



# INSPIRING POSITIVE CHANGE

How the tournament  
will make its mark  
across our Host Cities



 Brighton & Hove


 London

 Manchester


 Milton Keynes

 Rotherham

 Sheffield

 Southampton

 Trafford

 Wigan & Leigh

A female football player in a maroon jersey is celebrating a goal, shouting with her mouth wide open and pulling at her jersey. She is wearing a white headband and has a white number '9' on her jersey. In the background, another player in a maroon jersey with the number '22' is visible. The image is overlaid with a large red and blue geometric shape on the left side.

**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 24 to 26.

# WOMEN'S AND GIRLS' FOOTBALL IN ENGLAND – THE CURRENT LANDSCAPE

## PARTICIPATION

**3.4M**  
TOTAL NUMBER OF FEMALE PLAYERS

  
**2.4M**  
WOMEN (16+)

  
**1M**  
GIRLS (5-15)

OVER  
**1,600**  
WILDCATS PROVIDERS

**100**  
FA GIRLS' FOOTBALL  
SCHOOL PARTNERSHIPS



**2,108**  
AFFILIATED FEMALE TEAMS



**4,478**  
AFFILIATED YOUTH  
(11-18) TEAMS

**1,928**  
AFFILIATED MINI-SOCCER  
(5-10) TEAMS

**146**  
AFFILIATED DISABLED  
TEAMS

**327**  
AFFILIATED FUTSAL  
TEAMS

Note: All data taken at the end of the 2019/20 season.



## FEMALE WORKFORCE

**34,283** FA-QUALIFIED COACHES  
INCLUDING:

**62**

'A' LICENCE HOLDERS



**9**

PRO-LICENCE HOLDERS



**1,477**

FA-QUALIFIED  
REFEREES



**9**

WOMEN'S  
HIGH-PERFORMANCE  
CENTRES ESTABLISHED



**9**

COACH DEVELOPMENT  
OFFICERS APPOINTED



**We have a fantastic opportunity through the UEFA Women's EURO 2022 legacy programme to inspire more females into coaching so that participants within the grassroots game have an increased number of positive and relatable role models to aspire to. Our team of coach development officers are dedicated to unlocking these opportunities and ensuring that every woman and girl who wishes to take their first step into coaching feels a sense of confidence, belonging and that they are supported.**

**Rebecca Garlick**

FA National Coach Development Lead  
(Women & Girls)

# 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 a 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.

To ensure the power of UEFA Women's EURO 2022 reaches all ages and football roles, each Host City has five focus areas: **Early Years** (5-11), **Development Years** (12-17), **Adults**, **Coaching** and **Refereeing**.

Three constant threads run throughout all the work taking place in our Host Cities:

**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.



## Our three national Host City goals:

**EQUAL** access for all girls to play football in school 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.

**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)

Thank you to everyone who's played a part in creating one co-ordinated legacy plan for UEFA Women's EURO 2022. It will accelerate our plans to grow the women and girls game in England. It's been an inspiring process in itself, and together we'll inspire future participants and leaders of the game.

**Stacey Mullock**

National Tournaments Legacy Manager

## OUR NATIONAL MEASURES BY 2024:

- **75% of schools** providing equal access for girls to play football within PE lessons.
- **75% of all grassroots football** clubs offering at least one girls' team and 1,000 clubs offering a complete accredited pathway for girls.
- **3,000 Wildcats providers** delivering recreational football opportunities within travelling distance of their home for every girl aged 5 to 11.
- **2,777 registered female referees** across England.
- **5,400 female coaches** developed by 2024 across recreational football.

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 the entry-level 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.





**4** 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



# HOST CITY HIGHLIGHTS

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

To give you a flavour of that transformation, here are the main commitments and targets for each Host City.

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 Women's EURO tournaments.



**As one of the nine Host Cities for UEFA Women's EURO 2022 it's certainly an exciting time for women's football in the borough. Wigan Athletic Community Trust is looking forward to working with a range of partners to increase female participation in football and help to provide more opportunities for women and girls to become involved in the game whether that's through playing, coaching, refereeing or watching.**

**Tom Flower**

Head of Community,  
Wigan Athletic Community Trust



## BRIGHTON & HOVE

### Across Sussex we will:

- Increase the percentage of schools engaging in Girls' Football School Partnerships.
- Increase the number of women and girls aged 15+ playing affiliated football and retain those already engaged in the game.
- Create a sustainable and diverse workforce of female leaders, coaches, volunteers and referees from secondary schools, colleges and universities.

### All leading to:

- 90% of primary and secondary school girls accessing girls' football within – and beyond – the curriculum in Sussex through Girls' Football School Partnerships by 2024.
- 2,000 women and girls aged 15+ playing affiliated football.
- Double the number of FA-qualified female coaches and referees to take the game forward.





## LONDON (BRENT, EALING AND HOUNSLOW)

### We will:

- Expand Wildcats provision for girls aged 5 to 11 in schools, clubs and community hubs.
- Provide flexible opportunities for teenage girls and women to play football at times/places that suit them.
- Deliver a range of participation programmes targeted at under-represented groups.

### All leading to:

- 24 Wildcats providers offering more than 600 opportunities for girls to take part in football (from 15 to 24 providers).
- 175 new female coaches and Playmakers and double the number of female referees.
- At least 20 new playing opportunities for women aged 16+ across competitive, recreational and disability football.



## MANCHESTER AND TRAFFORD

### We will:

- Grow the number of female-friendly clubs and establish a club network providing playing opportunities for women and girls of all ages and abilities.
- Welcome women and girls from under-represented communities to football.
- Increase the female workforce and shine a light on female leaders/volunteers within the game in Manchester and Trafford.



**I would like to be part of creating an environment where women and girls are inspired to try football, learn to love the game and know where they can go to enjoy a lifelong involvement in the sport at whatever level is right for them.**

**Kay Statham**

Partnership Development Manager,  
Healthy Learning Trust

### All leading to:

- Increased number of female coaches registered and actively coaching female teams across Manchester and Trafford (from 42 to 63 active coaches).
- Double the number of FA-qualified and registered female referees in Manchester and Trafford (from 22 to 44).
- 25% increase in the number of clubs in Manchester and Trafford providing affiliated female football (from 32 to 40 clubs).
- 600 more women playing football through a programme of new affiliated and recreational football opportunities.

## MILTON KEYNES

### We will:

- Develop more competitive and recreational opportunities for girls aged 5 to 11 to play football.
- Increase the number of schools delivering girls' football inside and outside the curriculum through Girls' Football School Partnerships.
- Create more varied and accessible playing, coaching and refereeing opportunities to engage more women and girls, focusing on under-represented communities.

### All leading to:

- Double the number of FA-qualified female coaches and referees.
- An inclusive football offer, with a minimum of 26% of participants, coaches and referees from ethnically-diverse communities.
- Establish 22 new female-friendly school-club links by 2024.

## ROTHERHAM

### We will:

- Deliver a range of programmes to welcome women and girls into football, focusing on under-represented groups.
- Use football to encourage more women and girls to adopt and maintain a healthier lifestyle.
- Develop leadership opportunities to help women and girls grow the game.

### All leading to:

- Double the number of FA-qualified female coaches and referees.
- 50% increase in the number of football opportunities for women and girls.
- One thousand women engaged on a new digital platform to create awareness of playing opportunities.



## SHEFFIELD

### We will:

- Engage with over 90% of primary and secondary schools to offer girls-only football opportunities by 2024.
- Double the number of recreational opportunities through Wildcats and Premier League Kicks.
- Launch a range of female-only competitions across all age groups.

### All leading to:

- At least 140 primary schools engaged in Girls' Football School Partnerships by 2024.
- 50% more girls aged 5 to 11 years old having a recreational opportunity within five miles of their homes.
- Double the number of female coaches and female referees.





## SOUTHAMPTON

### 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.





## WIGAN & LEIGH

### We will:

- Increase the number of schools delivering girls' football within – and beyond – the curriculum through Girls' Football School Partnerships.
- Launch clear and accessible opportunities and programmes for women and girls to play recreational football where and how they wish.
- Transform the number of coaches and referees supporting women's and girls' football across the borough.

### All leading to:

- 10,000 more girls regularly playing football in school by 2024.
- 40 FA-qualified female referees and 40 female coaches by 2024.
- Increase in numbers of Wildcats providers from four to 15 by 2024.

**Utilising the reach of this fantastic tournament, our legacy group has the chance to provide positive and accessible opportunities for women and girls to enjoy football. Ultimately, through providing these opportunities, I hope the tournament will bring our communities together and improve the lives of women and girls in Milton Keynes.**

**Jon Wood**

Head of Delivery, Berks & Bucks FA

**Rotherham Council is excited to be working alongside our partners to encourage more women and girls to be physically active, participate in football and become leaders of the future. UEFA Women's EURO 2022 is a wonderful opportunity to demonstrate everything that is great about our borough.**

**Chris Siddall**

Acting Head of Strategic Projects and Partnerships,  
Rotherham Metropolitan Borough Council

# WANT 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](#).



**Volunteers at UEFA Women's EURO 2022 will create an atmosphere like no other, not only enhancing spectators' experiences, but creating their own memories of what will be an unforgettable tournament.**

**Susan Couper**

Senior Recruitment and Volunteer Manager,  
UEFA Women's EURO 2022








## HOW TO BUY TICKETS

Tickets are not on sale yet, but you can register your interest in purchasing tickets at [uefa.com/womenseuro/ticketing](https://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](https://TheFA.com/WEURO2022)

 Inspired by the spectacle of watching international matches, we hope UEFA Women's EURO 2022 will help boost attendance for our domestic league and cup games.

**Kelly Simmons**  
FA Director of Women's Professional Game



# PROPOSED MATCH SCHEDULE

	MATCH DAY 1					MATCH DAY 2				MATCH DAY 3			
	WED 06 JUL	THU 07 JUL	FRI 08 JUL	SAT 09 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
<b>TRAFFORD</b> Old Trafford - 75,000	GROUP A												
<b>ROTHERHAM</b> New York Stadium - 12,000					GROUP D				GROUP D				GROUP D
<b>MANCHESTER</b> Man City Academy - 4,700					GROUP D				GROUP D				GROUP D
<b>SHEFFIELD</b> Bramall Lane - 30,000				GROUP C			GROUP C					GROUP C	
<b>WIGAN &amp; LEIGH</b> Leigh Sports Village - 8,000				GROUP C			GROUP C					GROUP C	
<b>MILTON KEYNES</b> Stadium MK - 30,000			GROUP B				GROUP B				GROUP B		
<b>LONDON</b> Brentford Community Stadium - 17,000			GROUP B				GROUP B				GROUP B		
<b>SOUTHAMPTON</b> St Mary's Stadium - 32,000		GROUP A				GROUP A				GROUP A			
<b>BRIGHTON &amp; HOVE</b> Community Stadium -30,000						GROUP A				GROUP A			
<b>LONDON</b> 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			
<b>TRAFFORD</b> Old Trafford - 75,000	REST DAY					REST DAYS			REST DAYS							
<b>ROTHERHAM</b> New York Stadium - 12,000					28 QF4 WD v RUC											
<b>MANCHESTER</b> Man City Academy - 4,700																
<b>SHEFFIELD</b> Bramall Lane - 30,000										29 SF1 QF1 v QF3						
<b>WIGAN &amp; LEIGH</b> Leigh Sports Village - 8,000					27 QF3 WC v RUD											
<b>MILTON KEYNES</b> Stadium MK - 30,000											30 SF2 QF2 v QF4					
<b>LONDON</b> Brentford Community Stadium - 17,000				26 QF2 WB v RUA												
<b>SOUTHAMPTON</b> St Mary's Stadium - 32,000																
<b>BRIGHTON &amp; HOVE</b> Community Stadium -30,000			25 QF1 WA v RUB													
<b>LONDON</b> Wembley Stadium - 89,000																31 SF1 v SF2



# THE LEGACY TEAM



**Stacey Mullock**

National Tournaments  
Legacy Manager



**Andy Martin**

City Partnership  
Development Officer  
(Major Cities Lead)



**Zahra Khamisa**

City Partnership  
Development Officer  
(D&I Specialist)



**Zaynab Osman**

UEFA Women's  
EURO 2022  
Insight Officer

The four-strong team above will also co-ordinate the efforts of the Host City legacy leads:

**BRIGHTON & HOVE:** Paul Saunders

**LONDON:** Leigh O'Connor/Katie Phillipson

**MANCHESTER & TRAFFORD:** Olivia Laiker/  
Paul Hulme/Tom Haworth

**MILTON KEYNES:** Jon Wood

**ROTHERHAM:** Chris Siddall/Lisa Moseley

**SHEFFIELD:** Gareth Hayden/Sarah Wood

**SOUTHAMPTON:** Flo Lunn

**WIGAN & LEIGH:** Iain Kay/Mel Mulcahy

## FURTHER INFORMATION

To enquire about any aspect of the legacy programme, email [WEURO2022legacy@TheFA.com](mailto:WEURO2022legacy@TheFA.com) and your email will be directed to the relevant person to respond.



This is a hugely exciting time for women's football, and the tournament gives us a great opportunity to showcase all roles within the game, including refereeing. We will highlight the success of female match officials to inspire women and girls everywhere to get involved in officiating and benefit from the life-changing experiences it offers.

**Joanna Stimpson**  
FA Women's Professional Game Refereeing Manager

# 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](https://englandfootball.com/find)



