



THE "FAMILY SKILLS" PROJECT

Project Outline

Strong families are the building blocks of a strong society and are a sustainable solution to tackling violence and aggression within communities. The Children's Football Alliance and Parentline Plus have joined forces with Arsenal Football Club to run a week-long programme of workshops with 10 vulnerable families at risk of breakdown that aims to:

- **Strengthen Family Relationships using the Power of Football** – Affinity with their local club engages parents and their children. Workshops using the principles of football can improve parenting skills that teach non-aggressive communication and behaviour.
- **Improve the Life Chances of Children through Improved Emotional Literacy** – Parents are enabled to support positive behaviour and learning in their children so that they can go on to achieve at school and in later life.
- **Challenge the Bullying Culture in Football** - The workshops put the fun back into football as a family activity and challenge the bullying culture both on the pitch and in the wider community.

All parties have volunteered their time and resources to make this a successful pilot. We are now seeking sponsors who share our vision and enthusiasm that football can be a powerful force that strengthens communities, helping us reach more families and more clubs.

Why is the "Family Skills" Project So Important?

- Research shows that **strong families are vital to children's development, progress and wellbeing.**ⁱ Parenting issues such as poor supervision and conflict at home are strongly associated with mental health problems, anti-social behaviour and offending by children and young people.ⁱⁱ
- **Aggression is a number one concern for families** - In 2010 alone, almost 12,000 parents called Parentline Plus because they were concerned about bullying and other aggressive behaviour in their children. Those calls also showed higher incidences of those children being involved with the youth justice system, gang and weapon carrying and anti-social behaviour.
- The Children's Football Alliance has seen a **significant up rise in aggressive behaviour of parents at children's football games.** On average 7,000 referees leave football every year at all levels because of abuse from touchlines. In a recent Football League poll, 95% of fans want to eradicate aggressive behaviour at football matches and make watching league football more appealing to families. The Family Skills project shows how football can be family friendly.

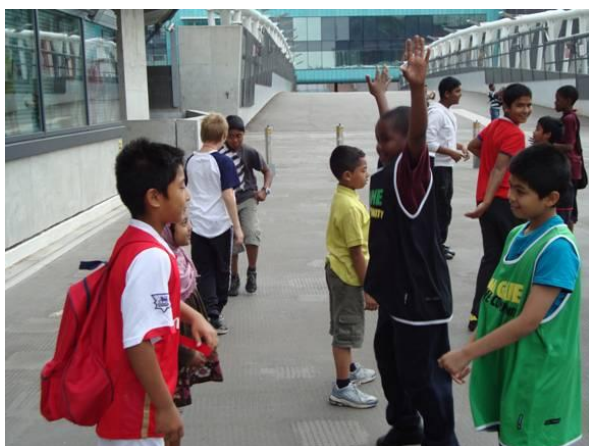


70% of children say that the relationships within their families is the most important thing for their happiness

(The Good Childhood Enquiry)

How the “Family Skills” Project makes an Impact

- **100%** of parents reported an **improved ability to communicate with their child**;
- **100%** of parents reported an **improved ability to help their child get on at school**;
- **100%** of children reported that **football is fun when they play it with their family**;
- **Low drop-out rate:** Of the 10 families that signed up to the pilot, only one did not complete the full week programme.



The children play the “numbers game” and learn different forms of positive communication



“These services should expand all over the country. It will help many parents to grow up their children. Such a good way”

Father of four after attending the Families United Pilot

Funding Needs

It costs **£10,000** to run a programme of workshops and activities for 12 disadvantaged families. That’s a little over £800 per family. We are looking for sponsors to support us to reach more families by investing in this project’s development and marketing that will expand our programme, raise the profile and make it available to families across the country.

Sponsorship Benefits

- **Investing in a sustainable, long term solution to educational disadvantage and anti-social behaviour** - Our work empowers families with the strategies they need to manage children’s aggressive behaviour before it escalates and causing an even greater costs to society.
- **Active role in promoting football as a family-friendly activity** – Investing in the next generation of supporters through empowering some of the most vulnerable families in the UK and challenging the bullying culture within football.
- **Association with two leading national charities** - a partnership with the **leading national authority for families in England** and a **national organisation providing a voice for children in football** will demonstrate your commitment to making league football more family friendly.
- **Brand Recognition** – Exclusive co-branding opportunities within all relevant online and offline materials to maximise PR opportunities and brand recognition.

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ⁱ Support for All: the Families and Relationships Green Paper, 2010

ⁱⁱ Parenting, Thomas Coram Research Unit and Trust for the Study of Adolescence, 2008