

Norfolk Women's & Girls' Strategy – Overview

#NORFOLKFOOTBALL

NCA Vision

TO BE THE BIGGEST FEMALE TEAM SPORT IN NORFOLK

NCA Mission

DOUBLE THE NUMBER OF FEMALE PARTICIPANTS

Objective

Growth	Retention	Talent	Workforce	Marketing	Partnership & Investment
Develop participation opportunities and infrastructure increasing the number of affiliated teams	Stabilise the female game in collaboration with key stake holders	To support and raise awareness of the existing player pathway in Norfolk	Increase the number and diversity of women coaching, refereeing and administering the sport at all levels	Change perceptions and social barriers to participation and its following	Work along side identified traditional and non traditional partners to grow the female game

Key Targets

Provide a community recreational playing opportunity 5-11	Using interventions to support the retention of teams	Continue to work closely with CSF	Increase female coaching and refereeing workforce	Embed the Women's & Girls' strategy within the organisation's Strategy	Support the delivery of The FA Girls Football Hub in the county
Establish a county strategic steering group	Establish a supporting network for key volunteers within the female game	Broaden the opportunities for talented players to be identified	Double the number of female FA Licenced Coaches Club members	Utilise the four areas of the PCVR initiative	Work in partnership with County Sports on Norfolk School Games
Promote funding available to all looking to grow female football	Ensure all teams competing in NWGFL achieves Charter Standard status	Support the sustainability of high performing female teams in our county	Norfolk FA Youth Council to support the delivery of the strategy	In conjunction with The FA make use of the female specific campaigns	Explore non traditional partnerships and investment opportunities

