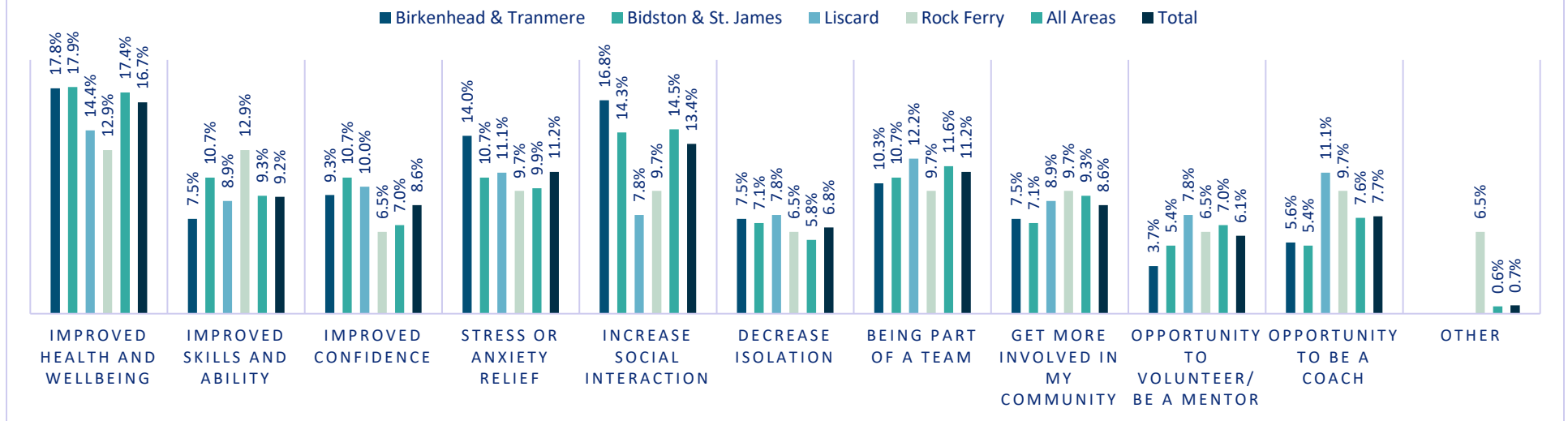


Figure 5: Chart showing reasons, by Area, why people take part in football activities.

Overall, the least common reason for participation in activities is 'the opportunity to volunteer/be a mentor' (6.1%). Again, this pattern is followed across the areas, with the exception, of those who responded for All Areas, for whom a decrease in isolation was the least common reason (5.8%).

'Other' reasons for participation were involvement as a Coach, Chairman or parent in local clubs or grassroots organisations.

Why do you take part in these activities?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Improved health and wellbeing (physical and mental health)	19	0	10	13	4	30	76
Improved skills and ability	8	0	6	8	4	16	42
Improved confidence	10	0	6	9	2	12	39
Stress or anxiety relief	15	0	6	10	3	17	51
Increase social interaction (meeting friends/ making new friends)	18	0	8	7	3	25	61
Decrease isolation	8	0	4	7	2	10	31
Being part of a team (teamwork and peer support)	11	0	6	11	3	20	51
Get more involved in my community	8	0	4	8	3	16	39
Opportunity to volunteer/ be a mentor	4	0	3	7	2	12	28
Opportunity to be a coach	6	0	3	10	3	13	35
Other	0	0	0	0	2	1	3
<b>Total</b>	<b>107</b>	<b>0</b>	<b>56</b>	<b>90</b>	<b>31</b>	<b>172</b>	<b>456</b>

*Table 5: Reasons why people take part in football activities.*

## Q5: What football activities do you currently know of or access in the area?

The most known about football activities, overall, are formal coached sessions (47.7%). This is reflected across the Areas. In Liscard and amongst those who responded for All Areas informal turn up and play sessions are the next most known about type of activity. However, in the remaining areas Birkenhead & Tranmere, Bidston & St. James & Rock Ferry, a higher proportion of respondents did not know of any football activities in the area.

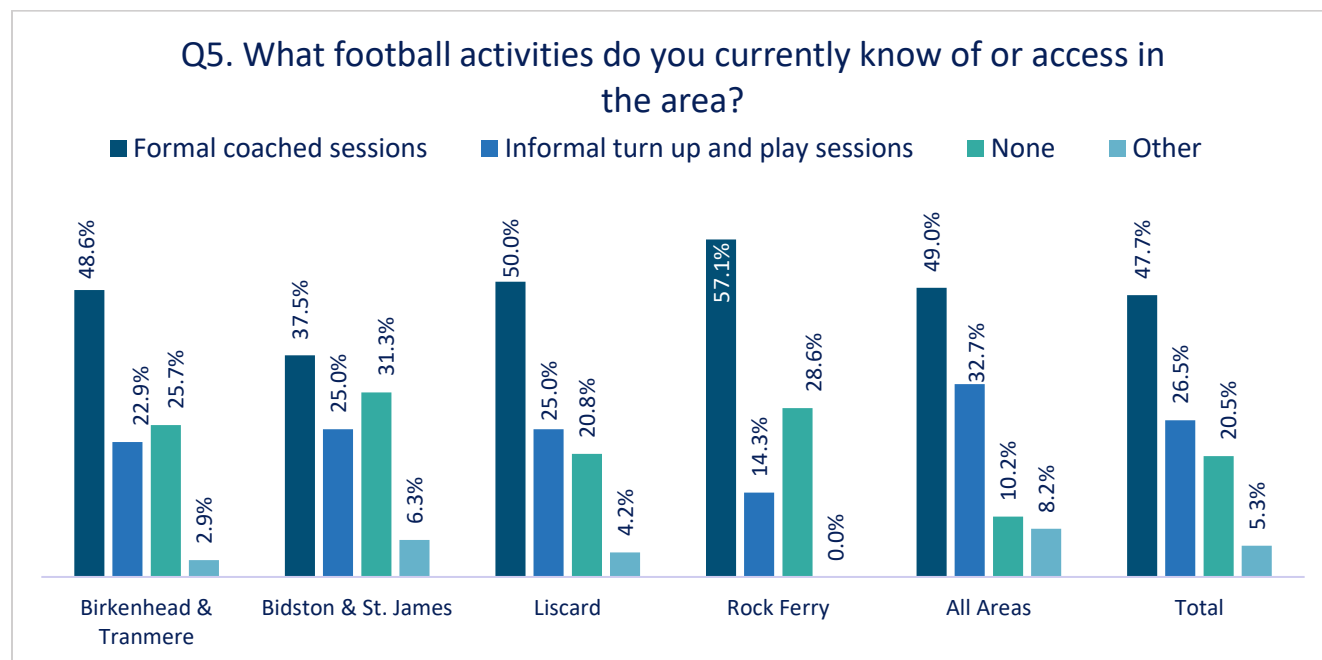


Figure 6: Chart showing known football activities by area.

What football activities do you currently know of or access in the area?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Formal coached sessions (organised closed coached session, playing for a club/team etc)	17		6	12	4	24	63
Informal turn up and play sessions (kick about with friends in a park/ 5 aside game in a leisure centre etc)	8		4	6	1	16	35
None	9	1	5	5	2	5	27
Other	1		1	1		4	7
<b>Total</b>	<b>35</b>	<b>1</b>	<b>16</b>	<b>24</b>	<b>7</b>	<b>49</b>	<b>132</b>

Table 6: Table showing known football activities by area.



'Other' activities mentioned were walking football (x3), over 40's sessions, Play for Veterans, one to one coaching and organised tournaments (x1 each).

## Q6: Are you aware of who currently delivers these activities?

When respondents were asked if they were aware of who delivered the activities, in most cases, this was a football club (23%) or football team (18.4%). This is also the case in Liscard, Rock Ferry and amongst those who responded for All Areas. However, in Birkenhead & Tranmere and Bidston & St. James the majority of people, 20.8% and 27.8% respectively were unaware who football activity providers were (figure 8 overleaf).

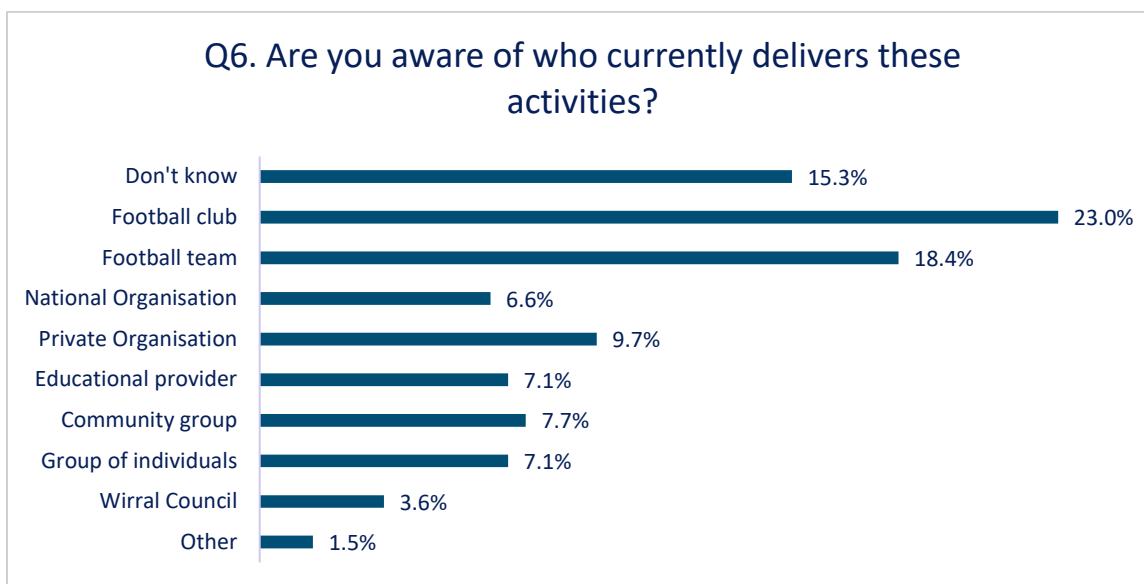


Figure 7: Are you aware who currently delivers these activities?

'Other' people who deliver football activities were identified as:

- Walking football provided by Age Uk - Birkenhead & Tranmere
- Walking football at the Soccerdome - Birkenhead & Tranmere
- A group of friends in Birkenhead & Tranmere, running now defunded activity originally provided by Age Concern. -Birkenhead & Tranmere
- Wallasey Junior League – All areas

## Q6. ARE YOU AWARE OF WHO CURRENTLY DELIVERS THESE ACTIVITIES?

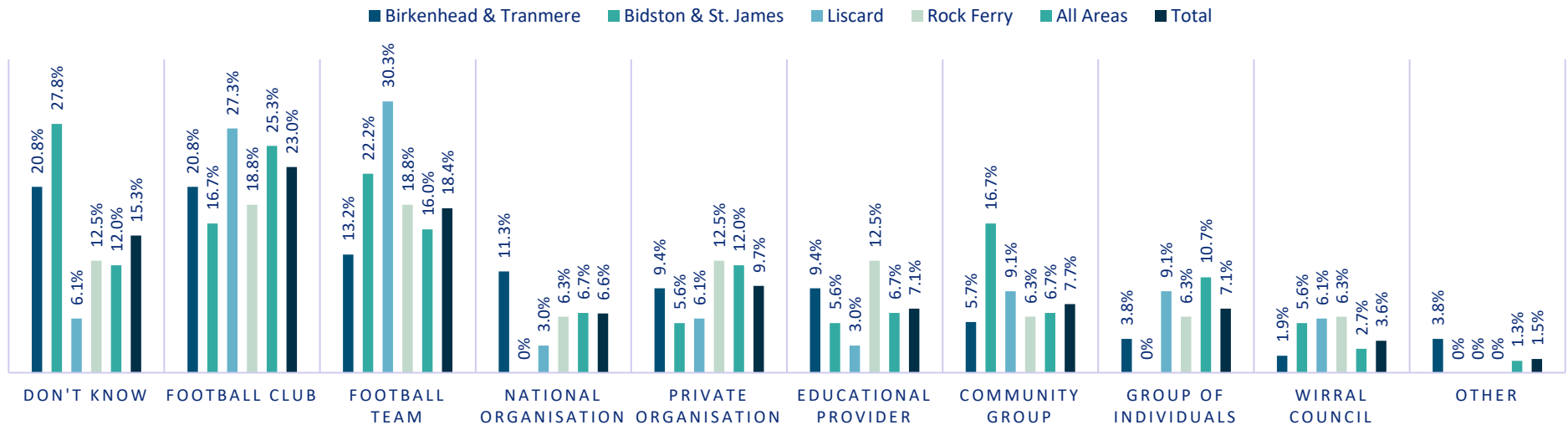


Figure 8: are you aware of who currently delivers activities in your area?

Are you aware of who currently delivers these activities?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Don't know	11	1	5	2	2	9	30
Football club	11		3	9	3	19	45
Football team	7		4	10	3	12	36
National Organisation (Sports England, Cheshire FA)	6			1	1	5	13
Private Organisation (Tranmere Football Club/ Other Private Coaching Businesses)	5		1	2	2	9	19
Educational provider (school, college, university etc)	5		1	1	2	5	14
Community group (church group, charity, voluntary group etc)	3		3	3	1	5	15
Group of individuals (group of friends)	2			3	1	8	14
Wirral Council	1		1	2	1	2	7
Other	2					1	3
<b>Total</b>	<b>53</b>	<b>1</b>	<b>18</b>	<b>33</b>	<b>16</b>	<b>75</b>	<b>196</b>

*Table 7: Table showing activity providers that respondents are aware of in their area*

## Q7: If you experience any barriers preventing you from accessing football activities, please let us know what they are?

When asked about the barriers preventing people from accessing football activities, overall, the biggest barrier was identified as being a lack of appropriate facilities (23.4%), followed by cost (15.2%). This is also true in Liscard (30%) and Birkenhead & Tranmere (26.4%). The location of the activities was the biggest barrier in Rock Ferry (40%) and in Bidston & St James it was, jointly, the cost (21.4%) and not knowing the activities were available (21.4%).

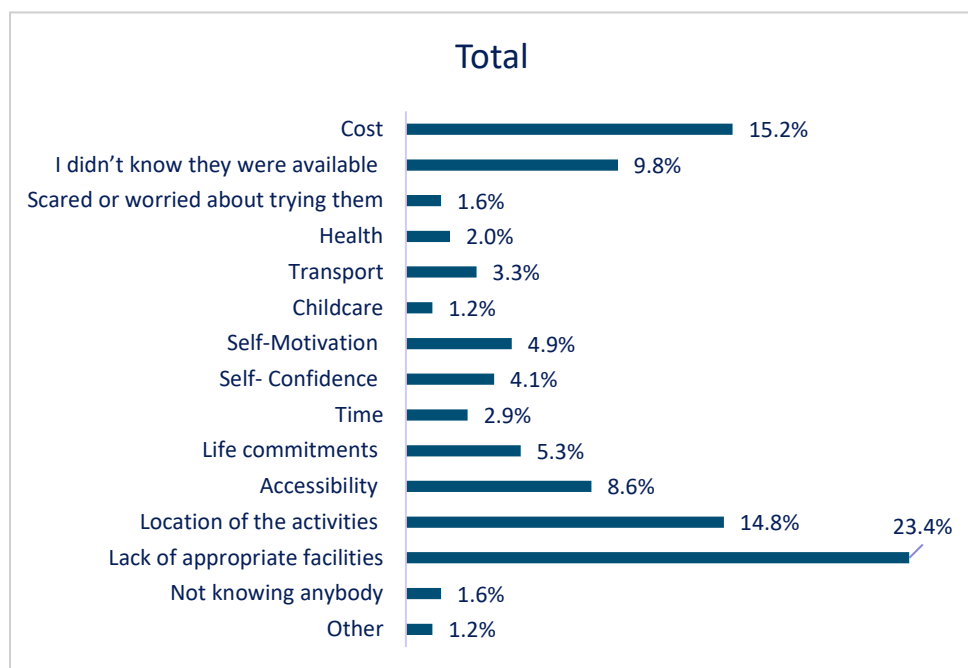


Figure 9: Barriers preventing access to football activities - Total responses.

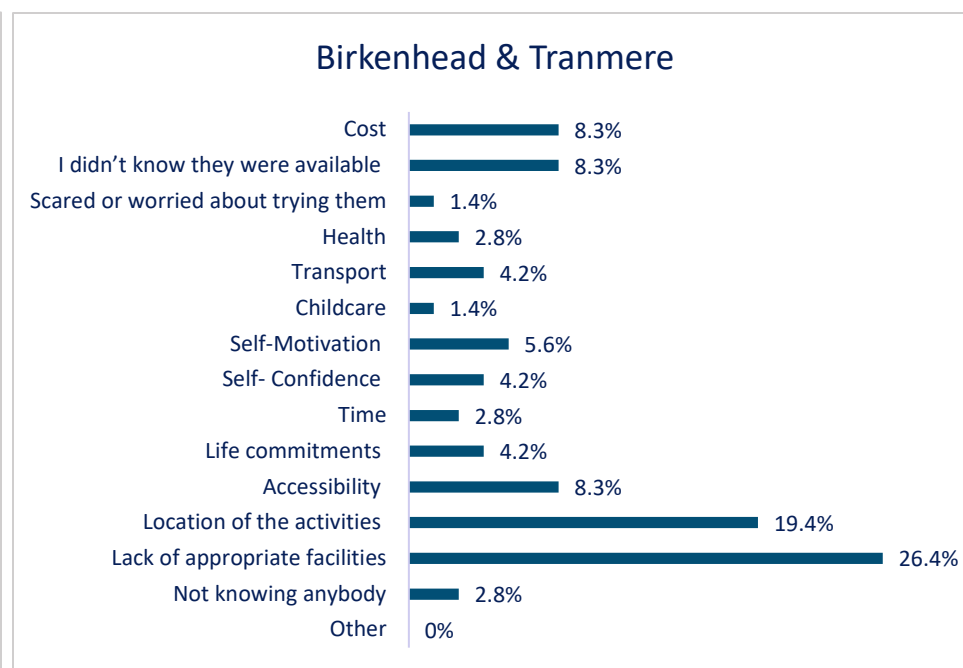


Figure 10: Barriers preventing access to football activities - Birkenhead & Tranmere.

### Bidston & St James

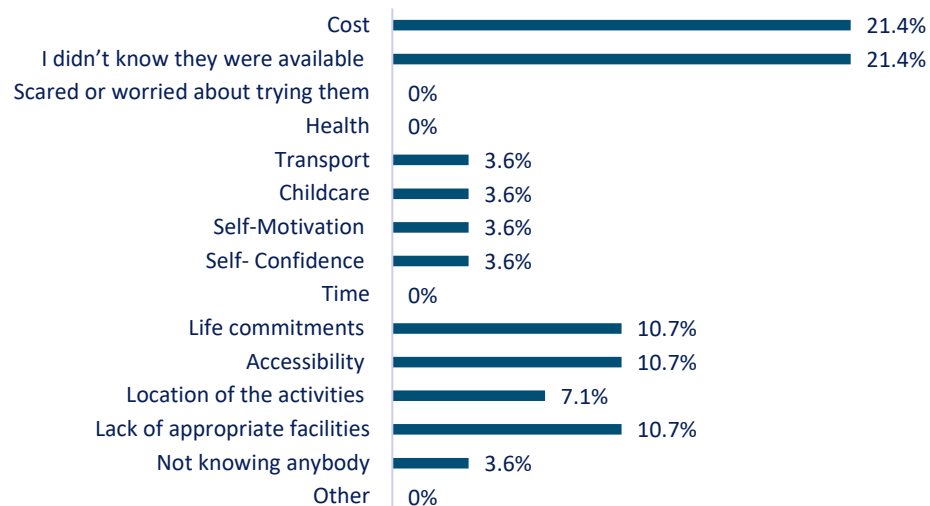


Figure 11: Barriers preventing access to football activities - Bidston & St. James.

### Liscard

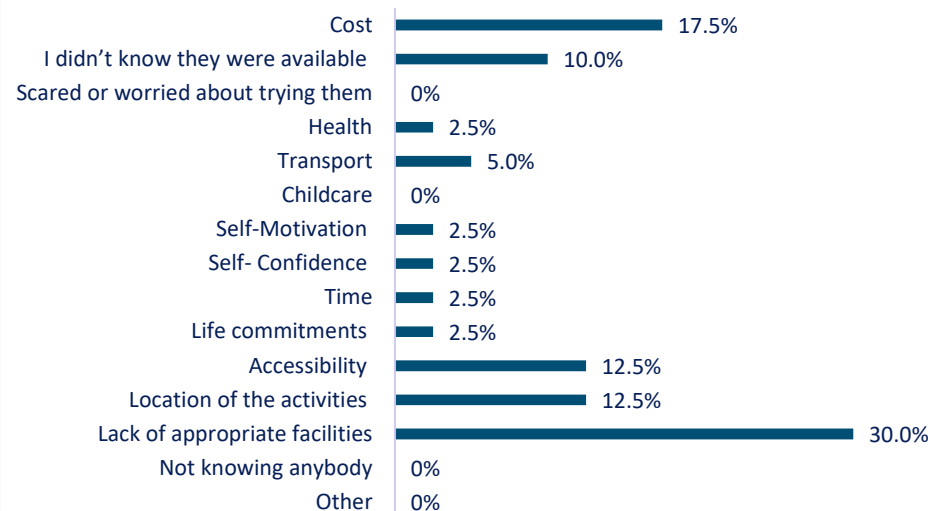


Figure 12: Barriers preventing access to football activities – Liscard.

### Rock Ferry

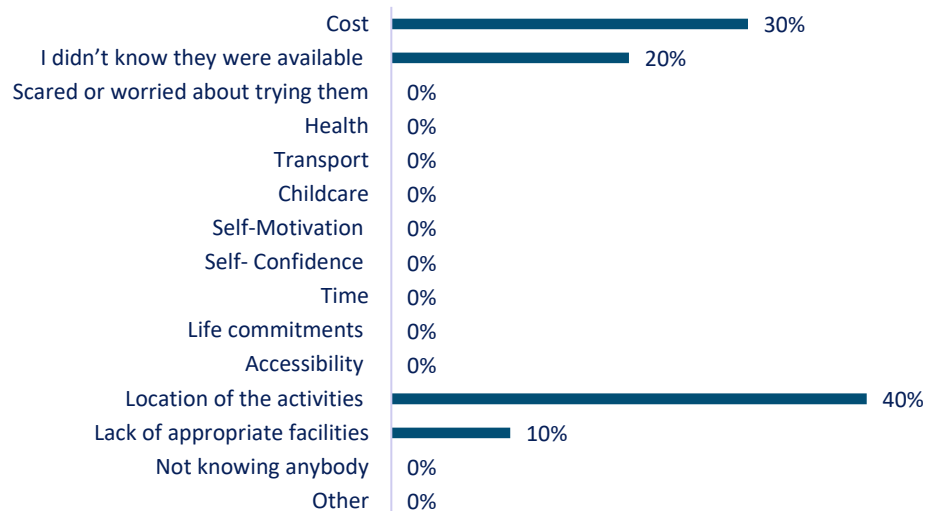


Figure 13: Barriers preventing access to football activities - Rock Ferry.

### All Areas

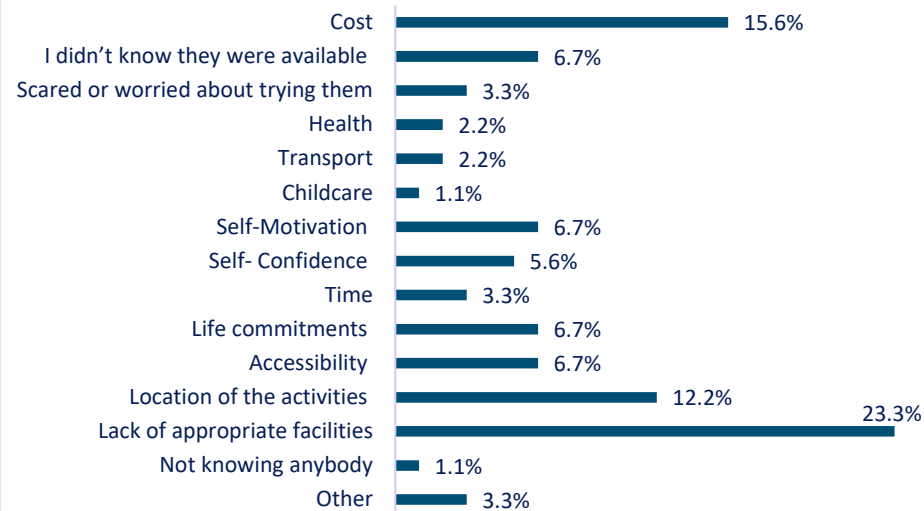


Figure 14: Barriers preventing access to football activities - All Areas.

The 'Other' barriers mentioned were elaboration on the lack of appropriate facilities, that they are covered in rubbish and broken glass, with poor drainage.

If you experience any barriers preventing you from accessing football activities, please let us know what they are?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Cost	6	1	6	7	3	14	37
I didn't know these activities were available	6		6	4	2	6	24
Scared or worried about trying these activities	1					3	4
Health	2			1		2	5
Transport	3		1	2		2	8
Childcare	1		1			1	3
Self-Motivation	4		1	1		6	12
Self- Confidence	3		1	1		5	10
Time	2	1		1		3	7
Life commitments (work/ family)	3		3	1		6	13
Accessibility	6	1	3	5		6	21
Location of the activities	14		2	5	4	11	36
Lack of appropriate facilities	19	1	3	12	1	21	57
Not knowing anybody	2		1			1	4
Other						3	3
<b>Total</b>	<b>72</b>	<b>4</b>	<b>28</b>	<b>40</b>	<b>10</b>	<b>90</b>	<b>244</b>

*Table 8: Barriers preventing access to football activities.*

## Q8: What football activities would you like in the area?

The most popular football activity that respondents would like in their area, overall, was more organised competitions/tournaments (14.4%) and this is the case across the areas, with the exception, of Rock Ferry. In Rock Ferry 5-a-side coached sessions, formal coached sessions and mixed sessions were jointly the most desired (13.9% each).

The least desired activity overall was powerchair football (3.4%), and this was the least, or joint least, desired activity in most areas except Bidston & St. James where it was coaching/refereeing/volunteering (1.7%).

### Charts showing what football activities respondents would most like, by area:

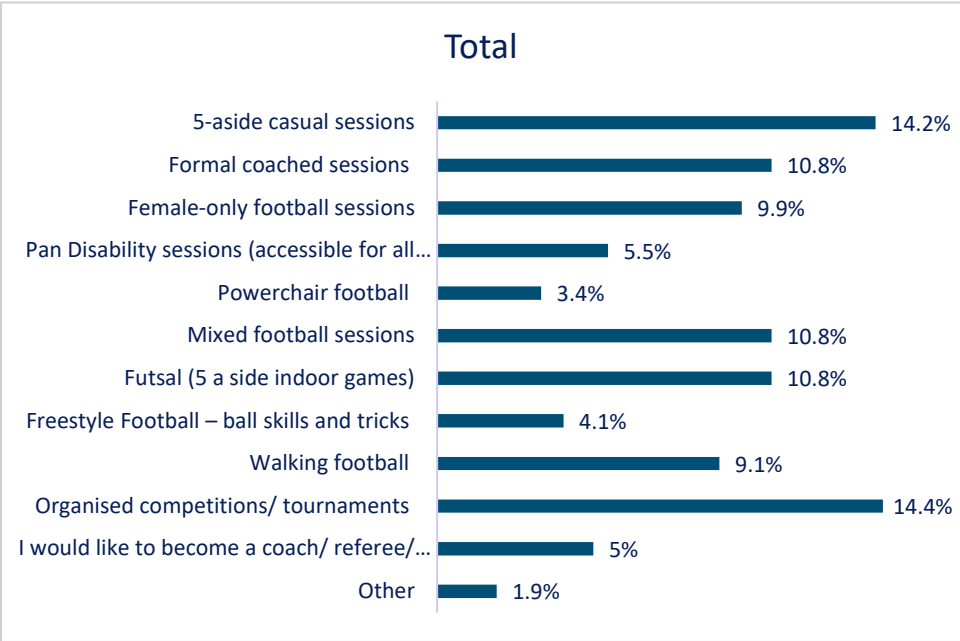


Figure 15: Most desired football activities overall.

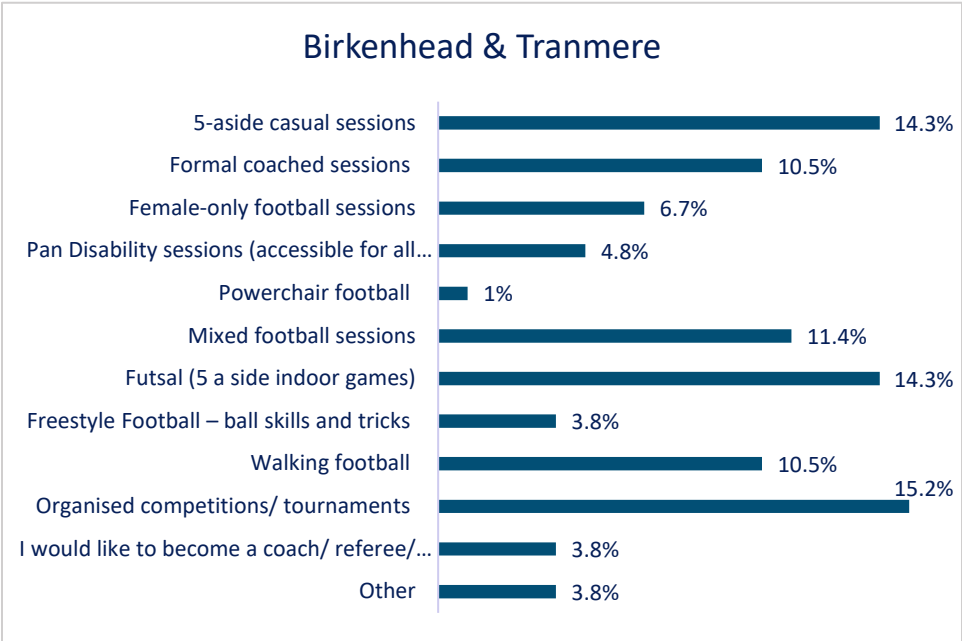


Figure 16: Most desired football activities in Birkenhead & Tranmere.

### Bidston & St. James

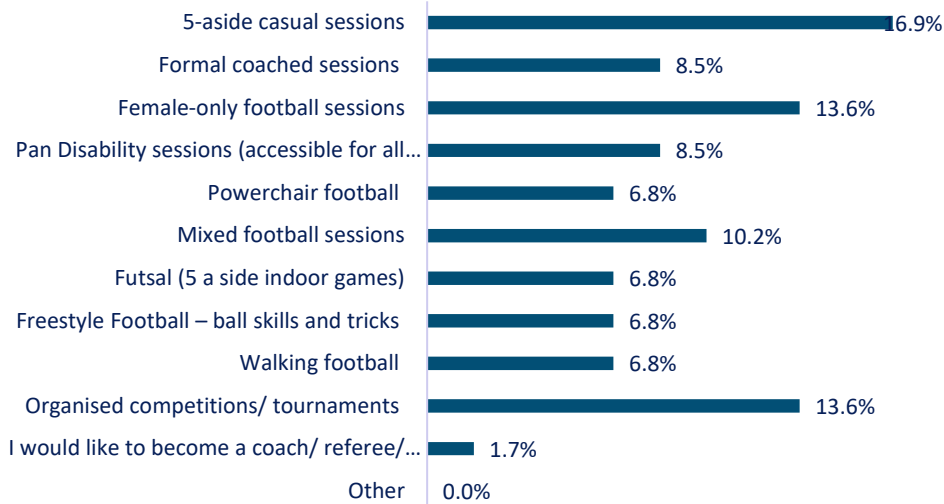


Figure 17: Most desired football activities in Bidston & St. James

### Liscard

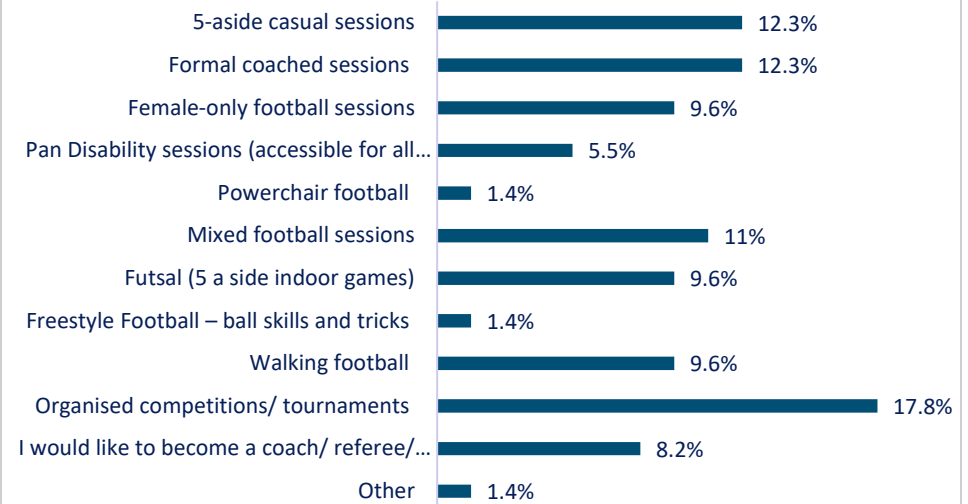


Figure 18: Most desired football activities in Liscard

### Rock Ferry

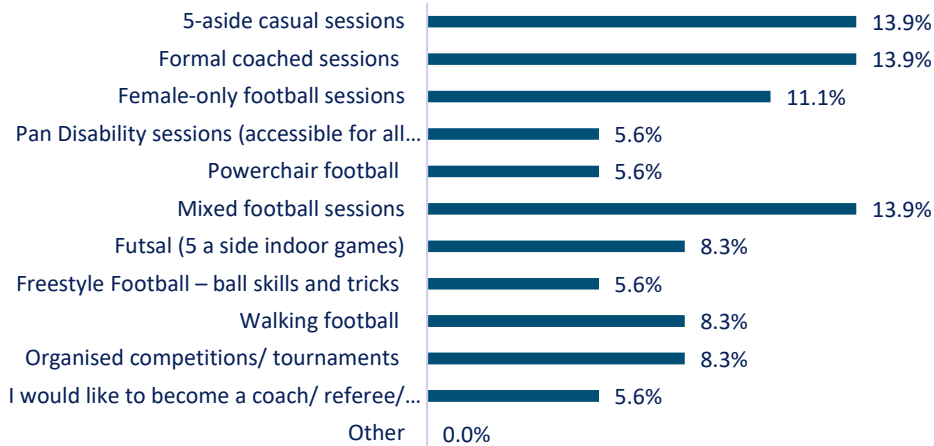


Figure 19: Most desired football activities in Rock Ferry.

### All Areas

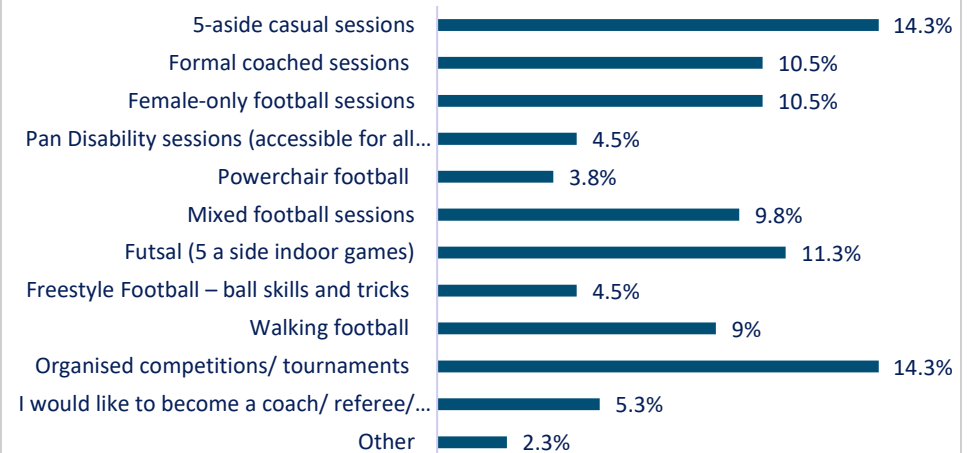


Figure 20: Most desired football activities in All Areas



‘Other’ activities that people that people mentioned they would like to see were:

- All weather/4G/outdoor pitches for grassroots and 4/5/6 a side teams (x3 All Areas, Liscard and Birkenhead & Tranmere).
- Non-competitive all age/ability leagues/games, on suitable facilities, for those without the ability to join competitive teams, including midweek. (x2 Birkenhead & Tranmere and All areas).
- Women only over 50s walking teams (x1 Birkenhead & Tranmere).
- Develop coaches in marginalised communities (x1 All Areas).
- No further sporting activities are required (x1 Birkenhead & Tranmere).

What football activities would you like in the area?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
5-a-side casual sessions	15	1	10	9	5	19	59
Formal coached sessions	11	1	5	9	5	14	45
Female-only football sessions	7	1	8	7	4	14	41
Pan Disability sessions (accessible for all disabilities)	5	1	5	4	2	6	23
Powerchair football	1	1	4	1	2	5	14
Mixed football sessions	12	1	6	8	5	13	45
Futsal (5 a side indoor games)	15	1	4	7	3	15	45
Freestyle Football – ball skills and tricks	4		4	1	2	6	17
Walking football	11	1	4	7	3	12	38
Organised competitions/ tournaments	16	1	8	13	3	19	60
I would like to become a coach/ referee/ volunteer	4	1	1	6	2	7	21
Other	4			1		3	8
<b>Total</b>	<b>105</b>	<b>10</b>	<b>59</b>	<b>73</b>	<b>36</b>	<b>133</b>	<b>416</b>

Table 9: Desired football activities

## Q9: Who do you think should deliver these football activities?

Overall, most respondents (22.8%) felt that Qualified coaches for a community organisation should deliver football activities. This is replicated across the areas, except amongst those who responded for All Areas, where Qualified football coaches at a local club or league were thought most suitable to deliver activities.

The least popular choice to deliver the activities both overall (12.6%) and amongst all but one of the areas was delivery by Volunteers or employees at a local community group. The exception was in Birkenhead & Tranmere where Qualified coaches for the council's sports development team were the least popular selection to deliver football activities (3.4%).

Several (x6) of the 'Other' comments surrounding who should deliver football activities suggested that schools were well placed to deliver this.

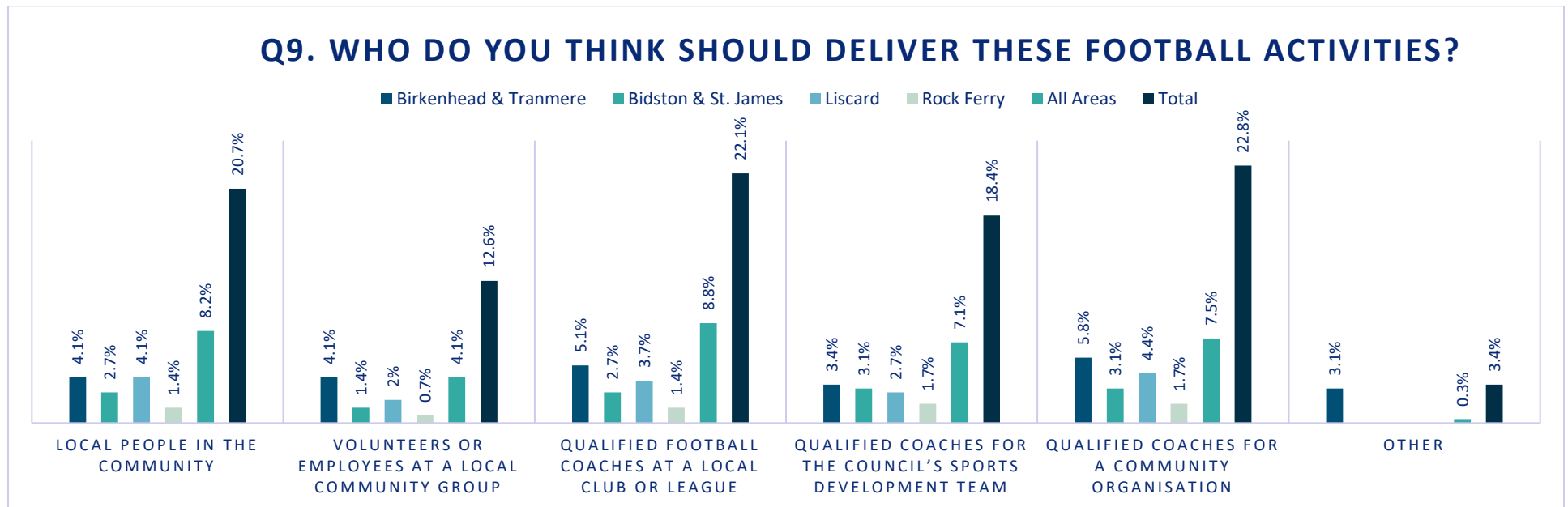


Figure 21: Who should deliver football activities?

Who do you think should deliver these football activities?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Local people in the community	12	1	8	12	4	24	61
Volunteers or employees at a local community group	12	1	4	6	2	12	37
Qualified football coaches at a local club or league	15	1	8	11	4	26	65
Qualified coaches for the council's sports development team	10	1	9	8	5	21	54
Qualified coaches for a community organisation	17	1	9	13	5	22	67
Other	9	0	0	0	0	1	10
<b>Total</b>	<b>75</b>	<b>5</b>	<b>38</b>	<b>50</b>	<b>20</b>	<b>106</b>	<b>294</b>

Table 10: Who should deliver football activities?

## Q10: Where do you think these football activities should be delivered?

A local field (19%) or Leisure Centre (18%) are where, overall, most respondents felt the activities should be delivered however opinions vary in the areas. A local field was the preferred venue in Bidston & St. James (23.4%) and Liscard (23.9%). In All Areas (20.8%) and Rock Ferry (20%) a leisure centre was identified as the best place to deliver activities. A church hall was the location overall (2.5%) and across the areas that fewest people selected as suitable place to deliver activities.

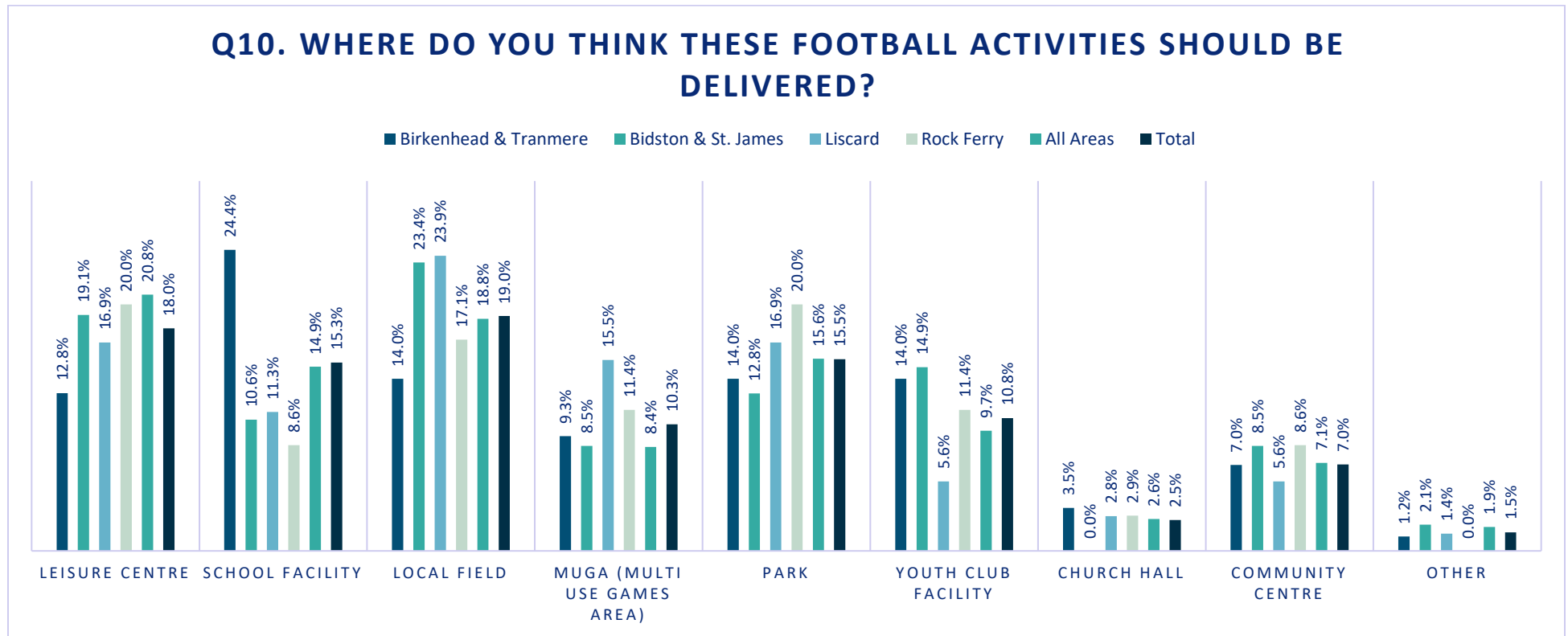


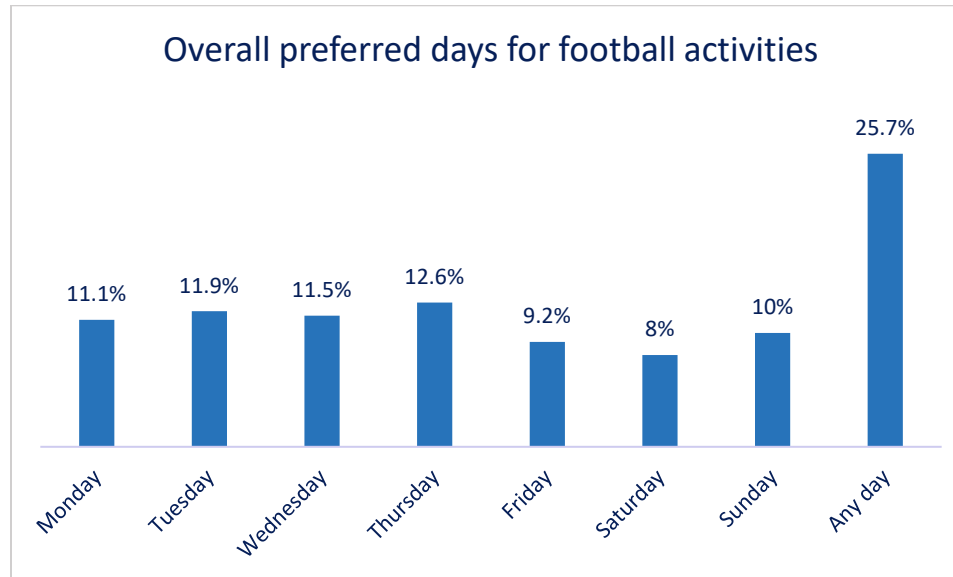
Figure 22: Where should football activities be delivered?

Where do you think these football activities should be delivered?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Leisure Centre	11	1	9	12	7	32	72
School Facility	21	1	5	8	3	23	61
Local Field	12	1	11	17	6	29	76
MUGA (Multi Use Games Area)	8	1	4	11	4	13	41
Park	12	1	6	12	7	24	62
Youth Club Facility	12	1	7	4	4	15	43
Church Hall	3			2	1	4	10
Community Centre	6		4	4	3	11	28
Other	1		1	1		3	6
<b>Total</b>	<b>86</b>	<b>6</b>	<b>47</b>	<b>71</b>	<b>35</b>	<b>154</b>	<b>399</b>

*Table 11: Where should football activities take place?*

## Q11: What days would be best for you to access these activities?

Both overall (25.7%) and throughout the areas no particular day, was highlighted as being best to access activities; most people indicated 'any day' was best. Where a day was selected, overall, midweek was preferred over Friday-Sunday. Thursday was the most popular day (12.6%) by a small margin in cases where a particular day was preferred.



*Figure 23: Overall preferred days for football activities.*

## Q11. WHAT DAYS WOULD BE BEST FOR YOU TO ACCESS THESE ACTIVITIES?

■ Birkenhead & Tranmere ■ Bidston & St. James ■ Liscard ■ Rock Ferry ■ All Areas ■ Total

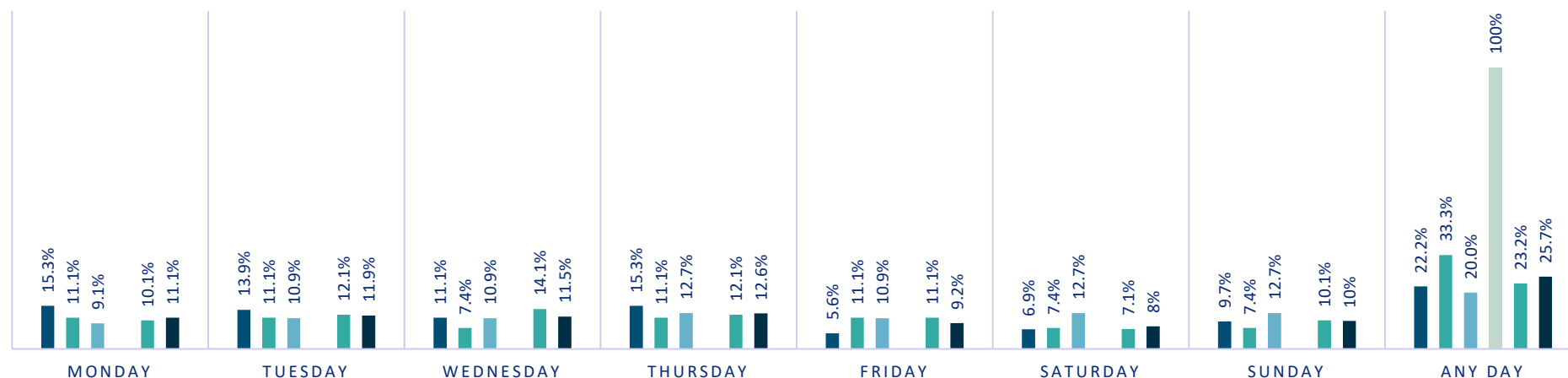


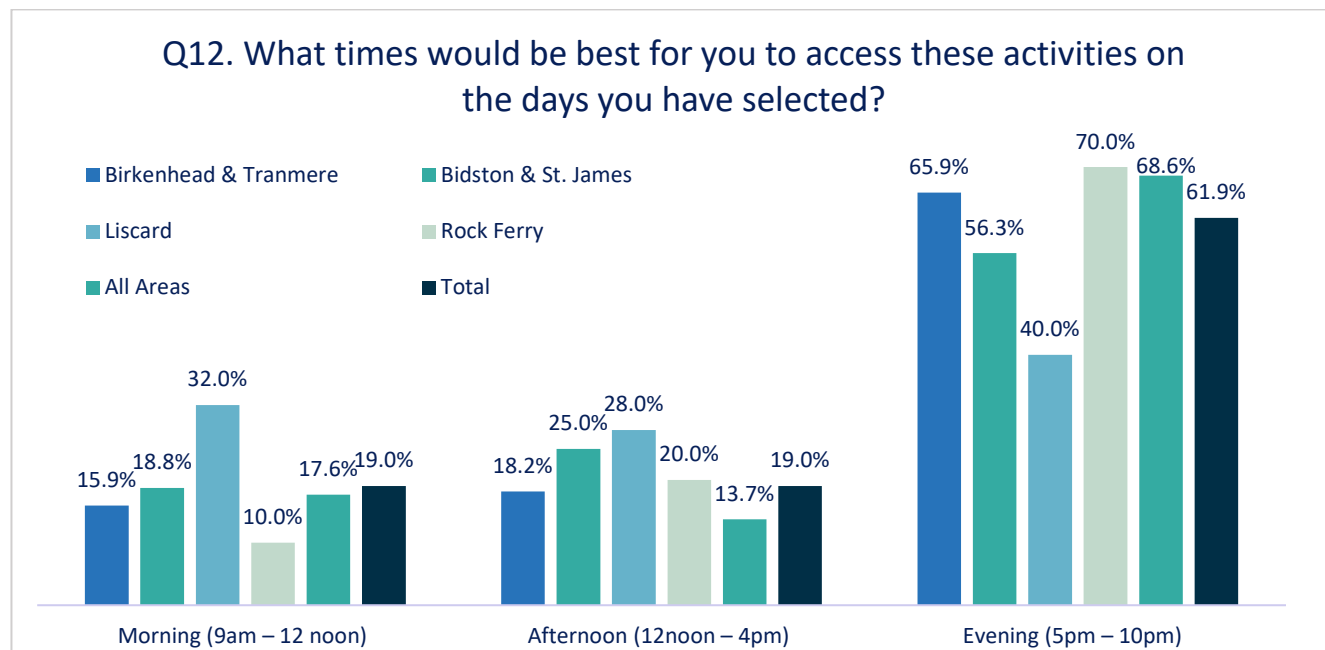
Figure 24: What day is best to access football activities?

What days would be best for you to access these activities?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Monday	11		3	5		10	29
Tuesday	10		3	6		12	31
Wednesday	8		2	6		14	30
Thursday	11		3	7		12	33
Friday	4		3	6		11	24
Saturday	5		2	7		7	21
Sunday	7		2	7		10	26
Any day	16	1	9	11	7	23	67
<b>Total</b>	<b>72</b>	<b>1</b>	<b>27</b>	<b>55</b>	<b>7</b>	<b>99</b>	<b>261</b>

Table 12: What day is best to access football activities?

## Q12: What times would be best for you to access these activities on the days you have selected?

The evening (5pm -10pm) was indicated as being the best time to access football activities both overall (61.9%) and throughout the areas. The Morning (9am-12 noon) and the afternoon (12 noon – 4pm) were equally next popular overall (19% each).



What times would be best for you to access these activities on the days you have selected?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Morning (9am – 12 noon)	7		3	8	1	9	28
Afternoon (12noon – 4pm)	8		4	7	2	7	28
Evening (5pm – 10pm)	29	1	9	10	7	35	91
<b>Total</b>	<b>44</b>	<b>1</b>	<b>16</b>	<b>25</b>	<b>10</b>	<b>51</b>	<b>147</b>



### Q13. How long would you like these activity sessions to run for?

Both overall (48.4%) and throughout the areas it was felt that football activity sessions would best be run for 1 hour, and the least popular time was half an hour.

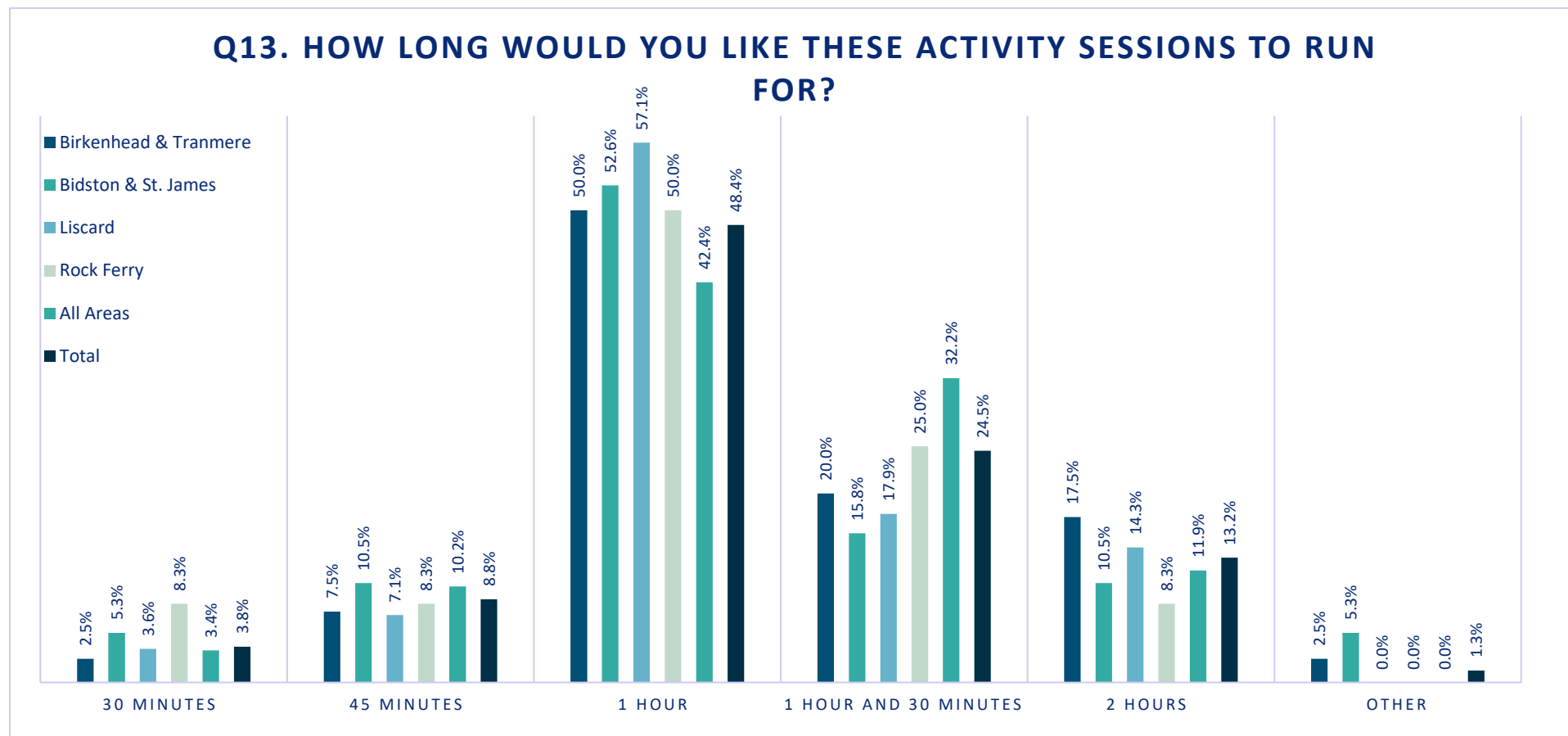


Figure 25: How long should activity sessions run?

'Other' comments suggested a session over 2 hours, with breaks (x1 Bidston & St James) and that session lengths should vary by age (x1 Birkenhead & Tranmere).

How long would you like these activity sessions to run for?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
30 minutes	1		1	1	1	2	6
45 minutes	3		2	2	1	6	14
1 hour	20		10	16	6	25	77
1 hour and 30 minutes	8	1	3	5	3	19	39
2 hours	7		2	4	1	7	21
Other	1		1				2
<b>Total</b>	<b>40</b>	<b>1</b>	<b>19</b>	<b>28</b>	<b>12</b>	<b>59</b>	<b>159</b>

Table 13: How long should activity sessions run?

## Q14: How do you think you would personally benefit from taking part in football activities?

Improved health & wellbeing (physical and mental health) was how most people felt they would personally benefit from taking part in football activities, both overall (16.2%) and throughout the areas. The benefit that fewest people identified, overall, was the opportunity to be a coach (6.1%), which is reflected in Birkenhead & Tranmere, Bidston & St. James and amongst those who responded for All Areas.

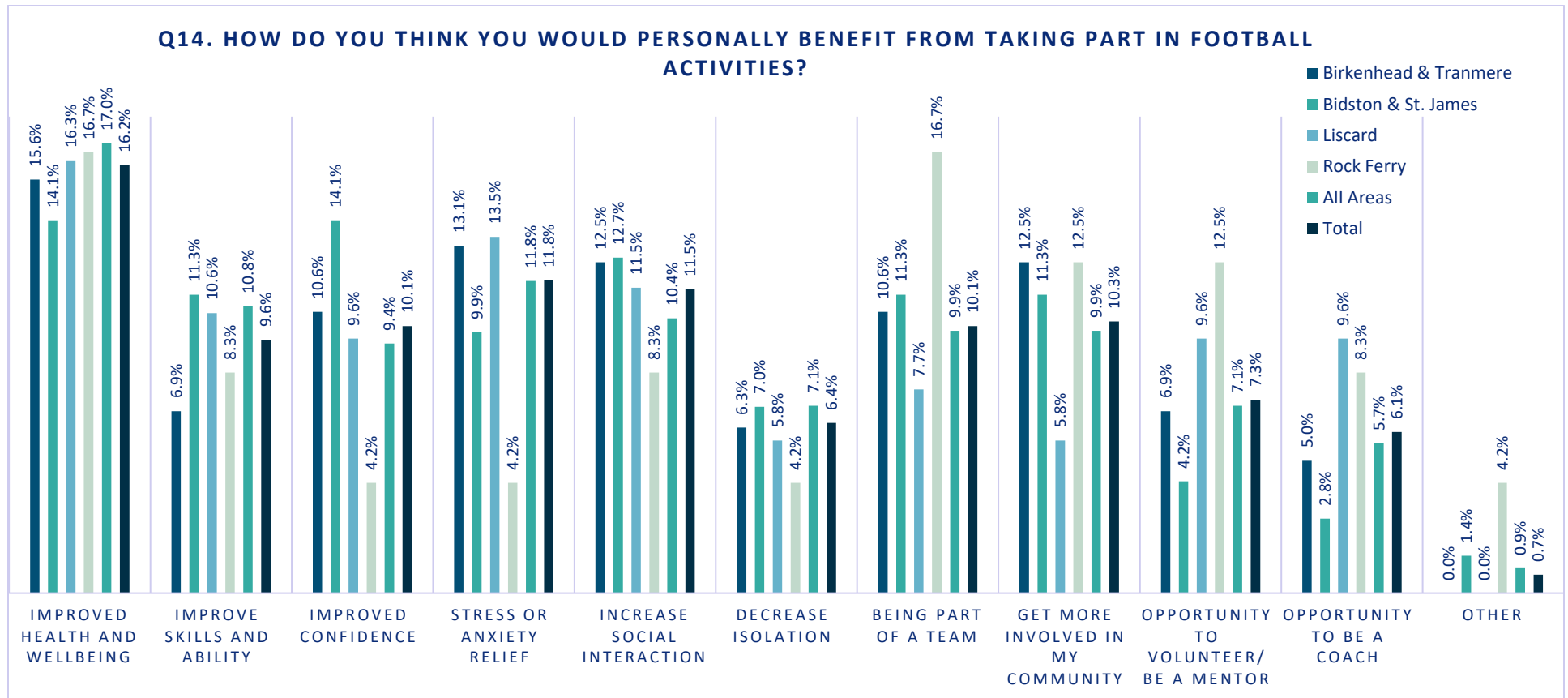


Figure 26: How will respondents benefit from taking part in football activities?

Someone commenting about Bidston & St James commented that they would benefit from potential education and training opportunities that may become available. Most 'Other' comments primarily elaborated on already selected benefits, such as Health & Wellbeing, the opportunity to mentor, being part of a team and increased social interaction.

How do you think you would personally benefit from taking part in football activities?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Improved health and wellbeing (physical and mental health)	25	1	10	17	4	36	93
Improve skills and ability	11		8	11	2	23	55
Improved confidence	17		10	10	1	20	58
Stress or anxiety relief	21		7	14	1	25	68
Increase social interaction (making new friends)	20	1	9	12	2	22	66
Decrease isolation	10		5	6	1	15	37
Being part of a team (teamwork and peer support)	17		8	8	4	21	58
Get more involved in my community	20	1	8	6	3	21	59
Opportunity to volunteer/ be a mentor	11		3	10	3	15	42
Opportunity to be a coach	8	1	2	10	2	12	35
Other			1		1	2	4
<b>Total</b>	<b>160</b>	<b>4</b>	<b>71</b>	<b>104</b>	<b>24</b>	<b>212</b>	<b>575</b>

Table 14: How will respondents benefit from taking part in football activities?

Q15: How do you think the ideas you have suggested, for football activities in the area, could benefit your community?

When asked how their suggested ideas for football activities could benefit their community, most people overall said that a healthier community (14.8%) and better relationships within the community (14.3%) were the main benefits. This is reflected within most of the areas, except those who answered for All Areas, where the main benefit was seen to be to empower, motivate and inspire people (14.1%).

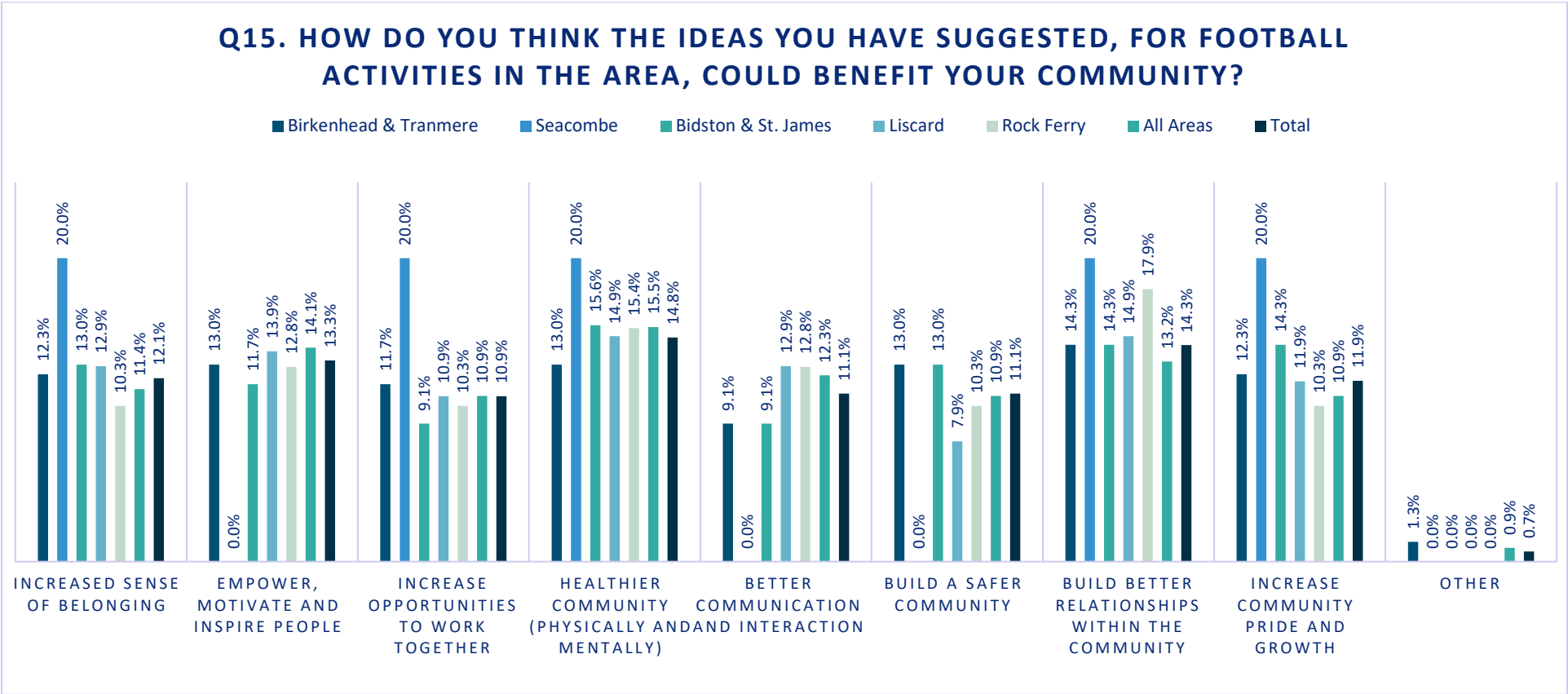


Figure 27: How will football activities benefit your community?

‘Other’ comments included that Council pitches should be available for people, particularly young people to use when not being used by clubs, and that currently young people trying to use vacant council pitches are ‘bullied away’ or treated aggressively (x1 All Areas). It was also commented that increasing football activities could have a negative effect on those who do not wish to engage in football, making them feel excluded (x1 Birkenhead & Tranmere).

How do you think the ideas you have suggested, for football activities in the area, could benefit your community?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Increased sense of belonging	19	1	10	13	4	25	72
Empower, motivate and inspire people	20		9	14	5	31	79
Increase opportunities to work together	18	1	7	11	4	24	65
Healthier community (physically and mentally)	20	1	12	15	6	34	88
Better communication and interaction	14		7	13	5	27	66
Build a safer community	20		10	8	4	24	66
Build better relationships within the community	22	1	11	15	7	29	85
Increase community pride and growth	19	1	11	12	4	24	71
Other	2					2	4
<b>Total</b>	<b>154</b>	<b>5</b>	<b>77</b>	<b>101</b>	<b>39</b>	<b>220</b>	<b>596</b>

Table 15: How will football activities benefit your community?

## Q16. How do you, or would you, access information about football activities in the area?

Overall Facebook was the most popular method of accessing information about football activities (19.4%), which is also true in the areas, except Bidston & St. James where emails were the preferred method (18.8%). The least common way of accessing information was via other social media (1%), which is the case across the areas, except Liscard where it was doctor's surgeries.

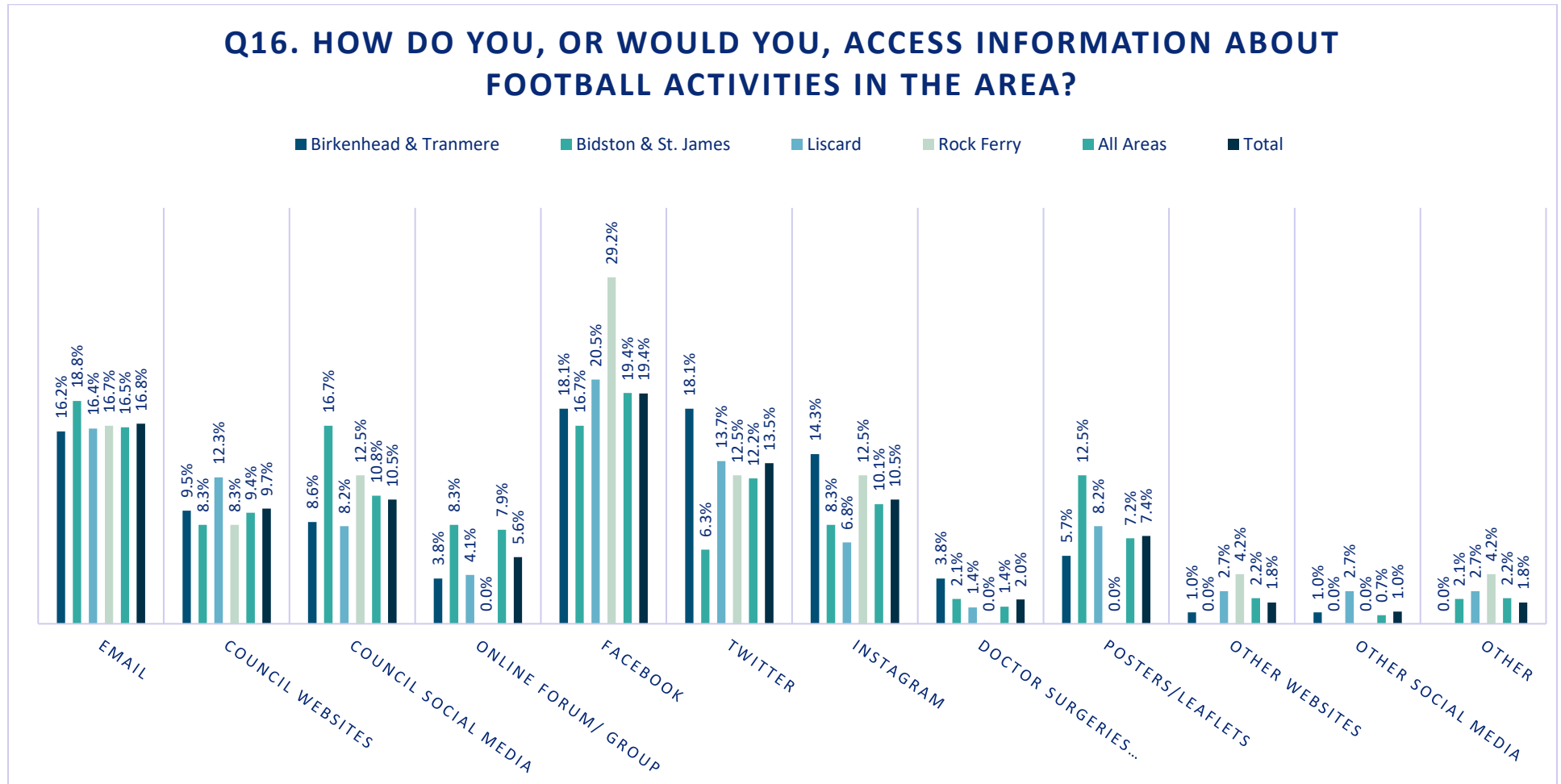


Figure 28: How information about football activities is accessed

Other methods of accessing information about football activities were:

- Via local clubs, specifically mentioned were Glenavon (Bidston & St. James), Eastham & District Junior league and Birkenhead Sunday League (both Rock Ferry) and Cheshire FA (All Areas).
- 'Find a Player' app (All Areas)
- Community Group emails (All Areas)
- Social Networks, including community groups (All Areas)
- WhatsApp groups (Liscard)

How do you, or would you, access information about football activities in the area?	Birkenhead & Tranmere	Seacombe	Bidston & St. James	Liscard	Rock Ferry	All Areas	Total
Email (including newsletters)	17	1	9	12	4	23	66
Council websites (www.wirral.gov.uk or www.wirralview.com)	10		4	9	2	13	38
Council social media channels	9		8	6	3	15	41
Online forum/ group	4		4	3		11	22
Facebook	19		8	15	7	27	76
Twitter	19	1	3	10	3	17	53
Instagram	15		4	5	3	14	41
Doctor surgeries (GPs)	4		1	1		2	8
Posters/leaflets	6	1	6	6		10	29
Other websites (please name them in other below)	1			2	1	3	7
Other social media channels (please name them in other below)	1			2		1	4
Other			1	2	1	3	7
<b>Total</b>	<b>105</b>	<b>3</b>	<b>48</b>	<b>73</b>	<b>24</b>	<b>139</b>	<b>392</b>

Table 16: How information about football activities is accessed



# Ideas Board

Users were invited to submit ideas on to the virtual ideas board, that are visible to other users, who could like and/or add their comment.

36 submissions were made to the board, 20 of which were ideas and the remaining 16 were comments upon ideas.

As well as identifying the most popular specific ideas according to the numbers of 'likes' and comments, all submissions to the board were taken as a whole and categorised by theme in order to provide a clear idea as to which type of ideas had the most support.

## Top Themes:

Throughout the ideas and comments, 6 broad themes were identified.

Ideas and comments relating to facilities were the most prevalent (34%), followed by suggestions to utilise existing school pitches (22%). Other themes were ideas around types of activity (17%), Location of activities/facilities (16%), the creation of Hub (7%) and other miscellaneous suggestions (5%).

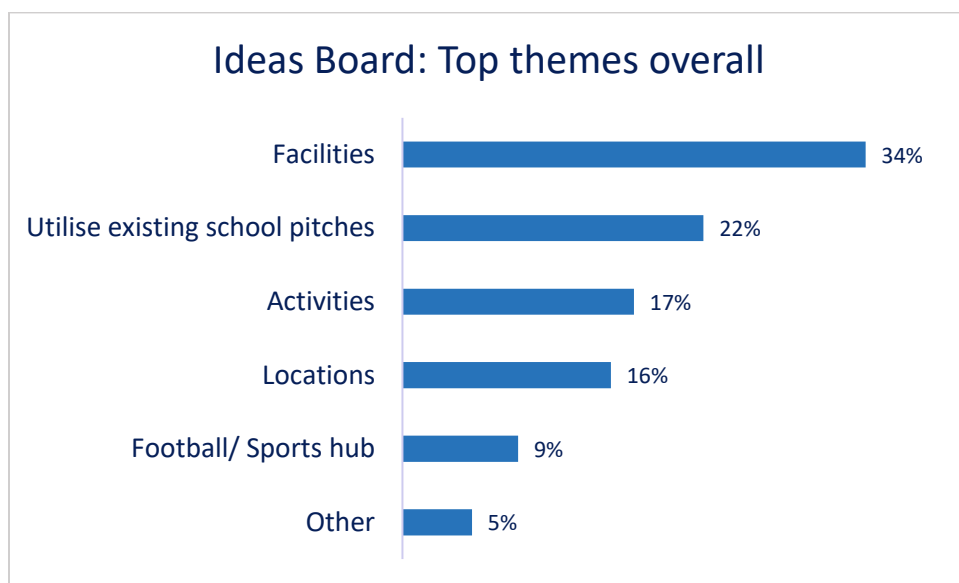


Figure 29: Top themes within the Ideas Board

## Facilities (34%):

Most of the ideas and comments around facilities concerned the need to either improve existing facilities (20%) or create more facilities (20%).

Existing facilities were felt to need improvement particularly in regards, to drainage and all-weather usability.

Similarly, it is felt that there are not enough facilities in general, and particularly that are usable in all weather. More Multi Use Games Areas (MUGA) were also desired.

Suggestions for the inclusion of changing rooms and cafés in both existing and new facilities were put forward, as well as comment that facilities need to be properly maintained in order to continue to be usable.

### **Upgrading and utilising existing football pitches at schools (22%).**

13 (22%) of the overall submissions advocated the idea of upgrading and utilising existing football pitches at schools. Of these 11(85%) specifically mentioned Ridgeway High School as being a good candidate for this.

The two most popular individual ideas posted on the board reflected this:

**“Community Sports Hub at Ridgeway High School”** – 11 likes, 7 comments

**“Improve Schools Pitches”** – 7 likes, 2 comments

The key elements of these 2 ideas are detailed below:

#### **Community Sports Hub at Ridgeway High School**

- Create multiple full size 3G pitches and a community clubhouse on the ‘currently unusable’ grassed area by the motorway.
- Proximity to the motorway makes it a central & accessible site.
- Should be available to the whole community.

All the 7 comments regarding this idea were positive and raised additional points:

- The site would provide a safe place to play football.
- Ridgeway High School is a great community school and a good sporting school and could be involved in running activities.
- Multiple footballing activities could occur concurrently.
- It is difficult for female football teams to find facilities without travelling for miles; this would be ideal.
- Easily accessed transport wise.

- Merseyside Football, a non-profit organisation, expressed interest within the comments in running community activities here if this idea were taken forward.

### **Improve Schools Pitches**

The next most popular idea on the board is related to the above and is the suggestion to improve existing facilities at schools for use for footballing activities. This idea received 7 likes and 2 comments. The key points raised were:

- Levelling off and providing adequate drainage to existing pitches would create multiple, safe footballing facilities.
- 2 of the comments specifically mentioned Ridgeway High School as being ideal for this.
- School pitches in general are safer and would be less prone to being used and damaged by off road motorbikes and anti-social use.
- A female commenter noted that they would feel less intimidated by 'troublemakers' using a fenced in school pitch.

### **Activities (17%)**

10 (17%) of the submissions related to ideas and comments about activities. 40% of these were suggestion to encourage futsal (indoor football). It was noted that more dedicated facilities were scarce, particularly for 'just play' sessions; 2 providers indicated that they would like to run sessions at Ridgeway High School. It was also commented that more publicity and funding would be of benefit.

Other football activities that participants stated they would like to see more of included an adult league with short games, football activities for female players, disability football and footvolley (10% each)

### **Locations (16%)**

9 (16%) of ideas and comments mentioned a specific location, these are suggestions other than Ridgeway High School, which have been captured above.

2 ideas (22%) suggesting improving the pitches in Central Park by fixing drainage problems and creating a football hub at the location.

There was an idea posted that suggested placing 2 5G pitches in Victoria Park in the former community garden site, and a further comment suggesting the addition of a footvolley/volleyball court (22%).

A further 2 people (22%) supported the idea of a MUGA on the site of the tennis courts at Whitfield Common.

Other areas that had individual submissions suggesting footballing facilities be improved or introduced were Wallacre Field, Ashville Road and Bromborough Pool (11% each).

### **A football or Sports Hub (9%)**

5 submissions supported the idea of a central football or sports hub. These included suggestions for a hub at an accessible location for various footballing activities including disability and women & girls' football, and in some cases other sporting activities. It was noted that hubs should have modern changing rooms and perhaps multi-surface pitches (astro-turf and grass) and could also incorporate a community space and café. Jericho Lane Football Hub in Liverpool was put forward as a good example.

Suggestions for the location of a hub were Ridgeway High School, Central Park and Mosslands School.

### **Other (5%)**

Other submissions included suggestions that football activities should be communicated better via publicity & marketing. Activity providers also noted interest in becoming involved in any future projects, these were Merseyside Football, Project Futsal and a gym owner.

# Demographics and Site Traffic

## Demographics

Registration was required to complete the survey, however not all questions in the registration form were compulsory. Only the question requesting the participant’s status was mandatory, the remaining questions users could choose to select ‘prefer not to say’ or skip the question altogether.

The majority of participants were local residents, 19% were members of a voluntary or community organisation.

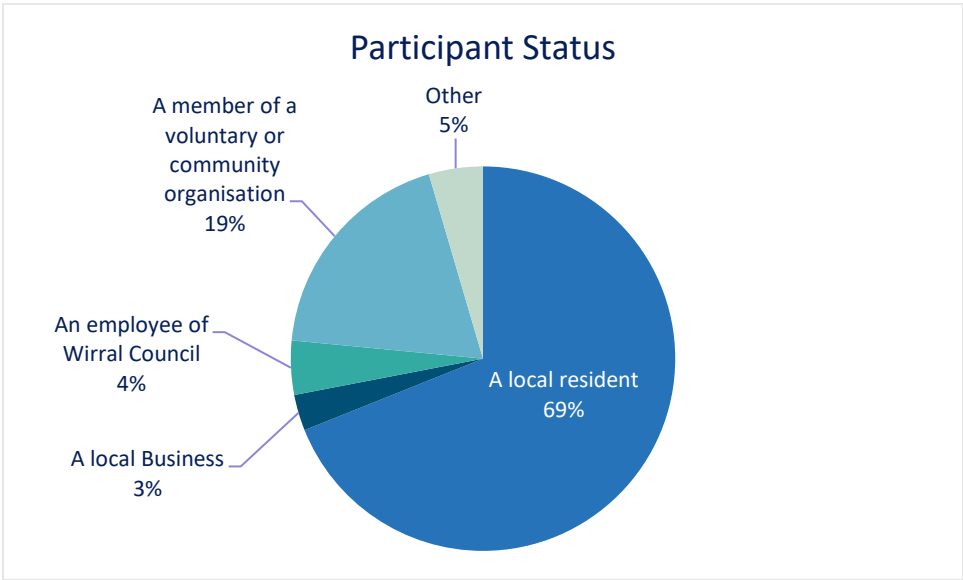


Figure 30: Status of participants

Most respondents were male (65%), 32% were female. 84% of participants responded to this question.

Gender	Total	%
Female	36	32%
Male	72	65%
Prefer not to say	3	3%
Total	111	100%

Table 17: Participant gender

The most represented age range was 35-44 (33%). Over 75s accounted for 1% of respondents and Under 16's 2%; parental permission is needed to register on the site for under 16s. 85% of participants responded to this question.

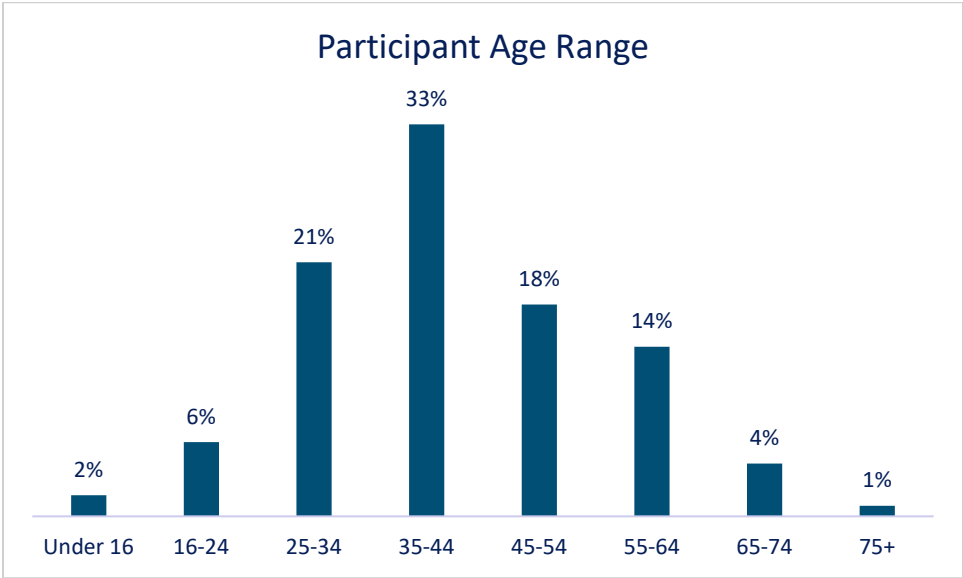


Figure 31: Age range of participants

Age Group	Total	%
Under 16	2	2%
16-24	7	6%
25-34	24	21%
35-44	37	33%
45-54	20	18%
55-64	16	14%
65-74	5	4%
75+	1	1%
Total	112	100%

Table 18: Age Range of Participants



95% of respondents were white British. All other ethnic groups accounted for 1% each. 84% of participants responded to this question.

Which of these groups do you consider you belong to?	Total	%
White - English/Welsh/Scottish/Northern Irish/British	105	95%
White - Any other White background	1	1%
Asian or Asian British - Indian	1	1%
Mixed - White and Black African	1	1%
Mixed - White and Asian	1	1%
Mixed - Any other Mixed background	1	1%
Other ethnic group - Other ethnic group	1	1%
<b>Total</b>	<b>111</b>	<b>100%</b>

**Table 19: Participant ethnicity**

88% of participants were heterosexual, 12% preferred not to say. 84% of participants responded to this question.

What is your sexual orientation?	Total	%
Heterosexual	98	88%
Gay/Lesbian	1	1%
Prefer not to say	13	12%
<b>Total</b>	<b>112</b>	<b>100%</b>

**Table 20: Participant sexual orientation**

## Traffic

A total of 2,289 people visited the Active Through Football consultation page during the consultation period. Out of these 135 people either took the survey (112) and/or used the Ideas Board (27).

TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS (%)	ENGAGED VISITS (%)
DIRECT	995	328 (33%)	135 (13.6%)
SOCIAL	1744	344 (19.7%)	21 (1.2%)
EMAIL	4	4 (100%)	2 (50%)
SEARCH ENGINE	33	18 (54.5%)	6 (18.2%)
.GOV SITES	0	0 (0%)	0 (0%)
REFERRALS	53	27 (50.9%)	6 (11.3%)

*Table 21: Consultation traffic sources*

Most visits to the site were via social media, primarily facebook (96%), however these visits only generated 1% of engaged visitors (those who contributed to the survey or ideas board).

Direct visits, whilst accounting for fewer visits overall produced a higher rate of engagement (13.6%).

Of the visits that originated from referral (other websites), most (43%) were generated via the wirralview.com website. Other websites generating referrals were communityactionwirral.org, localofferwirral.org and wirralleisure.co.uk.