



County FA – Stakeholder Research

CFA Report – Isle of Man



Background



- **The FA** is currently in the first year of delivering The FA National Game Strategy 2008-12. The County Football Associations will play an integral role in delivering the strategy at grassroots level.
- The FA has put in a programme of research amongst key football stakeholders at a grassroots level, to provide benchmark measures against which the CFAs can measure their performance across their four-year strategy implementation plan.
- This is the second annual CFA online survey and all results have been compared to the 2008 findings. Additional questions have been added to the 2009 survey on the Respect programme and perception of The FA's performance in developing grassroots football.
- The data has been analysed and reported by the independent market research company **TNSsport**. This document summarises the results from the survey



Methodology

Who did we interview?

- Survey conducted nationally covering 50 County FAs covering the following stakeholder groups
 - Players, Coaches, Referees, Parent/ Guardians, Club/ League Officials
 - **14,412** Respondents in total
 - **434** Respondents from Isle of man

How did we interview?

- Interviews conducted online

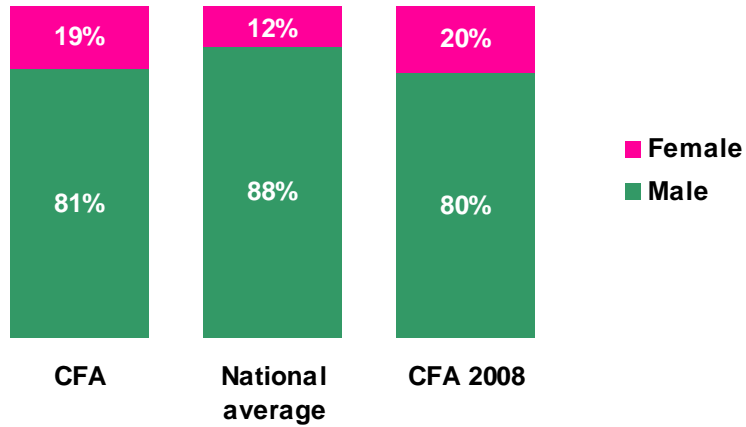
When did we interview?

- Fieldwork took place between 8th January – 7th February

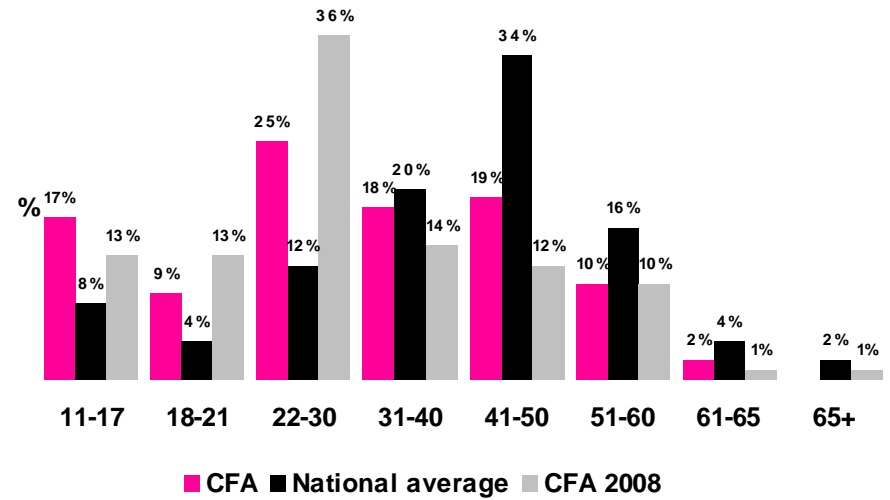


County FA – Respondent Profiles

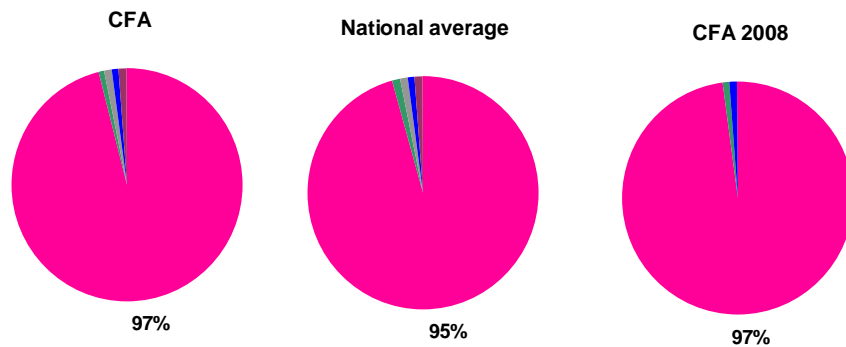
Question 1
Gender



Question 2
Age



Question 10
Ethnicity



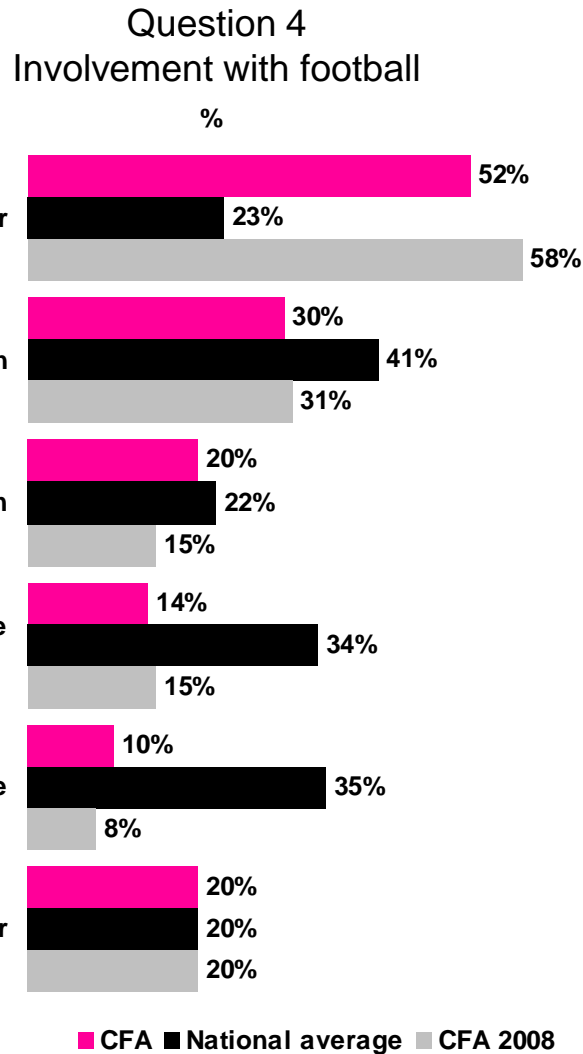
Question 11
Disability



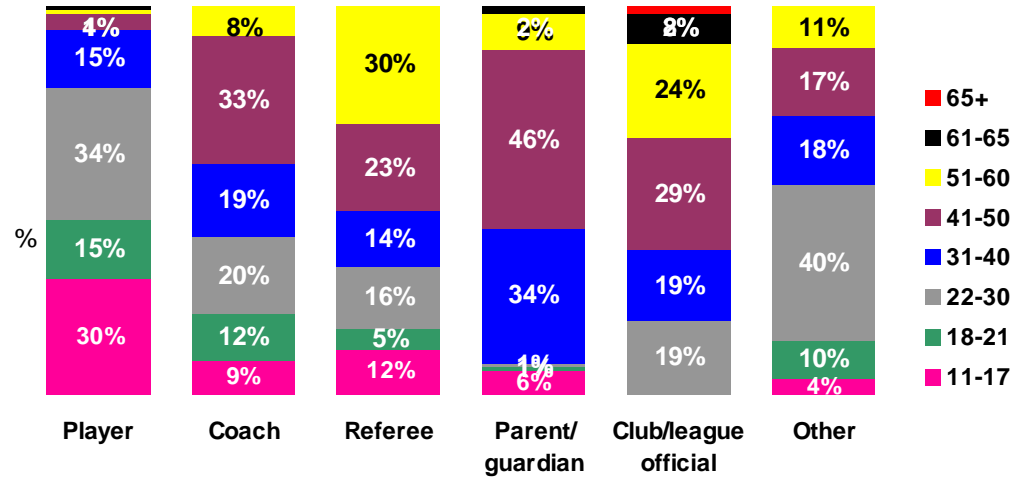
- White
- Black/Black Briton
- Asian/Asian Briton
- Chinese/others
- Mixed
- No answer



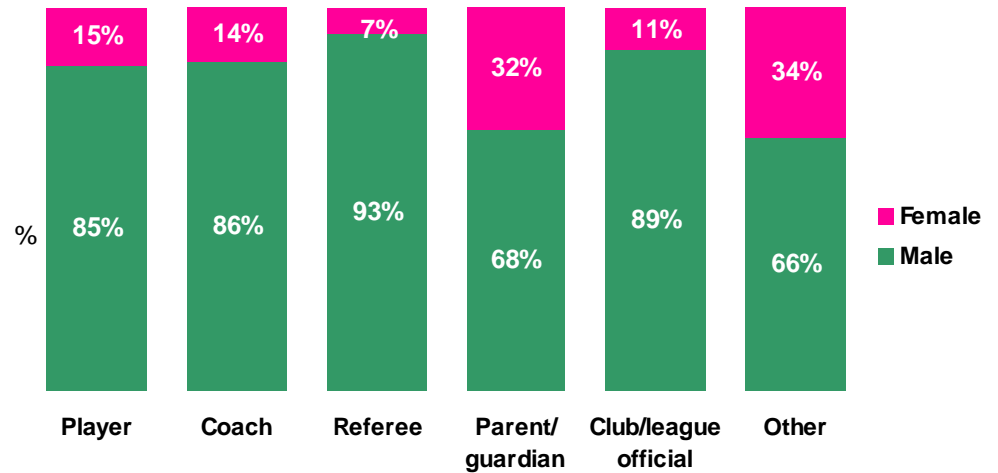
County FA – Stakeholder Profiles



Question 4
Stakeholder profiles – Your CFA - Age



Question 4
Stakeholder profiles – Your CFA - Gender

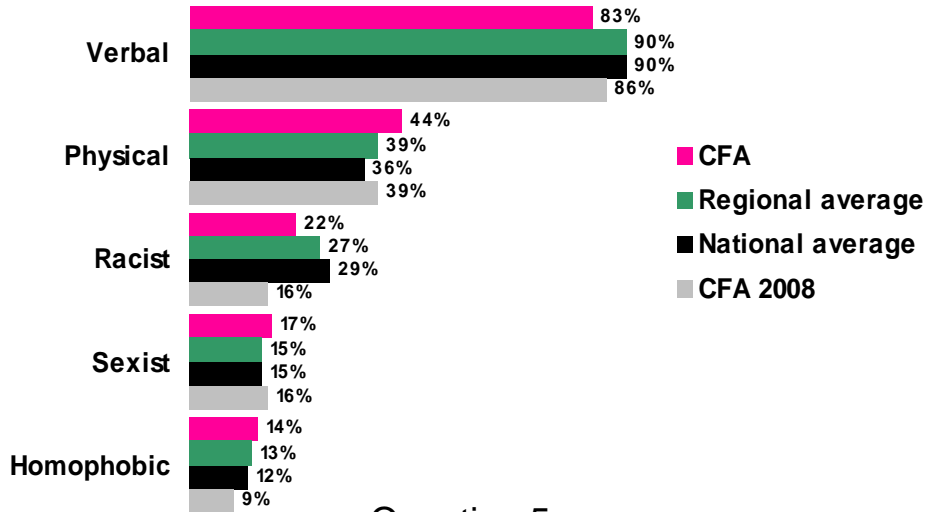


County FA – Football Issues



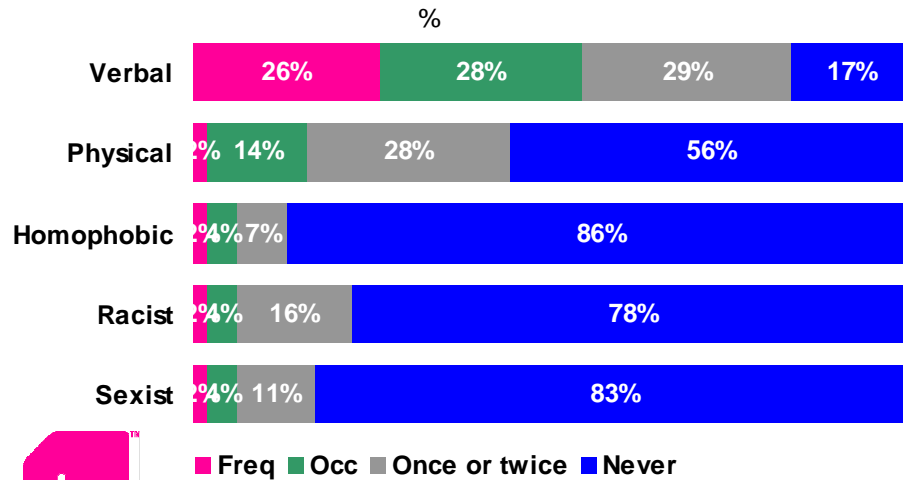
Question 5

Any Experience of Abuse
%



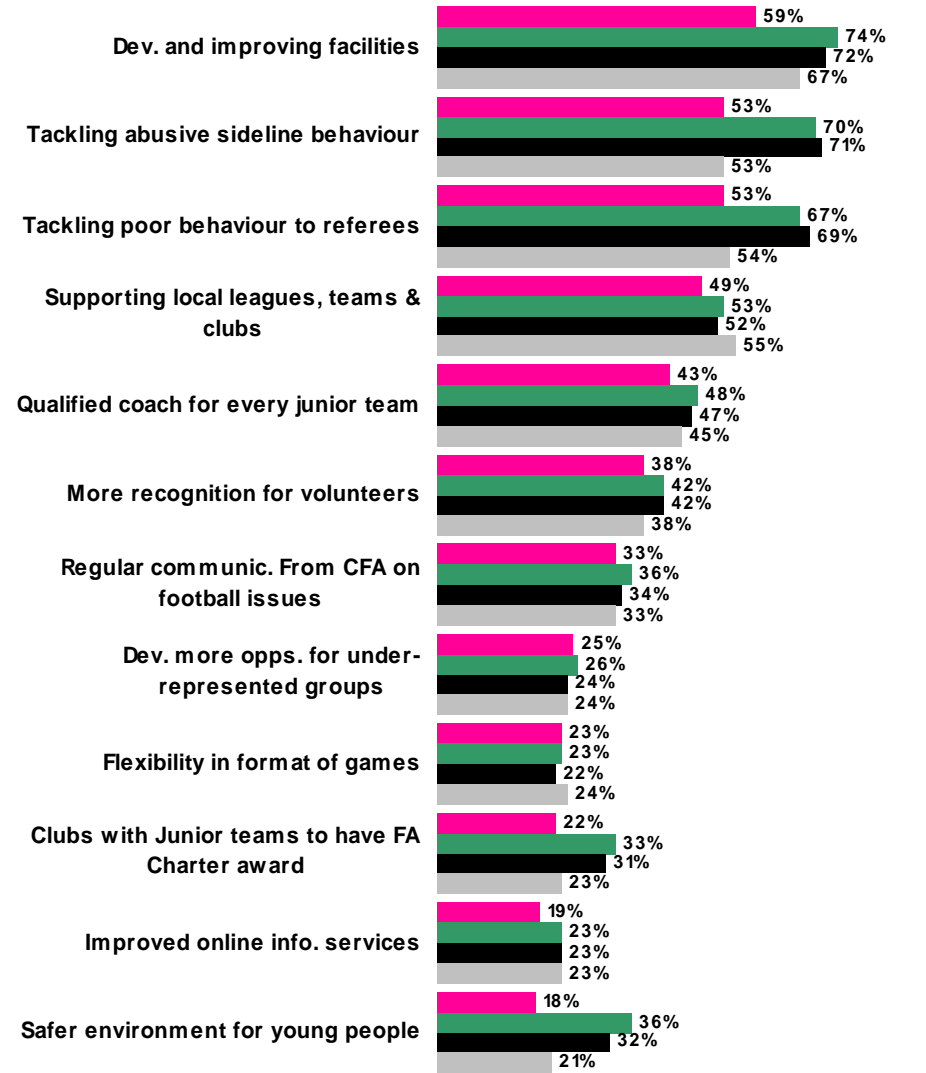
Question 5

Frequency of Abuse – Your CFA
%



Question 6

Areas to Improve the Local Football Experience



■ CFA ■ Regional average ■ National average ■ CFA 2008

County FA – Football Issues

By Stakeholder Group

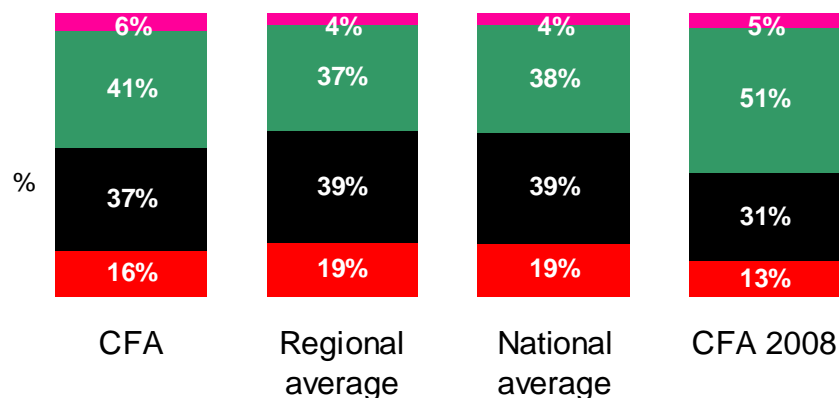
Question 5 – Any Experience of Abuse	Total	2008	Player	2008	Coach	2008	Referee	2008	Parent/ Guardian	2008	Club/League Official	2008	Other (Schools/ Education/ Local Authority)	2008
Base	378	298	197	174	125	93	41	23	74	45	61	42	76	60
Verbal	83%	86%	87%	91%	86%	87%	100%	95%	70%	71%	93%	92%	79%	82%
Physical	44%	39%	57%	51%	38%	27%	44%	47%	34%	18%	44%	36%	42%	42%
Racist	22%	17%	24%	19%	22%	21%	27%	17%	15%	15%	34%	26%	25%	22%
Sexist	17%	16%	16%	12%	18%	18%	24%	26%	11%	13%	23%	18%	24%	29%
Homophobic	14%	9%	14%	11%	7%	6%	17%	13%	11%	7%	15%	5%	18%	8%

Question 6 – Areas to improve the Local Football Experience	Total	2008	Player	2008	Coach	2008	Referee	2008	Parent/ Guardian	2008	Club/League Official	2008	Other (Schools/ Education/ Local Authority)	2008
Base	434	298	226	174	132	93	43	23	87	45	63	42	90	60
Tackling poor behaviour to referees	53%	54%	48%	48%	61%	57%	72%	65%	53%	47%	70%	57%	54%	62%
Dev. and improving facilities	59%	67%	64%	66%	66%	77%	63%	78%	48%	71%	73%	81%	58%	58%
Having qualified ref for every game	50%	49%	44%	47%	60%	48%	74%	65%	57%	58%	63%	60%	38%	47%
Qualified coach for every junior team	43%	45%	35%	44%	55%	62%	42%	26%	55%	51%	67%	52%	42%	50%
Supporting local leagues, teams & clubs	49%	55%	56%	62%	58%	58%	33%	48%	38%	58%	60%	57%	51%	57%
More recognition for volunteers	38%	38%	33%	31%	49%	49%	42%	61%	38%	58%	56%	52%	44%	47%
Regular communication. From CFA on football issues	33%	33%	27%	28%	45%	52%	40%	52%	31%	36%	48%	55%	33%	37%
Safer environment for young people	18%	21%	15%	20%	27%	32%	16%	17%	22%	18%	37%	38%	21%	35%
Clubs with Junior teams to have FA Charter award	22%	23%	19%	21%	32%	37%	28%	30%	31%	22%	44%	38%	26%	20%
Dev. more opps. for under-represented groups	25%	24%	25%	25%	36%	33%	19%	43%	18%	20%	33%	26%	30%	37%
Improved online info. services	19%	23%	16%	25%	20%	31%	16%	35%	21%	24%	29%	40%	20%	20%
Flexibility in format of games	23%	24%	22%	25%	33%	31%	26%	30%	31%	24%	30%	36%	24%	35%
Tackling abusive sideline behaviour	53%	53%	43%	51%	64%	67%	65%	52%	62%	62%	73%	62%	54%	55%

County FA – CFA Performance

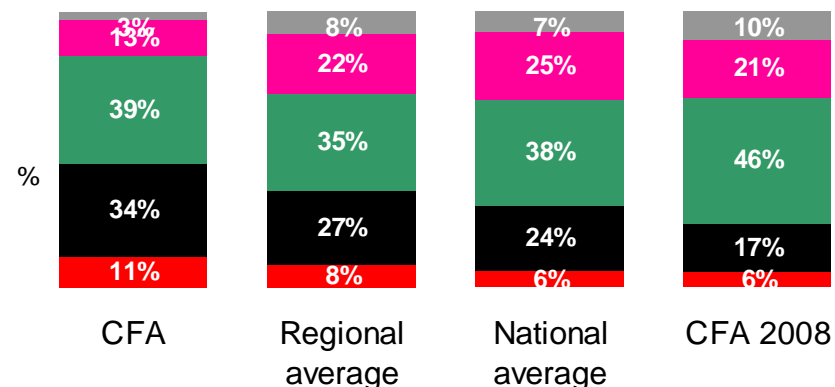
Question 8

Knowledge & Experience of CFA



Question 9

Overall Opinion of CFA



■ Know a lot about what CFA does
■ Know a little

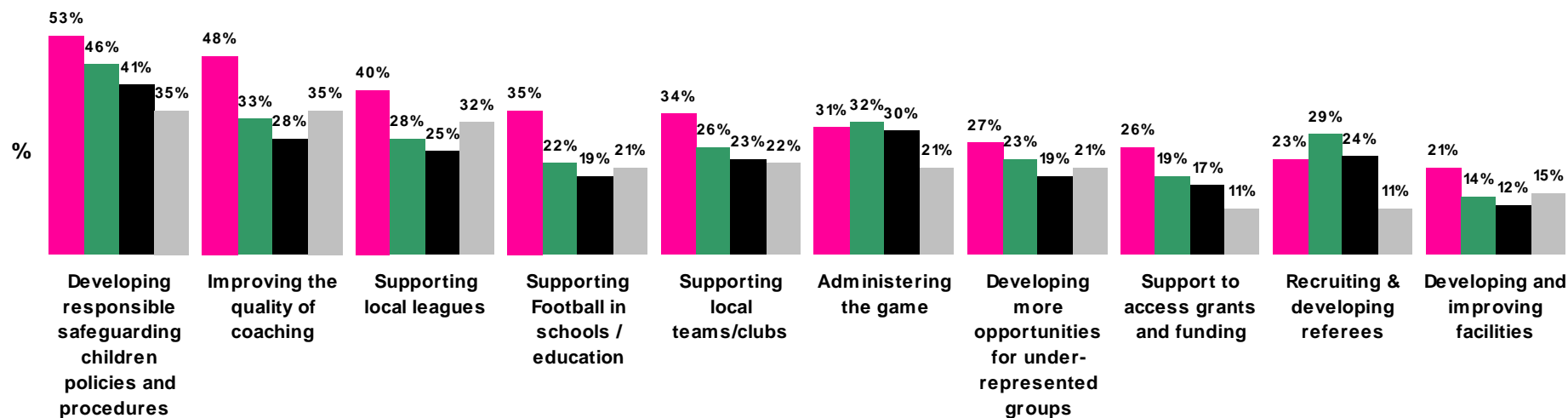
■ Know quite a lot
■ Know nothing

■ Excellent
■ Very good
■ Good
■ Fair
■ Poor

Question 7

Rating of CFA performance (%Excellent/ Very Good)

■ CFA ■ Regional average ■ National average ■ CFA 2008





County FA – Knowledge & Performance By Stakeholder Group

Question 8 – Knowledge & Experience of CFA	Base	Know nothing about what CFA does	Know a little	Know quite a lot	Know a lot about what CFA does
Total	378	6%	41%	37%	16%
2008	273	5%	51%	31%	13%
Player	197	5%	42%	41%	12%
2008	155	5%	54%	32%	9%
Coach	125	2%	29%	46%	23%
2008	90	3%	31%	43%	22%
Referee	41	-	22%	49%	29%
2008	22	-	23%	55%	23%
Parent/ Guardian	74	7%	46%	34%	14%
2008	43	9%	47%	35%	9%
Club/ League Official	61	2%	13%	46%	39%
2008	42	-	31%	29%	40%
Other (Schools/ Education/ Local Authority)	76	12%	46%	26%	16%
2008	57	4%	63%	26%	7%

Question 9 – Overall Opinion of CFA	Base	Poor	Fair	Good	Very good	Excellent
Total	378	3%	13%	39%	34%	11%
2008	273	10%	21%	46%	17%	6%
Player	197	3%	13%	42%	31%	11%
2008	155	8%	19%	49%	19%	5%
Coach	125	3%	12%	37%	38%	10%
2008	90	7%	20%	47%	17%	10%
Referee	41	-	7%	37%	46%	10%
2008	22	32%	18%	32%	9%	9%
Parent/ Guardian	74	3%	14%	36%	38%	9%
2008	43	16%	23%	44%	12%	5%
Club/ League Official	61	3%	11%	33%	41%	11%
2008	42	10%	26%	36%	24%	5%
Other (Schools/ Education/ Local Authority)	76	1%	14%	34%	37%	13%
2008	57	11%	21%	49%	14%	5%

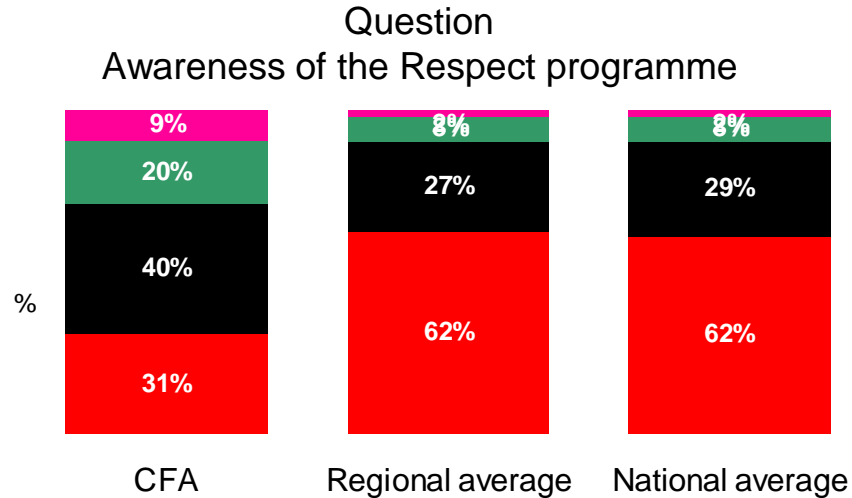




County FA – Knowledge & Performance By Stakeholder Group

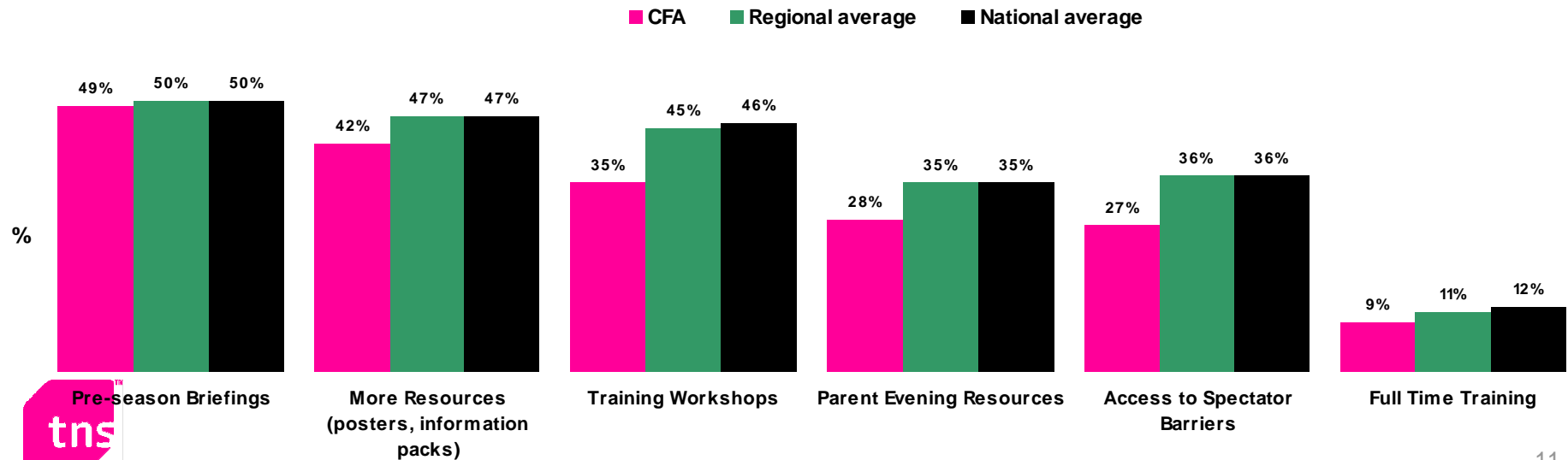
Question 7 – Rating of CFA Performance (%Excellent/ Very Good)	Base	Developing responsible safeguarding children policies and procedures	Administering the game	Improving the quality of coaching	Developing more opportunities for under-represented groups	Supporting local leagues	Recruiting, and developing referees	Supporting local teams clubs	Supporting Football in schools / education	Support to access grants and funding	Developing and improving facilities
Total	394	53%	31%	48%	27%	40%	23%	34%	35%	26%	21%
2008	371	35%	21%	36%	26%	32%	11%	22%	21%	11%	15%
Player	203	49%	31%	46%	30%	40%	24%	34%	34%	30%	20%
2008	174	32%	21%	37%	29%	35%	10%	23%	21%	13%	16%
Coach	126	60%	27%	59%	25%	39%	16%	32%	38%	25%	14%
2008	93	43%	21%	43%	34%	29%	12%	19%	21%	12%	13%
Referee	41	63%	46%	59%	24%	51%	29%	44%	46%	20%	22%
2008	23	36%	9%	36%	18%	14%	9%	14%	18%	9%	9%
Parent/ Guardian	77	57%	36%	55%	30%	39%	19%	35%	29%	16%	23%
2008	45	40%	19%	35%	21%	26%	14%	21%	21%	9%	23%
Club/ League Official	62	60%	32%	66%	24%	42%	18%	32%	40%	23%	10%
2008	42	48%	24%	38%	24%	33%	10%	14%	19%	10%	7%
Other (Schools/ Education/ Local Authority)	81	54%	26%	49%	23%	43%	25%	36%	37%	25%	26%
2008	60	23%	21%	33%	23%	28%	16%	18%	21%	14%	14%

County FA – Respect



Very Aware Aware A little Aware Not Aware at all

Question
Services that would support the Respect programme



Summary



Experience of Abuse

- Experience of abuse in local football is quite high, particularly for verbal abuse (**90%** of national respondents), compared to the Isle of Man CFA (**83%** of respondents).
- Experience of racist abuse is **29%** (27% in 2008) and physical abuse is **36%** (35% in 2008) is also relatively high nationally. Sexist abuse has been experienced by **15%** of respondents (14% in 2008), whilst **12%** of experienced homophobic abuse (10% in 2008).
- Nationally, the experience of Verbal abuse has remained at a consistent level year on year, whilst all other forms of abuse have seen increases since the 2008 fieldwork.

Areas to Improve Football Experience

- The following issues are critical to all CFAs
 - Behaviour towards referees (lower for Isle of Man CFA, improved performance against 2008)
 - Behaviour amongst those on the sideline (lower for Isle of Man CFA, performance in line with 2008)
 - Improved facilities (lower for Isle of Man CFA, improved performance against 2008)

Summary



Overall Knowledge & Opinion of CFA

- Across the country there continues to be clear scope to drive greater awareness of CFA activities and improved stakeholder opinion of the role CFAs play in developing football locally
- Knowledge and experience of Isle of Man CFA are lower than the national and regional averages on these measures, however, they are slightly higher than was achieved in 2008. Overall opinion is higher than the national and regional averages, and is improved against the 2008 Isle of Man CFA results.

Rating of CFA performance – Specific Areas

- Reflecting the scope to improve stakeholders opinions towards CFAs the performance against specific areas is relatively weak
- However, Isle of Man CFA perform very strongly in a number of areas:
 - Developing policies to safe guard children - 53% (41% nationally)
 - Improving the quality of coaching - 48% (28% nationally)
 - Supporting local leagues – 40% (25% nationally)
 - Supporting football in schools – 35% (19% nationally)
- Isle of Man CFA has seen significantly improved performance ratings in all areas.

