

WOMEN'S & GIRLS'

FOOTBALL STRATEGY 2008-12



CHAMPIONING GROWTH
AND EXCELLENCE



**THE FA MUST TAKE THE LEAD ROLE
IN DEVELOPING THE WOMEN'S AND
GIRLS' GAME, BE ADVENTUROUS,
SELF-CRITICAL AND WORK IN CLOSE
PARTNERSHIP WITH OTHER
ORGANISATIONS – INSIDE AND
OUTSIDE SPORT**

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LORD TRIESMAN

FA CHAIRMAN



“

WE ARE DELIGHTED TO PUBLISH OUR FOUR YEAR VISION WHICH WILL REVOLUTIONISE FEMALE FOOTBALL IN ENGLAND. OUR CHALLENGING MILESTONES WILL BUILD ON PREVIOUS SUCCESSES AND TAKE THE GAME TO A NEW AND UNPRECEDENTED LEVEL. THESE ARE VERY EXCITING TIMES FOR EVERYONE INVOLVED IN THE WOMEN'S AND GIRLS' GAME

”

FO



RAY KIDDELL OBE

CHAIRMAN OF THE FA WOMEN'S COMMITTEE

“

ON BEHALF OF THE FA WOMEN'S COMMITTEE WE ARE PROUD TO SHARE OUR VISION FOR THE FUTURE OF FEMALE FOOTBALL IN ENGLAND. IT IS VERY GOOD NEWS THAT THE BIGGEST FEMALE PARTICIPATION SPORT IN THIS COUNTRY WILL CONTINUE TO DEVELOP ON THE BACK OF THE INCREASED SUPPORT AND INVESTMENT WE ARE PROVIDING ”

THE FA WOMEN'S COMMITTEE:

Ray Kiddell (Chairman), Sue Hough (Vice-Chair), Gary Aplin, Ray Berridge, Mike Birt, Peter Brown, Michael Game, Sylvia Gore, Peter Hough, Geoff Lee, Mervyn Leggett, Lorrie Morrison, Elaine Oram, Lord Ouseley, Simone Pound, Tony Sharples and Thura Win

“

THIS STRATEGY IS ANOTHER MASSIVE STEP FORWARD FOR WOMEN'S FOOTBALL IN ENGLAND. IN PARTICULAR, BY CREATING A COMPETITIVE AND ATTRACTIVE NEW SUMMER LEAGUE, A FOCUSED PERFORMANCE UNIT AND CENTRAL CONTRACTS FOR OUR ENGLAND PLAYERS, WE WILL RAISE THE BAR FURTHER AND INSPIRE THE NEXT GENERATION OF THE GAME ”



HOPE
POWELL OBE

WOMEN'S NATIONAL COACH

WFO

FAYE WHITE MBE

ENGLAND CAPTAIN

“

THE PLAYERS AND I ARE VERY EXCITED TO BE PART OF THIS NEW ERA FOR THE GAME, WHICH WILL RAISE THE PROFILE OF THE SPORT AND GIVE WOMEN AND GIRLS MORE OPPORTUNITIES IN FOOTBALL.

WE LOOK FORWARD TO GREATER SUCCESS ON THE INTERNATIONAL SCENE AND PLAYING WEEKLY COMPETITIVE FOOTBALL IN THE SUMMER ”



EXECUTIVE SUMMARY

WOMEN'S AND GIRLS' FOOTBALL IN ENGLAND STANDS AT
THE THRESHOLD OF BECOMING ONE OF THIS COUNTRY'S
MOST ESTABLISHED AND RESPECTED FEMALE SPORTS

If women's and girls' football is to secure its place as the largest female team sport in this country – the time for action is now.

Such action must be co-ordinated, evaluated and placed within a strategic framework – hence this document.

A huge amount of work has been undertaken in recent years to get the women's and girls' game to the point it's now reached. In many ways, we are now at the starting line.

Ahead lie massive challenges and equally massive opportunities, which this strategy identifies and turns into goals, actions and timed milestones over the next four years.

It's also clear that The FA must take the lead role in developing the women's and girls' game, be adventurous, self-critical and work in close partnership with other organisations – inside and outside sport.



To grow and retain participation in the game, we will invest in a skilled volunteer and paid workforce, and encourage more women to become coaches and referees.



Alongside this, we will ensure our coaches are trained to the highest-possible standards, so in turn they produce better players – and give as many people as possible a high-quality football experience, which will be fun and safe.



We will also invest in the infrastructure of the game, focusing on improving the facilities for women's and girls' football.

Between the grassroots level of the game and the current elite level, we will further establish clear player pathways – and just as importantly, create aspirational levels of the game.

HEADLINES



This entails the creation of a new summer league for the best players, run and administered by The FA. In short, we need to create a sustainable business at the top end of the game which benefits the players, clubs and all stakeholders.



In turn, and in line with the overall FA Vision 2008-12, our aim is for the England women's senior team to consistently qualify for major international tournaments - and reach at least the semi-final stages by the time this four-year strategy expires.



To facilitate this, we intend to appoint a Women's Performance Manager, who will lead a dedicated Women's Elite Performance Unit.

Ideally, we want to see a women's team from these shores compete - and succeed - in the London 2012 Olympics.

THE STATE OF THE GAME

WOMEN'S AND GIRLS' FOOTBALL IN ENGLAND IS IN A STRONG POSITION. IT IS THE LARGEST FEMALE TEAM PARTICIPATION SPORT AND THE ENGLAND SENIOR AND YOUTH TEAMS HAVE ALL RECENTLY QUALIFIED FOR UEFA EUROPEAN CHAMPIONSHIPS AND FIFA WORLD CUPS

The FA only assumed full responsibility for women's and girls' football in 1993 and the investment to date has been largely targeted at girls' development and the international programmes. In this time progress has been impressive.

Women's and girls' football continues to grow with more players competing in affiliated competition than any other team sport. There has been an increase in the number of players, clubs, leagues and competitions since 1993; the number of affiliated players has increased from 10,400 to over 150,000 today.

Sport England's Active People survey in 2008 highlighted that 260,000 women and 1.1 million girls play some form of football in England. There are 26 million females playing across the world, of which 4.1 million are playing affiliated football - this is a 54% growth since the year 2000 (FIFA Big Count 2006).

Over 16,000 females have successfully attained FA coaching qualifications, 1,300 female referees have been trained by The FA and full-time women's football development officers are employed across the country.

Women's football has a well-regarded player pathway and a strong Centres of Excellence infrastructure. The number of national players emerging from these Centres is evidence of their success.



On the international stage England representative teams have gone from strength to strength. After the success of hosting the 2005 UEFA Women's European Championships, and reaching the quarter finals at the 5th FIFA Women's World Cup Finals in China in September 2007, the England Women's Senior Team are now ranked 11th by FIFA. Both the U20s and U17s teams qualified for the European and World Championships this season and the Deaf team have won three medals at the European and World Championships over the last two years.

The UEFA Women's European Championships in 2009, the FIFA Women's World Cup in 2011 and The London Olympic Games in 2012 will all raise the profile of the women's game globally. In line with The FA Vision 2008-12, this presents a unique platform for the further development of the female game.





MAJOR CHALLENGES

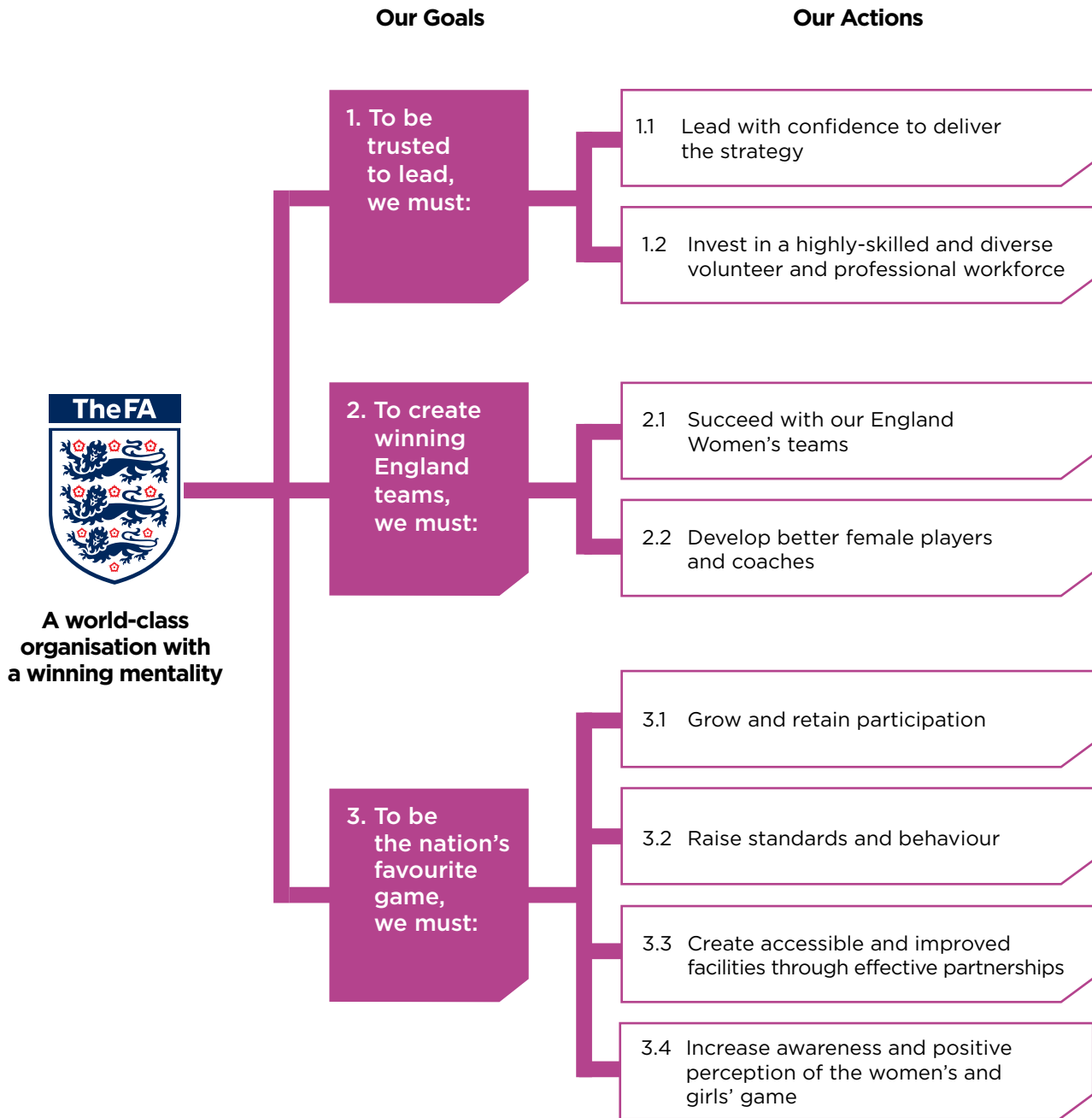
THERE ARE EIGHT MAJOR CHALLENGES THE GAME MUST
OVERCOME IF IT IS TO FURTHER DEVELOP AND FLOURISH

- 1** To improve the depth and quality of national players to enable the England Teams to consistently progress to the later stages of major international tournaments.
- 2** To re-structure The FA Women's Premier League, which lacks quality and competitiveness.
- 3** To secure increased and long term funding for all levels of women's and girls' football in what is an increasingly competitive and volatile economic environment.
- 4** To increase the numbers of women and girls playing football. The FA National Game Strategy revealed that 52% of all girls have no experience of playing football and 330,000 girls who currently play 'kick about' football would like the opportunity to join a football team.
- 5** To increase the numbers of female coaches and referees who are under-represented in the game, especially at the highest level.
- 6** To improve the access to quality facilities in the women's and girls' game.
- 7** To secure quality, regular media coverage which will help raise the profile and change perceptions of the game.
- 8** To tackle discrimination and harassment in the game.



OUR GOALS

WE WILL CONTRIBUTE TO THE THREE STRATEGIC GOALS
IN THE FA'S VISION 2008-12





OUR MILESTONES

1. Review the structure, funding and governance of the women's and girls' game to align with The FA's Vision 2008-12.
2. England's Women's Senior Team qualifying for major tournaments and reaching the semi-finals at least, by 2012.
3. Appoint a new Women's Football Performance Manager leading a dedicated Women's Performance Unit operating by the end of 2008-09.
4. Introduction of FA central contracts for England women's players by the end of 2008-09.
5. New summer league launched 2010-11 with sustainable league pyramid underneath.
6. Participation in the 2012 London Olympic Games.
7. FA Centres of Excellence programme reviewed and future funding sourced by 2010.
8. 350,000 5-11 year-old girls trained through The FA Tesco Skills Programme by 2010.
9. Retain 100 female Level 3/4 coaches and 100 new female coaches qualified to Level 3/4 by 2012.
10. Create 1,281 new girls' teams, 258 new women's teams and 100 new female disability teams by 2012.
11. Mixed football policy, subject to the results of the research being undertaken by Brunel University, discussed by The FA Council by 2010.
12. All girls' teams to have an FA qualified coach and 75% of girls' teams and 30% of female leagues to be Charter Standard by 2012.
13. Full time network of local Women's Football Development Officers, delivering the four year National Game County Strategies effectively by 2008.
14. Retain 636 female referees and 400 new referees recruited by 2012.
15. Identify key priorities in facility development to support the women's and girls game, in partnership with the Football Foundation by 2009.
16. Women's football generating increased commercial revenues with a broadcast platform by 2012.



GOAL¹

TO BE TRUSTED TO LEAD

Area of focus 1.1

LEAD WITH CONFIDENCE TO DELIVER THE STRATEGY

The FA is responsible for nurturing, protecting and representing the interests of the whole game. We have a moral, legal and social responsibility to provide a fun and safe environment for all people participating in football.

We must demonstrate the commitment throughout the whole FA structure, whether at Executive, Board, Professional Game, National Game, Committee or Council level, to the continued development of the female game. The FA will guide and review the internal structure, funding and governance of the women's game as part of its overall four year Vision so we can successfully deliver the strategy.

The FA will lead the game forward in communicating its vision both internally and externally throughout the women's football pyramid.

This responsibility requires us to address particular challenges faced by the female game and we will continue to engage with all our stakeholders to understand their views and address any issues they raise. To help in this process, The FA has established the Women's Football Taskforce in partnership with The FA Women's Committee, the Government, key stakeholders and national sporting organisations, as the views of this Taskforce are essential in the development and implementation of our strategy.

We will continue to work with the whole league pyramid of men's football including the Premier League, the Football League and the Professional Footballers' Association to further encourage their members to support and help develop the female game.

Area of focus 1.2

INVEST IN A HIGHLY-SKILLED AND DIVERSE VOLUNTEER AND PAID WORKFORCE

The FA is committed to supporting the development of the game and intends to invest in a highly-skilled and diverse volunteer and professional workforce at national, regional and county levels. The involvement and support of the right people is vital to help to run the game efficiently and to promote, administer and develop it.

The County Women's Football Development Officers are responsible for developing women's and girls' football. Their main focus is increasing participation, raising standards, supporting the workforce and talent development. All officers work to quarterly key performance indicators so their work can be monitored and supported. Through the annual National Game training programme we intend to provide them with opportunities for continued professional development through comprehensive national, regional and county training courses.

To increase the number of those playing, coaching, refereeing and volunteering we intend to utilise the 'Get into Football' campaign with specific signposts to opportunities in the women's and girls' games. The FA is an inclusive organisation and we will seek to eradicate any barriers to getting involved for females from under-represented groups.

There is a specific shortage of qualified appointed referees at all levels of football and it is a key FA goal to retain existing referees and attract 8,000 more to the game by 2012. This is addressed fully within The FA strategy for refereeing.

There is a low number of female match officials throughout refereeing with only 3.6% of the total registered referees being female. The FA will

ensure that the network of new County Referee Development Officers, appointed as part of the National Game Strategy, will support the development and recruitment of referees working within the women's game. This will include recruiting more female referees as part of their work programme.

There is currently no clear development pathway to officiate only in women's and girls' football. Currently, to be promoted, male and female match officials must referee men's football. The FA will promote the benefits and opportunities of a clear development pathway for referees within women's football, parallel with the men's game. This will allow women referees to have an opportunity to be nominated for FIFA assistant referee or referees' lists, without officiating in the men's game. We believe this clear pathway will lead to the recruitment of more female referees.



The separate pathway will also encourage male referees who do not wish to officiate in the men's game. We aim to increase the number of female referee instructors, assessors and mentors so there are positive role models at all levels of the game.

There are also specific issues in promoting female referees from Level 5 to level 4. The fitness tests as they stand are appropriate for the level of refereeing, and we would reiterate that the thresholds should not be lowered for female officials if they officiate in the men's game. Rather, we will build the capacity of female referees to achieve the required fitness levels by offering them specifically-targeted programmes. Through these programmes we aim to retain 636 female referees and recruit 400 new referees by 2012.

Coaches are a major part of our workforce and we will continue to increase their numbers and their qualification levels. There are a growing number employed in our counties, specifically to develop women's and girls' football.

As part of The FA's National Game Strategy we will develop mentoring and leadership programmes to support the recruitment of those from under-represented groups - and we will deliver measures that will build increased confidence in our ability to champion equality. We will work to ensure that our decision-making structures, staff and volunteers are representative of our diverse community.

Leadership and volunteering is a core strand of the new PE & Sport Strategy for Young People and is embedded in the new FA National Game Strategy. We will look to build on our success in this area by working with County Sport Partnerships, School Sport Partnerships, and County FAs to deliver a comprehensive leadership and volunteering programme in every local area. We will provide both regional and national young leadership camps that will deploy leaders, including females, into the local clubs and community programmes.

We acknowledge the vital role played by volunteers in the women's and girls' game. We will increase the resources and support for key roles, such as club and league secretaries, as outlined in the National Game Strategy.



**OVER 16,000 FEMALES HAVE SUCCESSFULLY ATTAINED
FA COACHING QUALIFICATIONS**

GOAL2

TO CREATE WINNING ENGLAND TEAMS



Area of focus 2.1

SUCCEED WITH OUR ENGLAND WOMEN'S TEAMS

The FA currently supports six international women's and girls' representative teams who compete in World and European competition each year. These six teams are:

1. Seniors
2. U23s
3. U20s/19s
4. U17s
5. U15s [no competitive matches]
6. Deaf

It is a major goal of The FA for its senior teams to qualify for major competitions reaching at least the semi finals by 2012. Developments in the game globally will make this goal harder to achieve if we do not take any action. Successful England teams are dependent on moving players and coaches from participation to elite performance. Robust systems are already in place, but we will review, and continue to give clear direction at all levels of the game to move talent through the performance pathways to ensure our continued success at the elite level.

To help the England Women's teams achieve greater success, our strategy has two major objectives:

- A dedicated Women's Elite Performance Unit will be led by a newly appointed Women's Performance Manager. They will oversee all the international teams, liaise and support the development of the summer league, The FA Talent Development Structure, and players' central contracts.

- Currently The FA Women's Premier League lacks quality and competitiveness, which is detrimental to the development of the elite players. To address this we propose to create a new summer league. This will be structured to deliver high quality, competitive matches and to produce a more commercially attractive product.

In addition to these proposals The FA will finalise the plans for the development of a National Football Centre (NFC) at Burton which will act as the preparation base for all the international representative teams. The NFC will be the hub from where best practice can be shared and where the highest standard of medical facilities and sports science will be housed – to support all our teams.

Great Britain has not competed in the football competition at the Olympic Games since 1960 but The FA has consistently advocated taking part in the London Games in 2012. Great importance will be placed on participation for both players and coaches. We will continue to discuss matters in respect of the Olympic Games and The FA will also continue to press for football to be recognised as one of the team sports in future Commonwealth Games.

We will continue to support the development of the Women's Deaf national team, particularly in the transition to 11-a-side football where they will compete in European and World Championships.

The FA will continue to research other 'best practice' from the top nations in the game as well as other leading sports, so we are able to improve the support for and development of our representative teams.

Area of focus 2.2

DEVELOP BETTER PLAYERS AND COACHES

The proposed Women's Performance Manager will liaise and support the development of the proposed summer league and related infrastructure to produce world-class players and coaches in the women's game. Under the Women's Performance Manager the well-regarded player pathways in female football will be reviewed and measured. The proposed introduction of service-orientated central contracts will not only enhance the opportunity to train and perform at consistent levels, but will provide role models for the women's football pyramid.

The National Player Development Centre at Loughborough University currently provides education and elite coaching for 20 England

Youth internationals on a fully-funded scholarship. The FA will continue to review this Centre and the other regional opportunities for 16-21 year-olds. We will do this in partnership with our senior women's clubs, FA Centres of Excellence, British University College Sport and British Colleges Sport.

FA Girls' Centres of Excellence need to be resourced, continually monitored and evaluated to improve the talent development pathway for both players and coaches. Currently 41 of the 52 Centres of Excellence have contributed players to the international teams. The Centres are a beacon performance environment in every County, delivering long-term player development principles. We

will take action to support people from under-represented groups to help them challenge for places in the talent development structures. The appointment of the Women's Performance Manager will provide an opportunity for a full review of the current structure of The FA Girls' Centres of Excellence.

The FA is committed to support every player to reach their potential and in particular to develop better skills at a younger age. The FA have embarked upon a full review of coach education and developing better players in consultation with our stakeholders. Central to this will be the development of age-appropriate coaching. The 5-11 age group is absolutely crucial in developing skills, enhancing



enjoyment of the game, developing healthy lifestyles and creating a new generation of talented players. The FA intends to train 350,000 5-11 year old girls through the FA Tesco Skills Programme by 2010.

We will continue to support the development of Futsal through the FA Centres of Excellence and the Club Links Programme, as research implies the Futsal game format will help to create better players in the future.

The FA already actively supports all the coaches who wish to develop their experience and coaching qualifications. Specifically there are now over 16,000 females who have received an FA qualification, but we now need these coaches to qualify at

a higher level. The FA will develop an enhanced in-service programme for all coaches with our key partners. We will continue to support the National Elite Coach Mentoring Scheme for female coaches and actively encourage more women to become coaches and tutors.

A specific problem for the women's and girls' game is a shortage of both goalkeepers and goalkeeping coaches. The FA will implement a programme of 'in-service' training for clubs and The FA Girls' Centres of Excellence in goalkeeping and will introduce a Mentoring Scheme to cater for aspiring and current goalkeeping coaches. As well as meeting the wider targets for improving the standards and

numbers of coaches contained in The FA Vision 2008-12 and the National Game Strategy, our specific target is to retain the 100 existing female Level 3/Level 4 coaches and for 100 new female coaches to become qualified to Level 3/Level 4 by 2012.

THE FA IS COMMITTED TO SUPPORT EVERY PLAYER TO REACH THEIR POTENTIAL AND IN PARTICULAR TO DEVELOP BETTER SKILLS AT A YOUNGER AGE



GOALS

TO BE THE NATION'S
FAVOURITE GAME



Area of focus 3.1

GROW AND RETAIN PARTICIPATION

The full implementation of The FA Vision 2008-12 and The FA National Game Strategy is vital if women's and girls' football is to maintain its position as the biggest female team participation sport in England. Both strategies clearly identify how The FA will support existing players, and introduce new females, players with a disability and those from our diverse communities into the game.

There are currently 5,469 affiliated 11-a-side girls' teams and 1,179 affiliated 11-a-side women's teams. By 2012, The FA will strive to increase this number to 6,750 girls' teams and 1,437 women's teams. Our network of County Women's Football Development Officers will work with our local partners to achieve this increase in participation. The FA will create links between schools, colleges, universities and Charter Standard clubs to meet these targets. Furthermore we will work with the Football Foundation to access small grants to support new teams, coaches and volunteers.

The new PE & Sport Strategy for Young People (PESSYP) launched in January 2008 expresses the Government's commitment to improving the quality and quantity of PE and sport undertaken by young people aged 5-19 in England. The FA will play a key role in supporting the delivery of this new strategy. Over 5,000 girls will participate in the Club Links programme, annually creating and sustaining over 100 new teams in youth and small-sided football – and contributing 4,000 players to create and sustain 300 Mini-Soccer teams.

A key strategic aim of our partners, the English Schools FA and the Independent

Schools FA, is to increase the number of girls' teams playing in both local and national competitions through the development of County Competition plans. These plans will be developed in partnership with the Competition Manager infrastructure that is being put in place through PESSYP and County Football Associations.

We intend to support and create new flexible competitions and formats by engaging the education sector, the grassroots clubs and the leagues. We will set targets for the number of new 7v7 and 9v9 teams when the baseline data is established in January 2009.

Although the existing levels of women participating in small-sided football are low (3%), it remains one of the most easily accessible ways for adult women to access the game. The FA Umbro Fives will be used as a promotional tool to develop more female participation at local level. Last year The FA introduced a women's section to our National Futsal Cup and our Youth Futsal Festival has female representation. We have a Futsal programme in schools and universities, which we will continue to develop.

The FA has been instrumental in the development of both the British University College Sport and British Colleges Sport Football strategies 2008-12. The FA has funded a Football Development Officer in each of these organisations to drive the development of football with embedded targets for women's football. We will work with these organisations to research drop-out rates and find ways to encourage the retention of players, especially those aged 14-19 years.



The FA actively supports the development of disability football and there are many new opportunities for women and girls with a disability to get involved in grassroots activity across the country. We will work to provide new opportunities for girls with disabilities and help develop female disability teams for them to join.

In areas of high ethnic minority population we will seek to involve these communities fully into football. We are particularly committed to increasing the number of Asian women and girls participating in football. As part of the National Game Strategy, The FA intends to develop a national player database to ensure accurate targets are set to increase diversity in affiliated clubs. FA and County FA activities will continue to monitor equality and set the appropriate targets until then.

At present, The FA prohibits boys and girls aged 12 and over from participating in the same match. We are currently reviewing our policy on mixed football and have commissioned Brunel University, whom we have tasked to provide clear research in this area. This information will be debated at The FA Council to help shape The FA's future policy on mixed football.

Area of focus 3.2

RAISE STANDARDS AND BEHAVIOUR

The FA is committed to football being inclusive and providing a positive experience for everyone involved in the game. The National Game Strategy identifies the methods we can use to create a fun and safe environment for everyone involved in football.

To improve the playing environment we will ensure all girls' teams have an FA-qualified coach and that 75% of girls' teams and 30% of female leagues reach Charter Standard, as detailed in the National Game Strategy.

The FA's Respect programme is designed to address the unacceptable abuse of referees by players and the abuse of young players, by over-aggressive coaches and parents from the sidelines.

THE FA'S RESPECT PROGRAMME IS DESIGNED TO ADDRESS THE UNACCEPTABLE ABUSE OF REFEREES BY PLAYERS AND THE ABUSE OF YOUNG PLAYERS

From season 2008-09, every league and club with youth teams is required to have appropriately-qualified welfare officers to ensure leagues and clubs meet their moral and legal responsibilities. Adults working in youth football as coaches, managers, welfare officers, first-aiders and referees will be CRB-checked through The FA CRB Unit and have completed the relevant FA awareness training.

The FA has revised its Charter Standard Clubs and Leagues programme to reflect the principles of the Respect programme and will focus on providing quality football experiences.

We will support the network of Welfare Officers in Youth Leagues and Clubs to implement safeguarding policies that will create a fun and safe environment in all football.

The FA is determined to tackle abuse and discrimination that occurs in all forms of the game. We will use the information gained generally and through the Respect programme to review our existing systems and processes by 2010, to monitor allegations of discrimination, harassment and abuse.



Area of focus 3.3

CREATE ACCESSIBLE AND IMPROVED FACILITIES THROUGH EFFECTIVE PARTNERSHIPS

The National Game Strategy clearly outlines the challenges facing the development of facilities across the country. There is an urgent need to improve our football facilities in order to sustain and increase participation in schools, clubs and on local authority sites. Whilst we estimate that the overall cost of facility improvement needed would run into several billion pounds, the National Game Strategy highlights that £300m will be invested into projects for new and improved facilities by 2012, in partnership with the Football Foundation and other stakeholders.

The quality of facilities is a problem across the game and a significant number of sites still do not have any changing rooms. Also, women's football is usually played as the last game of the weekend on a Sunday afternoon, where a number of factors such as poor pitches and adverse weather conditions result in too many games being postponed. We must ensure that our



FA Centres of Excellence and the clubs in our national leagues have access to high-quality facilities in the locality, potentially creating joint ventures with other partners such as universities, colleges or clubs in the men's National League System.

The FA intends to work alongside a number of key partners, notably the Football Foundation, to ensure that we create a programme of facility development to support the women's and girls' game at all levels.



Area of focus 3.4

**INCREASE
AWARENESS
AND POSITIVE
PERCEPTION
OF THE GAME**

The FA leads the marketing of the women's game in England to increase participation, improve perceptions and bring in increased investment into the sport.

Our key properties are currently The FA Women's Cup and the England Women's Senior Team.

The England Women's Senior Team plays skilful football, qualifies for major international tournaments and has an increasing fanbase. The players are vital role models for the development of the game.

However, without the intervention of a highly competitive domestic league, it will be difficult to take the profile of the game to a mainstream audience.



The FA's broadcast deal from 2008-12 sees more women's football on TV than ever before including live England and showpiece matches.

The FA will continue to leverage the success of the England Women's Senior Team on the pitch to drive national media interest and use the players to inspire young girls through national recruitment campaigns.

582

**24,582 FANS ATTENDED THE 2008 FA WOMEN'S CUP FINAL
AND 1.5 MILLION WATCHED LIVE ON TV**

IN PARTNERSHIP

The FA wishes to thank all those who have contributed to the development of this strategy. In particular, we would like to extend our gratitude to our major funding partners Sport England,

the National Sports Foundation, the DCMS and The FA's partners whose investment has been pivotal to the development of the women's game.



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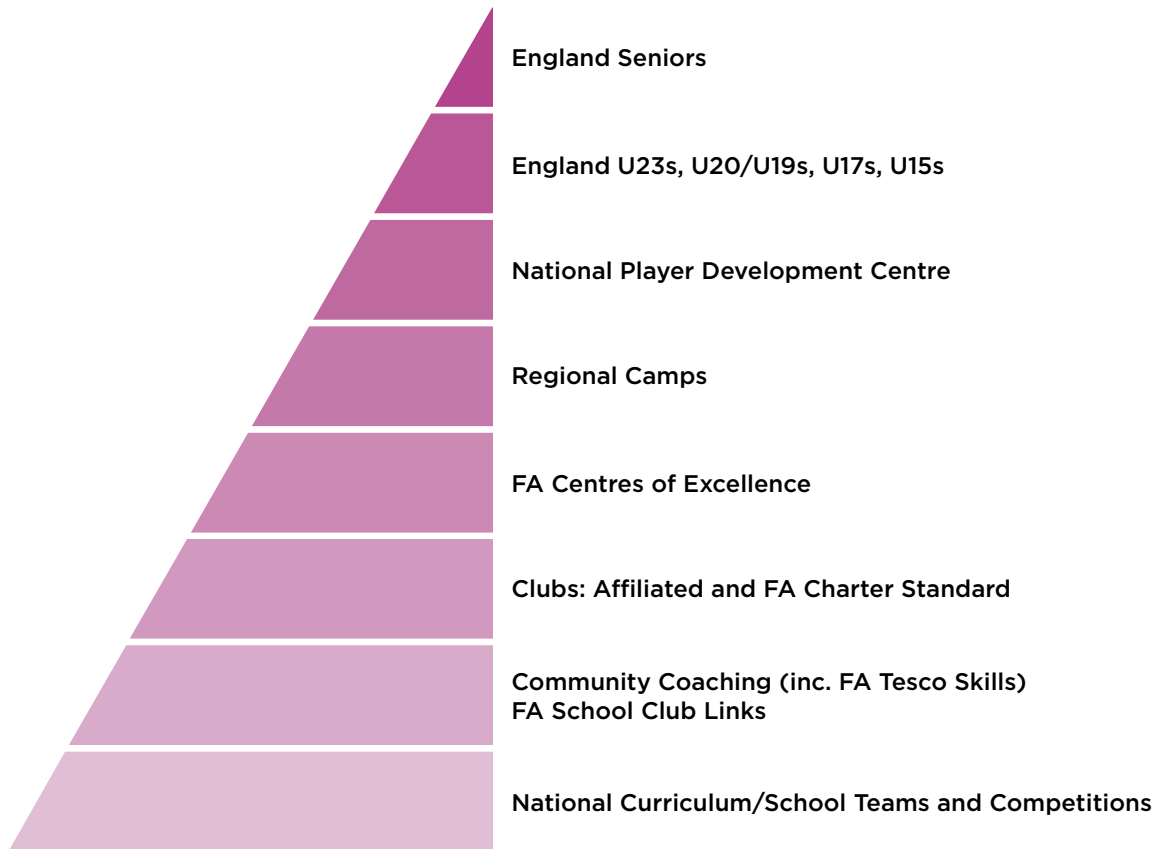
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Appendix 1:

PLAYER PATHWAY



Notes on the pathway elements:

1. Football in the curriculum

The FA works closely with schools to develop more opportunities for girls to play within designated PE lessons. In 2002 a Sport England survey showed that only 13 per cent of girls had access to football coaching in PE lessons, yet football is the sport of choice for girls (Youth Sport Trust/Nike study, 2001). 52% of all girls have no experience of ever playing football and 331,000 of girls who currently play 'kickabout' football would like to join a football team (FA National Game Strategy Research 2007)

2. Schools' teams and competitions

Schools' competitions, leagues and festivals for both primary and secondary aged girls are offered in every County by the Schools' Football Associations, School Sports Co-ordinators and County FAs. The English Schools FA takes a strategic lead in the development of inter-school football competitions which include girls' football, providing national competitions for girls from under 11 to under 18. The Independent Schools Girls FA also provides both national small-sided and 11-a-side competitions. Intra-School competitions also provide schools and County FAs with an opportunity to cater for more girls wishing to play regular football in the right environment.

3. Community coaching and The FA Tesco Skills Programme

County FAs, Premier League clubs, Football League clubs and other community organisations employ qualified coaches to introduce girls to the game.

The FA Tesco Skills Programme exists to improve the technique, confidence and ball skills of 5-11 year-old boys and girls. This revolutionary approach to coaching skills is truly child-centred, is for all ability levels and focuses on individual children's learning needs. A team of full-time FA Skills coaches have been recruited and trained to deliver age-appropriate, top-quality football skills in schools, local clubs, football festivals and at FA Skills Centres.

4. FA School-Club Link programme

The FA School-Club Link programme sets out to increase the number of young people playing in FA accredited Charter Standard Clubs. It also aims to develop sustainable relationships between schools and local clubs to provide a clear pathway so young people can continue their football participation.

5. Club football

Primary school-aged girls get their first taste of playing club football with Mini-Soccer. The game is played on small pitches with small goals and can be played by mixed or single-gender teams. Once a girl reaches secondary school age she then can progress onto 9v9 or the traditional 11-a-side football. Futsal (a FIFA-developed 5-a-side football format) is also being introduced to girls and women.

6. Centres of Excellence

There are 52 licensed FA Centres of Excellence in operation across England. These Centres provide quality coaching twice a week and a localised fixture programme for talented girls from the age of 8-16. The FA provides a substantial grant per season to each Centre to assist with the running of their programmes. Each Centre is supported, monitored and evaluated by FA staff.

7. Regional Camps

To further enhance the current talent identification structure, a pool of players are selected at regional level from the FA Centres of Excellence to attend these regional camps. These players are from the U16 and U14 age groups and are given the opportunity to demonstrate the potential to progress onto the international arena.

8. National Player Development Centre

In 2001 The FA launched a National Player Development Centre at Loughborough University. This National Centre takes applications from approximately 20 players per academic year on a fully-funded football scholarship for up to four years. The Centre is managed by FA National coaches and provides coaching from Monday-Friday, alongside the players continuing their education. There has been a huge success rate of players at the Centre representing England from U17 through to Senior level, for example Casey Stoney and Karen Carney.

9. Development teams

Since Hope Powell assumed her position as National Coach in 1998, four England development teams have been introduced. The U15 side meets for training camps and international friendlies, whilst both the U17 and U19/20 sides compete in European and World Championships.

The U23 side was launched in 2004 to bring England into line with the leading nations in women's football. The first home international was played in November 2006 and achieved a crowd of 5,000 at Exeter City in a friendly international against France.

10. England Women's Senior Team

The England Women's Senior Team is ranked 11th in the world. England clinched a quarter final place after their tough World Cup 2007 qualification group, where they were the only team in the championships to take a point off eventual winners Germany.

The National Coach is Hope Powell, a former player who amassed 66 caps and scored 35 goals from midfield. Hope hung up her playing boots when she took over as the first full-time manager in June 1998. Hope has received an OBE for her services to the game and was the first female coach to earn the UEFA Pro-Licence - the highest football coaching qualification available.

Appendix 2:

FA WOMEN'S COMPETITIONS

The FA Women's Cup sponsored by E.ON

The FA Women's Cup Final 2008 smashed all previous attendances to attract a record crowd of 24,582 at the City Ground, the home of Nottingham Forest FC. 1.8 million BBC One viewers tuned in on Bank Holiday Monday to see Arsenal triumph against Leeds. A record 306 teams entered the 2008-09 competition compared to just 71 who took part in the inaugural competition back in 1970/71, won by Southampton.



The FA Tesco Women's Premier League

Women's football has a pyramid of leagues with The FA Tesco Women's Premier League at the apex. Arsenal are the current league champions and have won seven of the last eight league titles. They also became the first English club to win the UEFA Women's Cup in 2007.

The FA Tesco Women's Premier League Cup

The FA Tesco Women's Premier League Cup is open to all 36 teams in the league with the final being televised live each season. The 2007-08 final attracted a record crowd of 5,008 and 180,000 viewers live on Sky Sports. Everton beat Arsenal in one of the most competitive and skilful domestic games played to date.

The FA Tesco Women's Community Shield

The FA Tesco Women's Community Shield has opened the women's season since its inception in 2001 and sees the League champions play the FA Women's Cup winners. The current holders are Arsenal.

The FA Umbro Futsal Cup and The FA Umbro Fives

The FA Umbro Futsal Cup and The FA Umbro Fives are small-sided competitions open to any adult female players. Doncaster Rovers Belles FC are the current FA Umbro Futsal Cup holders and Watford Ladies FC are the holders of The FA Umbro Fives.

Appendix 3

WOMEN'S FOOTBALL IN ENGLAND – A BRIEF HISTORY

- 1895:** The first women's football match. North beat South 7-1.
- 1920:** The first women's international game. Preston-based Dick Kerr's Ladies beat a French XI 2-0. Attendance: 25,000.
- 1920:** The biggest crowd to date for a women's game. On Boxing Day, 53,000 watch Dick Kerr's Ladies beat St Helen's Ladies 4-0.
- 1921:** The FA bans women from playing on Football League grounds. "...the game of football is quite unsuitable for females and ought not to be encouraged."
- 1969:** The Women's Football Association (WFA) is formed with 44 member clubs.
- 1971:** The FA Council lifts the ban which forbade women playing on the grounds of affiliated clubs.
- 1971:** In the first WFA Cup Final, Southampton beat Stewarton and Thistle 4-1.
- 1972:** The first official women's international in Britain is played at Greenock. England beat Scotland 3-2. 1983: The FA invites The WFA to affiliate on the same basis as County Football Associations.
- 1991:** The WFA launches a national league, which kicks-off with 24 clubs.
- 1993:** The FA establishes a Women's Football Committee and the post of Women's Football Co-ordinator. 1993: The WFA National Cup competition is brought under the control of The FA and becomes The Women's FA Challenge Cup. 137 teams enter.
- 1994:** The FA takes on the administration of the Women's National League and League Cup competition. The league becomes The FA Women's Premier League.
- 1997:** The FA outlines its plans to develop the women's game from grassroots to elite level.
- 1998:** The first 20 Centres of Excellence for girls are established. Sponsors are gained to both the League and Cup competitions.
- 1998:** Hope Powell is appointed as the first full-time coach for the England women's international sides.
- 1999:** The USA hosts the FIFA Women's World Cup which sees sell out stadia and over 90,000 at the Final.
- 2002:** The FA announces that football has become the top participation sport for girls and women in the England – three years ahead of schedule.
- 2005:** The 2005 UEFA Women's Championship is played in England. The opening match attracts an unprecedented 29,092 spectators, with a further 2.9m people watching live on BBC Two, while the tournament overall entertains 115,816 fans in 15 matches. England go out in the group stages.
- 2006:** After a 12-year gap, England qualify for the FIFA Women's World Cup, to be played in China.
- 2007:** Arsenal become the first British side to win Europe's top club prize, the UEFA Women's Cup. England U19s secure their place at the U20s FIFA Women's World Cup in Chile. England senior team travel to China for the FIFA Women's World Cup, and reach the quarter finals, losing to the USA.
- 2008:** Everton cause a huge surprise as they beat Arsenal 1-0 in The FA Premier League Cup Final, the Gunners' first defeat in more than 50 games. However, Arsenal go on to secure their fifth straight Premier League and complete the double, winning The FA Women's Cup, in front of a record 24,582 crowd at Nottingham Forest FC. England U17s compete in the first U17s FIFA Women's World Cup, held in New Zealand, reaching the semi-finals. England U20s compete in the U20s FIFA Women's World Cup in Chile. England's Women's Senior Team secures qualification to the UEFA 2009 Finals, to be played in Finland in 2009. The FA launch four-year strategy for women's and girls' football.