



INSPIRING POSITIVE CHANGE IN SOUTHAMPTON

How the tournament
will make its mark



Southampton



4 This UEFA Women's EURO 2022 will be ground-breaking from start to finish. The biggest women's sports event in Europe will provide an unprecedented opportunity for us to inspire the next generation of players and fans.

Our Host Cities, clubs and local authorities are up to the challenge of providing more opportunities for women and girls than ever before and knowing The FA's long-term commitment to the women's game, we have no doubt that together we will set a new European benchmark.

Nadine Kessler, UEFA's Chief of Women's Football

FOREWORD



It's understandably a year late, but our enthusiasm for hosting UEFA Women's EURO 2022 is undimmed. In fact, I believe the delay has energised us even further.

Our aim is twofold: to deliver a record-breaking tournament and to leave a tangible legacy to grow the women's game. By inspiring fans at home and abroad, and by committing to provide playing opportunities to girls in every school and club across the country, I am confident we can deliver on both aims.

Our confidence is built on the passion with which our Host Cities are seizing the opportunity to shine a light on women's and girls' football and build a new generation of players, coaches, referees and fans. In turn, we want to see the amazing work of the Host Cities radiate nationwide as part of our wider strategy to ensure a positive and sustainable future for women's and girls' football in England.

Sue Campbell

Baroness Sue Campbell DBE
The FA's Director of Women's Football



You'll see various names of participation programmes referred to in this booklet. For a guide to each of them, see pages 20 to 23.

WOMEN'S AND GIRLS' FOOTBALL IN SOUTHAMPTON – THE CURRENT LANDSCAPE



2

Wildcats providers

2

Just Play female sessions



0

schools in a Girls' Football School Partnerships



13

affiliated female teams

70

female coaches

34

female referees

All data as at the end of the 2019/20 season.



We want to use the inspiration of the Lionesses to create a generation of female players, referees, coaches, volunteers and spectators from all communities to engage with football in the city of Southampton before, during and continuing long after the tournament.

Flo Lunn,
Women's & Girls' Football Development Officer, Hampshire FA (and Southampton Legacy Lead)

OUR COMMITMENTS

UEFA Women's EURO 2022 is a huge opportunity for women and girls in Southampton to engage in a healthy lifestyle through football. More than that, we all know that physical activity has significant mental health benefits too.

With these upsides in mind, here's what we aim to achieve within two years of the end of the tournament:

We will:

- Launch clear and accessible opportunities and programmes for women and girls to play football where and how they wish – and progress if they wish to.
- Promote the Playmaker Award to encourage women to take a first step in coaching football.
- Deploy an increased number of FA-qualified female coaches and referees where they are most needed.

All leading to:

- 50 primary and secondary schools offering equal access to football for girls in PE lessons by 2022.
- Double the number of FA-qualified female coaches and referees.
- 500 more women playing football in Southampton's most deprived wards by creating sustainable recreational football opportunities.



I hope to support the work of the legacy group with our targets for UEFA Women's EURO 2022 by ensuring the Girls' Football School Partnerships (GFSP) in Southampton provide opportunities for all primary, secondary and specialist schools to improve their curriculum and extra-curricular provision for girls. This will include engaging schools in the girls' football in schools' website to access free resources, facilitate signing up for staff CPD and helping put in place clubs and links to further participation opportunities outside school for girls of all ages.

Laura Palmer,
Strategic Lead for The FA GFSP & Head of PE,
Oasis Academy Mayfield



SOMETHING FOR EVERYONE

FIVE FOCUS AREAS, MULTIPLE OUTCOMES

To ensure the power of UEFA Women's EURO 2022 reaches all ages and football roles, each Host City has five focus areas:

1. **Early Years** (5-11);
2. **Development Years** (12-17);
3. **Adults**;
4. **Coaching**;
5. **Refereeing**.





1. Early years (5-11)

- **9,600 more** girls with equal access to football in primary schools, with 54 additional primary schools signed up to a Girls' Football School Partnership by 2024.
- **4,000 more** girls offered football as an extra-curricular school activity by 2024.
- **600 more** girls playing football through 8 new Wildcats providers by 2022.

2. Development years (12-17)

- **6,000 more** girls with equal access to football in secondary schools, with 12 additional secondary schools signed up to a Girls' Football School Partnership by 2024.
- **2,000 more** girls offered equal access to football in extra-curricular school activities by 2024.
- **Double** the number of female-friendly clubs catering for this age group by 2024.



The Youth Sport Trust's vision is a future where every child enjoys the life changing benefits that come from play and sport, this is why we are supporting the legacy group to ensure that every girl has equal access to football in school by 2024. Thereby giving them opportunity to play, coach, spectate, officiate, manage or administer if they so wish.

Fiona McMillan,
Regional Development Manager, Youth Sport Trust

SOMETHING FOR EVERYONE (continued)

3. Adults

- **500 more** women playing recreational football through 20 new Just Play sessions by 2022.
- **125 more** women playing competitive football by increasing the number of female teams playing recreational football and transitioning them to the competitive game by 2022.



UEFA Women's EURO 2022 will be an exciting and potentially transformational event. We are delighted to be working with The FA to use the tournament being hosted here in England as an opportunity to grow the women's game.

We know from data collected during the 2019 Women's World Cup that there was a significant increase in the number of women playing football both during and after the tournament, so it's exciting to consider how the Euros could bring about more of this positive change across England.

As set out in Sport England's new 10-year strategy *Uniting the Movement*, tackling inequalities within sport and physical activity is at the heart of what we intend to do over the next decade, and programmes such as this are powerful vehicles to achieve this.

Tim Hollingsworth, Chief Executive, Sport England





SOMETHING FOR EVERYONE (continued)

4. Coaching

- **145 women** and girls taking the Playmaker Award by 2022.
- **45 women and girls** actively coaching on various female participation programmes by 2022.
- **27 new** FA-qualified female coaches by 2022.



We aim to create opportunities for new and existing coaches to volunteer and work on various women's football activities linked to UEFA Women's EURO 2022 tournament, leaving a legacy for those individuals to continue their journey within the female game.

Adrian Penrose,
Coach Development Officer, FA Women's High-Performance Football Centre (University of Chichester)

We want to encourage people within the city to get involved through attending matches, sessions within the city and volunteering. In that way, we will highlight the existing provision for girls and women to reach their potential and generate visibility and awareness of women's football and sport. In all we do, we will embed equality and inclusion.

Martina Heath,
General Manager Girls & Women, Southampton FC

SOMETHING FOR EVERYONE (continued)

5. Refereeing

- **Double** FA-qualified female referees, from 34 to 68 by 2024.
- **Eight** female referees placed on The FA promotion pathway to officiate at higher levels of the game by 2024.
- **50% of qualified** women participating in a new local Female Referees' Network to encourage peer-to-peer support and share best practice by 2022.



Working as part of this collective network will allow Solent University to assist the city in providing greater opportunities for female participation, while also identifying potential progression routes through the education system with neighbouring colleges.

Paul Davies,
Sport Education Partnerships
Manager, Solent University
Southampton



INCLUSION, SAFEGUARDING AND FACILITIES

There are three main threads running through all the activities on the previous pages:

Inclusion: In everything we do, we will do our best to engage under-represented groups, irrespective of **protected characteristics** and social backgrounds. When we refer to women and girls, we are inclusive of transgender women and girls. The FA also welcomes participation from individuals who are non-binary or gender non-conforming.

Safeguarding: Best-practice safeguarding standards are embedded in all the activities we will undertake.

Facilities: We'll ensure all our legacy activities take place at high quality facilities. And we'll promote equal access for women and girls to these venues and pitches before and long after the tournament is over.



I hope we can increase the number of females actively coaching in grassroots football in the Southampton area whilst also offering coach development opportunities and networking to all the current female coaches in the city. I hope the legacy is a sustainable and enthusiastic group of brilliant female coaches that provide fantastic coaching for all that chose to play the wonderful game in Southampton.

Martin Dighton,
Coach Development Officer,
FA Grassroots Delivery Team



THE NATIONAL TARGETS

The work across the nine Host Cities of UEFA Women's EURO 2022 contributes to a transformational national picture.

As you'll see on these pages, the national ambitions are based on three goals and series of challenging participation targets we aim to achieve by 2024.

Apart from providing a springboard for continued growth of women's and girls' football in England, the Host Cities are united in the desire to provide a blueprint for future UEFA Women's EURO tournaments.

Our three national Host City goals:

EQUAL access for all girls to play football in schools and clubs.

DIVERSE workforce of coaches, referees and local leaders delivering and organising football for their communities.

INCLUSIVE, safe and welcoming environments for every woman and girl to play competitive or recreational grassroots football, irrespective of ability, disability, age or ambition.

By providing more than **500,000** new football opportunities to engage women and girls across our UEFA Women's EURO Host Cities, by 2024 we'll see:

- **120,000** more girls regularly playing football in schools and clubs.
- **300 new** FA-qualified female coaches – that's double the current number in our Host Cities.
- **1,000** women and girls completing entry-level FA Playmaker Award to make football happen.
- **350 new** FA-qualified female referees.
- **20,000** more women playing football for fun, fitness and friendship.
- **7,000** more women and girls regularly playing competitive football in grassroots clubs.



PROPOSED MATCH SCHEDULE

	MATCH DAY 1					MATCH DAY 2				MATCH DAY 3			
	WED 06 JUL	THU 07 JUL	FRI 07 JUL	SAT 08 JUL	SUN 10 JUL	MON 11 JUL	TUE 12 JUL	WED 13 JUL	THU 14 JUL	FRI 15 JUL	SAT 16 JUL	SUN 17 JUL	MON 18 JUL
TRAFFORD Old Trafford - 75,000	GROUP A												
ROTHERHAM New York Stadium - 12,000					GROUP D				GROUP D				GROUP D
MANCHESTER Man City Academy - 4,700					GROUP D				GROUP D				GROUP D
SHEFFIELD Bramall Lane - 30,000				GROUP C			GROUP C					GROUP C	
WIGAN & LEIGH Leigh Sports Village - 8,000				GROUP C			GROUP C					GROUP C	
MILTON KEYNES Stadium MK - 30,000			GROUP B				GROUP B				GROUP B		
LONDON Brentford Community Stadium - 17,000			GROUP B				GROUP B				GROUP B		
SOUTHAMPTON St Mary's Stadium - 32,000		GROUP A				GROUP A				GROUP A			
BRIGHTON & HOVE Community Stadium - 30,000						GROUP A				GROUP A			
LONDON Wembley Stadium - 89,000													

Dates and venues are subject to change. Please check website for latest news.



PROPOSED MATCH SCHEDULE (continued)

	QUARTER FINALS							SEMI FINALS			FINALS					
	TUE 19 JUL	WED 20 JUL	THU 21 JUL	FRI 22 JUL	SAT 23 JUL	SUN 24 JUL	MON 25 JUL	TUE 26 JUL	WED 27 JUL	THU 28 JUL	FRI 29 JUL	SAT 30 JUL	SUN 31 JUL			
TRAFFORD Old Trafford - 75,000	REST DAY					REST DAYS			REST DAYS							
ROTHERHAM New York Stadium - 12,000					28 QF4 WD v RUC											
MANCHESTER Man City Academy - 4,700																
SHEFFIELD Bramall Lane - 30,000										29 SF1 QF1 v QF3						
WIGAN & LEIGH Leigh Sports Village - 8,000					27 QF3 WC v RUD											
MILTON KEYNES Stadium MK - 30,000											30 SF2 QF2 v QF4					
LONDON Brentford Community Stadium - 17,000				26 QF2 WB v RUA												
SOUTHAMPTON St Mary's Stadium - 32,000																
BRIGHTON & HOVE Community Stadium - 30,000			25 QF1 WC v RUD													
LONDON Wembley Stadium - 89,000																31 SF1 v SF2







HOW TO BUY TICKETS



Tickets are not on sale yet, but you can register your interest in purchasing tickets at uefa.com/womenseuro/ticketing

You can also follow ticketing and general news on these social media channels:

-  @WEUROTicketing
-  @UEFAWomensEURO
-  @UEFAWomensEURO
-  @UEFAWomensEURO

As the host governing body, The FA's own website will also cover news and information about the tournament at TheFA.com/WEURO2022

...AND HOW TO VOLUNTEER

As part of UEFA Women's EURO 2022 a brilliant team of around 1,500 stadium volunteers will help make every ticket holder's day out a memorable and enjoyable experience.

Welcoming and assisting spectators to their seats in the stadium, our volunteers will give the warmest welcome, assist with way-finding along with adding fun and entertainment to visitors.

We will also have volunteers helping in a number of other areas including accreditation, ceremonies and ticketing.

Applications to apply for the volunteer programme open in August 2021 but you can register your interest now [here](#).



TO FIND OUT MORE

Depending on what you want to know, or how you want to get involved, here are key contacts for **INSPIRING POSITIVE CHANGE** in Southampton:



LEGACY LEAD

Flo Lunn

Women's and Girls' Football Development Officer, Hampshire FA

E: Flo.Lunn@HampshireFA.com

M: 01256 853015

We aim to generate interest and greater participation in women's educational football ages 16-19. We'll provide playing and coaching opportunities as well as get into Southampton schools and encourage Itchen College students to act as role models in these schools to inspire the next generation.

Glenn Colmer,

Head of Faculty for Sport, Itchen College and FA-qualified coach working in women's football

Other key contacts are:

Hannah Humphreys

Women's Recreational Football Officer, Hampshire FA

E: Hannah.Humphreys@HampshireFA.com

M: 07730 131423

Shannon Sievwright

Female Inclusion Officer, Saints Foundation

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Helen Beckley

Project Officer – Workforce, Energise Me

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M: 07708 474661

Emma Dovener

Youth Project Manager, Energise Me

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ENGLAND FOOTBALL PARTICIPATION PROGRAMMES

England Football's women's and girls' football programmes are described below:

PROGRAMME NAME	AUDIENCE	DESCRIPTION
Barclays Girls' Football School Partnerships	Teachers	A nationwide scheme that aims to mainstream football in schools for girls. By 2024, our aim is that every girl has equal access to play football at school.
Disney Shooting Stars	5-11-year-old girls	Uses Disney storytelling to inspire girls to get physically active. It teaches girls the fundamental movements that you use when playing football using the inspiring, well-known Disney films, for example, The Incredibles.
Barclays Game of our Own	PE Teachers & 11-14-year-old girls	Developed in partnership with the Youth Sport Trust, it enables PE staff to plan to adopt a more explicit life-skills approach to teaching PE through girls' football and increase girls' engagement in football-related activities – through a variety of leadership roles.
Weetabix Wildcats	5-11-year-old girls	Provides fun, football opportunities for girls to play the game for the first time, in a safe environment.
Teenage offer	12-14-year-old girls	Provides a fun, football offer, to keep girls who have played before engaged whilst also engaging those who are new to football or indeed physical activity.

ENGLAND FOOTBALL PARTICIPATION PROGRAMMES

(continued)

PROGRAMME NAME	AUDIENCE	DESCRIPTION
Snickers Just Play	16+ adults	For anyone who wants a game of football without the fuss. Casual, inclusive, informal fun.
Female-friendly club training – supported by Barclays	Club personnel	A training workshop and online resource that provides practical advice for clubs to help them develop their women and girls provision.
BT Playmaker	Anyone who wants to lead or help football coaching sessions	An entry-level course that introduces everyone to the basics of making football happen.
Sport England Adult Recreational Football Project	16+ adults	Sport England is supporting the provision of recreational football in the Host Cities for women and girls aged 16+. Seven Recreational Football Officers have been appointed within the Host Cities to develop this area of the game over the next two years.

ENGLAND FOOTBALL PARTICIPATION PROGRAMMES

(continued)

In addition, **Mini Soccer** is often used as the football format for the above. Mini Soccer is a small-sided version of the game made appropriate to the age group. It ensures players are playing with the appropriate ball size, number of players, pitch size, goal size, and competition structure.



We're committed to football playing its part in this country's young women becoming physically and emotionally healthier, more resilient and self-confident. UEFA Women's EURO 2022 is an excellent opportunity to help us fulfil this commitment.

Louise Gear

FA Head of Development



To find out more about any of these programmes, go to

englandfootball.com/find





THE POWER OF PARTNERSHIP

INSPIRING POSITIVE CHANGE in Southampton could not be delivered without these local partners (listed alphabetically):

Energise Me, Hampshire FA, Itchen College, Oasis Academy Mayfield, Saints Foundation, Solent University, Southampton FC, Southampton City Council, University of Chichester and Youth Sport Trust.



Southampton