

ENGAGING WITH COMMUNITIES TO FIND THEIR FOOTBALL

Know Your Audience Fact Sheet



Conversations are key

Conversations are the best way to build relationships and make meaningful connections that encourage people to get involved in your project.

- Create a list of topics that you want to raise, discuss and ask about during your community engagement. This will help you think through all the areas you need to explore.
- You can then use this list to develop a questionnaire or survey, put an agenda together for a meeting or help shape a conversation.
- Be flexible. If you start a conversation with someone they may have concerns and areas that they want to raise. Regularly review and update your topic list as your engagement activity develops.
- Your topic list will be unique to your project, but here are some ideas to start you off when engaging with people who don't play football or have not played for some time.

- Find out about the lives people live – what they do, where they go, what are their interests – this will help you design your project so that it's relevant to them.
- Ask simple, open questions that give people the chance to express themselves. Ask them how they feel about football?
- Provide lots of inspiration. Encourage people to think beyond traditional 11 a-side football – show them examples of all the different ways they could play football.
- Ask them what type of football they might like to play and what would help them to start?
- Ask what support they might need so that they can take part? Who could provide this? Family, peers, friends, coach, activator or someone else?
- Find out what ancillary facilities are important to help them take part or get involved – e.g. female changing, toilets and a café on a park, creche facilities or a space where they can hold social activities?
- Give people the chance to respond to suggestions and make their own. Use post-it notes or encourage people to write down their ideas so that everyone gets the chance to have their say.
- Use maps to show people where your project will be located and to ask them for their suggestions. You can get a satellite map of your neighbourhood from your local council – it can bring the whole

Sport England Question Banks: Sport England has developed two standard Question Banks for use by the wider sport sector, one for children and young people aged 5 to 16 years and one for over 16 years. They include recognised, credible outcome measures and standardised demographic questions which you might find helpful.

<https://evaluationframework.sportengland.org/media/1333/sport-england-child-question-bank.pdf>

<https://evaluationframework.sportengland.org/media/1322/sport-england-question-bank-new.pdf>