



## ‘Let’s talk about keeping children safe in sport’



Parents in Sport Week 2020 takes place 5 – 11 October. Run by the NSPCC Child Protection in Sport Unit (CPSU), Parents in Sport Week aims to highlight the important role parents play in youth sport, from helping to keep children safe, to encouraging them to take part and achieve.

**Like you, we want all children to get the best out of sport. Parents can help in a number of different ways to make AVFC and all clubs a safer and more enjoyable place for children to be.**

As a great sports parent, you should know that you have the right and responsibility to make sure your child is attending a safe club and that the environment they’re in is enjoyable, enabling them to develop to the best of their ability.

You can make sure your child and other children are having the best experiences of sport by doing 2 things:

- **Make sure the club your child is attending is safe**
- **Support your child to enjoy sport in a positive way**

Aston Villa Football Club is committed to creating a culture where safeguarding responsibilities and procedures for raising concerns are widely understood and embedded in our values. We are fully committed to seeking to provide a safe environment for everyone involved in the club.

**Christian Purslow, CEO**



## Safeguarding Newsletter

AVFC are asking parents to support the CPSU and Parents in Sport Week by making the Sports Parents Promise on their website, where you can also find a wealth of helpful information about being a great sports parent and working with parents in sport and make the Sports Parents Promise.

### The Sports Parents Promise:

1. I promise to listen to you if you have any concerns about your sport
2. I promise to learn how your club keeps you safe and what I can do to help
3. I promise to make sure that I set a good example and support you (and your teammates) in a positive way

<https://thecpsu.org.uk/parents/sports-parents-promise/>

You can also support and follow the campaign on social media using the hashtag **#ParentsInSportWeek2020**.

**Parents in  
Sport Week**  
**5 - 11 October 2020**

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## Getting help if you're worried about a child

If you're worried that a child is being abused or put at risk during sports activities, it's vital that you talk to someone. The idea of speaking out about abuse or poor practice in a club can be daunting but the services below are designed to help you if you have any concerns at all.

By taking action, you'll be safeguarding the child concerned as well as helping to prevent other children being harmed or put at risk.

- **If you think a child is in immediate danger of abuse, contact the police on 999**
- **If there's no immediate danger and you're unsure who to speak to, call the NSPCC on 0808 800 5000 for advice**
- **Visit**  
<https://www.avfc.co.uk/club/safeguarding>
- **Speak to the Club Head of Safeguarding or the Designated Safeguarding Officers for the Foundation:**
- **Head of Safeguarding, Christine Kane 07827300798**
- **Designated Safeguarding Officers:**
- **Guy Rippon 07825098154**
- **Ross Alexander 07920708286**

## How you can support your child emotionally and practically:

We know that it can sometimes be hard to know how to best support your child in sport, especially during tough times like competitions. The NSPCC and CPSU have written some pointers to help:

- Make sure your child has the kit and clothing they'll need for sessions, practices and competitions
- Children often need some help to get to and from their sport; if you can't provide this all the time, speak to relatives or other parents in the sport to see how you can support each other
- Put forward any helpful suggestions about how to improve things at the club as well as voicing any concerns
- Make sure you're only shouting encouragement from the sidelines, not criticism
- Respect officials' and referees' decisions
- Ignore or, better yet, report any negative behaviour from other parents or spectators – keep the atmosphere positive
- Have confidence in coaches and staff, stay off the pitch and let them help your child develop their own skills
- Remember that winning isn't everything – encourage your child to be there to have fun as much as to win
- Listen to your child – if they're not happy, ask them why and what you might be able to change together to make them feel better about taking part
- Let them know you're proud of them for many different reasons, not just what spot in the team they've got or what time they've beaten

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