



# INSPIRING POSITIVE CHANGE IN BRIGHTON & HOVE

How the tournament  
will make its mark



Brighton & Hove



**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 – THE CURRENT LANDSCAPE IN BRIGHTON & HOVE



**31**

Wildcats providers  
in Sussex



**247**

schools in a Girls' Football  
School Partnerships in Sussex



**25** affiliated  
female teams

**96** female  
coaches

**20** female  
referees



**71%**

of schools with equal access  
to football for  
girls in-curriculum,  
**46%** extra-curricular

Note: All data taken at the end of the 2019/20 season.  
This data covers Brighton & Hove and the wider Sussex area.



**This legacy plan covers Brighton & Hove and the wider Sussex area.**

**The UEFA Women's EURO 2022 tournament brings a fantastic, major sporting event to our city for all to enjoy and we are proud to be a part of it. It also provides us with a unique and vital opportunity to raise the profile of women's football in the city, and to encourage people to come together, get active and improve our health.**

**Councillor Phélim Mac Cafferty,**  
Leader of Brighton & Hove City Council

**I believe that playing host to the UEFA Women's EUROs will prove a big boost women's and girls' football right across Sussex and the South East.**

**Mathew Major,**  
Chairman, Sussex County Football Association

# OUR COMMITMENTS

UEFA Women's EURO 2022 is a huge opportunity for women and girls in Brighton & Hove – and across Sussex – 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:

- Increase the percentage of schools engaging in Girls' Football School Partnerships across Sussex.
- 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 across Sussex.



**Women and girls can face more barriers to being active. Active Sussex is supporting the UEFA Women's EURO 2022 legacy programme to encourage more women and girls to develop the confidence to be active in their own way.**

**Sadie Mason MBE,**  
Chief Executive, Active Sussex



**We are delighted to support this legacy plan and are fully committed to using the power of football and the enthusiasm for the UEFA Women's EURO 2022 to help transform opportunities for local women and girls to play football.**

**Paul Williams,**  
Head of Community Programmes,  
Albion in the Community



# 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)

- **3,600 more** girls with equal access to football in school, with 26 additional primary schools signed up to a Girls' Football School Partnership by 2022.
- **1,000 more** girls playing recreational football through 15 new Wildcats providers by 2022.
- **350 more** girls playing competitive under-11s football by adding 12 female-friendly clubs by 2022.

## 2. Development years (12-17)

- **5,700 more** girls with equal access to football in school, with 10 additional secondary schools signed up to a Girls' Football School Partnership by 2022.
- **Double** the number of female-friendly clubs catering for girls in this age group, resulting in 300 more girls playing competitively by 2022.
- **50 more** opportunities for girls with a disability to play football by 2022.

**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.**

**Naomi Bolton**, Regional Development Manager, Youth Sport Trust

## SOMETHING FOR EVERYONE (continued)

### 3. Adults

- **Double** the number of female-friendly clubs, with 130 more women playing competitive club football by 2022.
- **1,200** women playing recreational football by 2022.
- **100 more** women with a disability playing recreational football 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

- **Double** the number of FA-qualified female coaches by 2024.
- **100 more** women and girls completing the Playmaker Award to add to the female coaching workforce by 2022.
- **66 students** (60% female) engaged in a new university mentoring programme by 2024.



We aim to inspire, mentor and empower a diverse female coaching workforce for the grassroots game by offering targeted support for females to coach and lead in recreational football in Sussex.

**Sharon Muxworthy,**  
Coach Development Officer,  
FA Grassroots Delivery Team

## SOMETHING FOR EVERYONE (continued)

### 5. Refereeing

- **Double** the number of FA-qualified female referees by 2022.
- **50%** of qualified female referees to benefit from enhanced referee support programmes by 2022.

Within the sphere of education, we aim to create the opportunities for girls to use the vehicle of football as the catalyst to increase physical activity levels and instigate a lifelong commitment to sport and exercise.

**John Crittenden**,  
Assistant Principal,  
The Regis School (part of  
the Girls' Football School  
Partnerships programme)



# 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.

**We hope that hosting UEFA Women's EURO 2022 matches at the Amex will enthuse spectators to also then come and watch Brighton and Hove Albion Women play and follow their progress in The FA Women's Super League.**

**Polly Bancroft,**  
Women's and Girls General Manager,  
Brighton & Hove Albion



## 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
<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 WC v RUD											
<b>LONDON</b> Wembley Stadium - 89,000													31 SF1 v SF2

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WALKERS

VISA






# 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

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)

## ...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 Brighton & Hove and across Sussex:



### LEGACY LEAD

**Paul Saunders**

Project Manager, Sussex FA

E: [Paul.Saunders@SussexFA.com](mailto:Paul.Saunders@SussexFA.com)

T: 01903 753547

**Crawley Old Girls (COGS) are privileged to be a part of the legacy for UEFA Women's EURO 2022 and we hope that more women, whether they are beginners or have played before, join in the ever-growing, non-judgmental, fun environment, that is women's recreational football.**

**Carol Bates,**  
Crawley Old Girls

### Other key contacts are:

**Justine Thomson**

Women's Recreational Football Officer,  
Albion in the Community

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**Jade Harker**

Development Lead, Sussex FA

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





## THE POWER OF PARTNERSHIP

INSPIRING POSITIVE CHANGE in Brighton & Hove and across Sussex could not be delivered without these Sussex-based partners (listed alphabetically):

Active Sussex, Albion in the Community, Brighton & Hove Albion FC, Brighton & Hove City Council, Carden Nursery & Primary School, Chichester College, Crawley Old Girls, Crawley Town Community Foundation, Dorothy Stringer College, Durrington High School, Freedom Leisure, St. Paul's Catholic College, Sussex County FA, The Angmering School, The Regis School, University of Brighton, University of Chichester, University of Sussex and Youth Sport Trust.



Brighton & Hove