



INSPIRED
BY ENGLAND
2022

#InspiredBy
ACTION PLAN



Hello and welcome,

As Surrey FA's Football Development Officer for the Female game, I am delighted to announce the launch of our #InspiredBy Action Plan and Award Scheme, to support clubs to grow and develop their women and girls provisions, inspired by the UEFA Women Euro's 2022.

This initiative aims to use the buzz and excitement of the momentous tournament as a catalyst to enable sustainable growth of the Women's and Girl's game, by supporting clubs to increase engagement and participation across the board.

The following action plan will support clubs to review their current offer, identify how they can increase their provisions, and ensure more females have the opportunity to play football and fall in love with the game. We are asking England Football Accredited clubs to strive towards the following awards each year to ensure their club is inclusive for every female wanting to play, coach, volunteer or be involved in the game. This could mean as little as promoting women's football on the club's social media platforms, to creating and affiliating a new women's or girls' team under the club umbrella for next season.

There are 4 awards for your club to achieve:

- Bronze (engage)
- Silver (recruit)
- Gold (develop)
- Women & Girls Champion (maintain).

In order to attain these awards, each club will receive personalised support from the County FA, alongside additional benefits to ensure they are fully supported to develop the game.

We look forward to seeing your club's plans to develop women & girls football, helping the county to grow this fantastic game for all.

A stylized, handwritten signature in white ink, reading 'Emma Eaton', set against a dark blue background with a repeating pattern of various sports-related icons.

All the best,
Emma Eaton

Surrey FA Football Development Officer –
Female Lead





Bronze (Engage)

- *Identify areas to improve football for Women & Girls at your club within your #InspiredBy action plan*
- *Share what actions you are taking as a club, via social media channels both during and in the 12 months after the Women's Euros Tournament, using the hashtag #InspiredBy.*
- *Attend a Female Friendly Clubs CPD course, to upskill coaches and volunteers about what is required to provide the best offer for Women and Girls.*
- *Complete a case study for Surrey FA documenting your successes as a club in promoting women and girl's football.*



Sliver (Recruit):

- *Identify an area/areas to recruit female players at your club within your #InspiredBy action plan.*
- *Share what actions you are taking as a club, via social media channels during and in the 12 months after the Women's Euros Tournament using the hashtag #InspiredBy.*
- *Deliver a female football #LetGirlsPlay taster day, to women/girls within your area, to promote and recruit new players.*
- *Complete a case study for Surrey FA documenting your successes as a club towards recruiting female players.*



Gold (Develop):

- *Identify an area/areas to develop regular opportunities for female players at your club within your #InspiredBy action plan.*
- *Share what actions you are taking as a club, via social media channels during and in the 12 months after the Women's Euros Tournament using the hashtag #InspiredBy.*
- *Deliver a female football #LetGirlsPlay taster day, to women/girls within your area, to promote and recruit new players.*
- *Provide regular recreational or friendly sessions for women/girls within your area, to promote and recruit new players.*
- *Complete a case study for Surrey FA documenting your successes as a club towards recruiting female players.*



Women & Girls Champion (Maintain):

- *Continue to identify areas of development, to maintain and expand opportunities for female players at your club within your #InspiredBy action plan.*
- *Share what actions you are taking as a club, via social media channels during and in the 12 months after the Women's Euros Tournament using the hashtag #InspiredBy.*
- *Deliver a female football #LetGirlsPlay taster day, to women/girls within your area, to promote and recruit new players.*
- *Affiliate a women/ girls team to Surrey FA to maintain and provide regular football opportunities to women/girls.*
- *Complete a case study for Surrey FA documenting your successes as a club towards recruiting female players.*

What you will receive:

- *A designated Surrey FA officer to provide personalised mentorship and support quarterly to help you achieve your award(s).*
- *Priority entry to the Surrey FA's #InspiredBy Super Sevens tournament.*
- *Personalised CPD opportunities to upskill your knowledge based on your development points within your action plan.*
- *Opportunity to apply for equipment and bursaries for your club, including coaching and referee courses, as well as CPD discounts.*

Terms & Conditions:

- *A club representative must meet a minimum of 3 times during the season with their designated CFA officer to discuss the progression of their action plan.*
- *Clubs must complete the award within the time frame of the season to qualify for an award for that year.*
- *Clubs must be England Football Accredited*




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Action Plan:

Strengths:

Development Points:

Aims:

How:

Check-in Log:

Check-in 1:

Discussion:

Actions:

Check-in Log:

Check-in 2:

Discussion:

Actions:

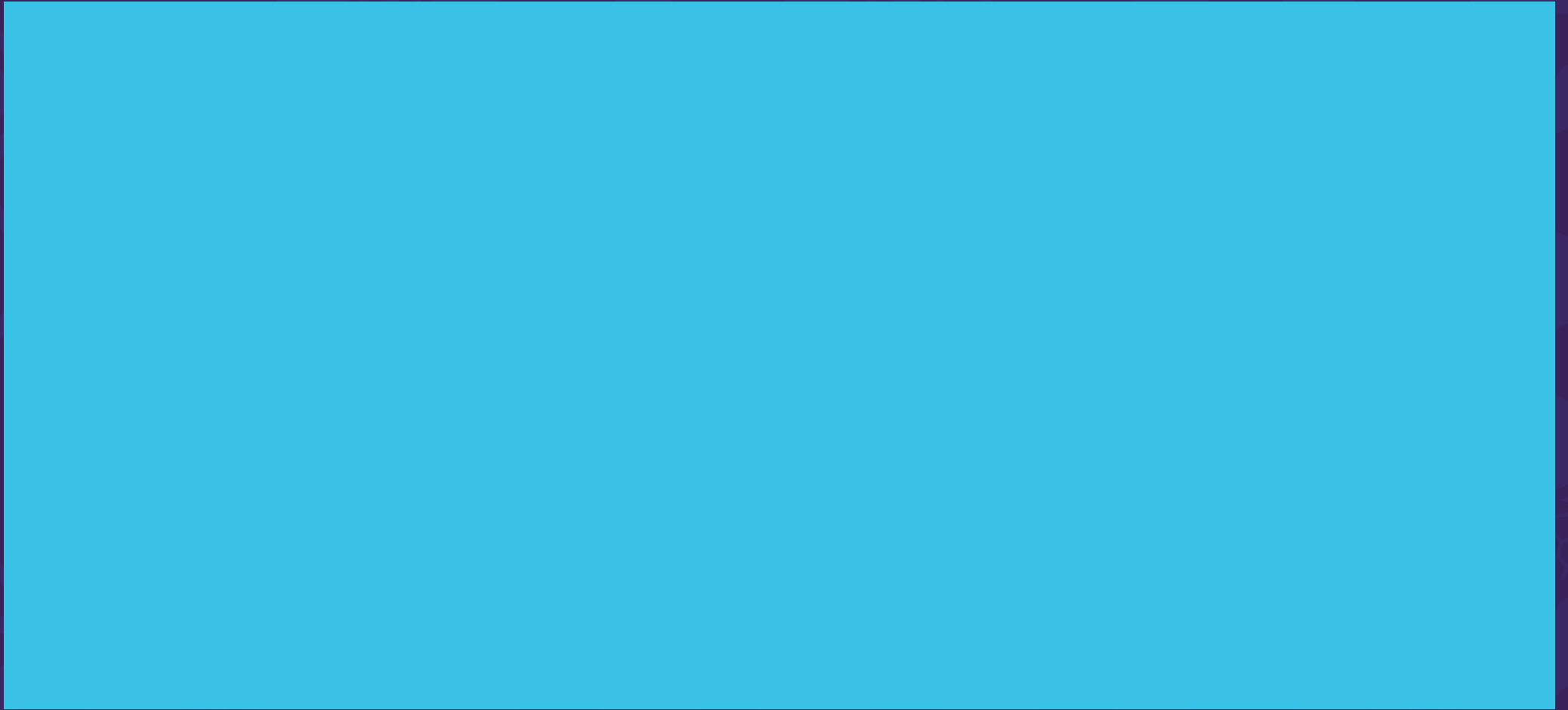
Check-in Log:

Check-in 3:

Discussion:

Actions:

Notes:

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