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Tuesday 7<sup>th</sup> April, 2009

Dear Colleague

I fully appreciate that the FA Board decision taken on 31<sup>st</sup> March 2009 will have a significant impact on women's football, and more particularly on you and your women's football club.

After a company wide review of the FA's finance and investment plan for 2009/10, caused by financial difficulties in companies with which we trade, the Board decided with regret to defer a number of projects for 12 months. One of these was the FA Women's Super League.

I want to apologise for the way which you were informed of this. As a result of a story leaked to the press The FA were unable to communicate this to you before information appeared elsewhere. The Board deplores the disruption caused by leaks of this kind. It was necessary to post a press release on The FA.Com in order to confirm facts but we would not have chosen to inform you this way.

I would also like to explain why we took the decision, and to reassure that it was not taken lightly. When this project was first approved in September 2008, it was understood that it would be one of three important milestones in helping The FA and its partners to deliver the new and exciting Women's and Girls' Football Strategy 2008-12. This is a strategy that we continue to fully support.

At that time, we like many other organisations could not foresee the extent of the turbulent financial times ahead and the economic challenges which we now face. With this uncertainty and the need to plan and manage risk responsibly as the governing body of the largest English sport, we have had to take some tough business decisions. Regrettably the suspension of the start of the Women's Super League was one of them. All are painful.

I fully appreciate the difficult timing of this decision. Clubs have been working hard and in good faith to prepare their applications against the tight timeline which we, The FA, set. In addition, I appreciate the importance of the partnerships which you may have been developing as part of the bidding process.

To move this project on, and to address any concerns which you may have, we will host a Super League Project Meeting in the near future when the full impact of all the decisions made by The FA Board has been disseminated throughout the business.

Kind Regards

A handwritten signature in black ink, appearing to read 'D Triesman', with a long horizontal flourish extending to the right.

Lord David Triesman  
FA Chairman