



INSPIRING POSITIVE CHANGE STRATEGY UPDATE 2023



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In 2020 we released our Inspiring Positive Change strategy with the ambition of creating a sustainable future for the women's and girls' game. Three years in, that ambition is shaping up to be a reality, with the power of football changing lives and opening up opportunities to a brand-new generation of women and girls.

The transformational growth we are seeing across the game has been spearheaded by our trailblazing Lionesses who have become European champions and World Cup finalists in the last 18 months. The Lionesses didn't just lift a trophy on that famous July day at Wembley in 2022, they created a legacy, one that has changed the game forever.

The players wanted to use their historic success in the EUROs to leave the game in a better place for the generations of girls to come. They wrote an open letter to the Prime Ministerial candidates highlighting that their historic victory on the pitch could not deliver real change if girls were still denied the right to play football, sparking a dialogue between The FA and Government around the importance of equal access to football for girls in school. That dialogue became a reality on International Women's Day in March 2023, when the Lionesses landed their legacy and the Government announced a game-changing commitment that girls would receive equal access to all sport in schools, including football. On the same day, 285,000 girls took part in the Let Girls Play Biggest Ever Football Session at schools across the country, a huge increase

from the 90,000 that participated in 2022, showing just what impact the team have had on inspiring girls to pick up a ball and play.

Knowing that for most girls their first interaction with football comes in the playground or on the school playing fields, we set out the target for 75% of schools to be offering equal access to football in PE lessons by 2024. Thanks to the exceptional work carried out by teachers across the country, and the continued support and investment from Barclays and the Barclays Girls' School Football Partnerships, that target has been met one year ahead of schedule.

Outside of school, our Weetabix Wildcats and SQUAD programmes continue to make positive progress, giving girls easy access to football. The drive to make the professional game more accessible and representative of society has taken great strides in the last 12 months with the talent pathway reformed. We now have 73 Emerging Talent Centres in place, feeding a diverse pipeline into the Professional Game Academies, whilst Our Discover My Talent programme ensures the England pathway is within the reach of all talented girls. Improving diversity across the game is a key priority for The FA. We are making positive strides within this area, but change will not happen overnight and there is still a huge amount of work to do.

Across the professional game, our programmes are delivering crucial work to support the next generation of female coaches and referees. Our Women's National League strategy has

met several targets just one year into it being implemented to bolster tiers three and four of the pyramid. The 2023 Women's FA Cup final sold out at Wembley for the first time, cementing its place as the landmark event in the women's football calendar. We've seen attendance and TV records smashed across the Barclays Women's Super League and Barclays Women's Championship, and all 24 clubs within the two divisions unanimously voted in favour of forming NewCo as it transitions away from The FA's management and enters an exciting new era.

As we enter the final year of Inspiring Positive Change, I want to extend my thanks to everyone who has played a part in this historic period for the women's and girls' game. From our commercial partners and our talented teams at The FA and County FAs, to the players, coaches, referees and volunteers who dedicate countless hours to the game, none of what has been achieved over the last three years would have been possible without the collective efforts to drive positive change. We still have a long way to go for the game to get to where we want it to be, but the future of women's and girls' football has never been brighter.

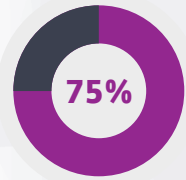
“Improving diversity across the game is a key priority for The FA. We are making positive strides within this area, but change will not happen overnight and there is still a huge amount of work to do.”



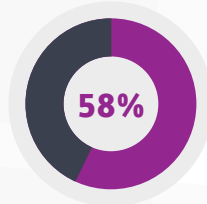
Baroness Sue Campbell

WOMEN'S AND GIRLS' FOOTBALL – YEAR THREE HIGHLIGHTS

PARTICIPATION



of all schools are currently offering **equal access** through girls' football in PE lessons



of schools are currently providing **equal opportunity** through extra-curricular clubs

1,911

Weetabix Wildcats providers



546

SQUAD centers



12%

increase in total affiliated females playing football
October 2022 vs October 2023

39%

increase in female youth teams
October 2021, 17% since October 2022

285000

schoolgirls took part in the second **Let Girls Play Biggest Ever Football Session**



Landmark legacy goal achieved with the **Government pledging equal access to football in schools**



TARGET OF 75%
of schools offering equal access to football in PE met one year early

WOMEN'S LEAGUES AND COMPETITIONS



59,042

New Barclays WSL record attendance at the Emirates Stadium for **Arsenal v Chelsea**



SOLD OUT

The 2023 Women's FA Cup final at Wembley **sold out** for the first time

Matchday attendance up 43%

across the Barclays Women's Super League and Championship



94 BARCLAYS WSL PLAYERS

appeared at the **FIFA Women's World Cup 2023**, more than any other league in the world, representing 18 nations



2.5m followers

The Barclays WSL is now the most followed women's professional football league in the world across social media channels

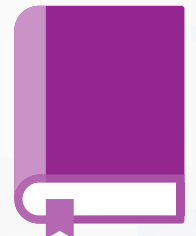
210

NEW OR ENHANCED ROLES across the women's professional game

Female Athlete Health state of play research completed across the women's professional game



FootballHER CPD course created for women's professional game staff members to upskill across female health matters



WOMEN'S AND GIRLS' FOOTBALL – YEAR THREE HIGHLIGHTS

Player pathway

73

Emerging Talent Centres established



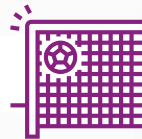
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Future Lionesses Goalkeeping Centres established



21

Professional Game Academies established



Football For All



All County FAs have **Equality, Diversity and Inclusion (EDI) plans**

specifically for the female game



25%

increase in players living in socio-economically deprived areas, accessing an Emerging Talent Centre

10%

increase in players from underrepresented groups, accessing an Emerging Talent Centre



30%

of girls accessing The FA's Shooting Stars programme in schools are from diverse communities



30%

of girls accessing The FA's Game On programme in schools through the curriculum are from diverse communities



62.5%

of leaders across the women's professional game are female

England



UEFA Women's EURO 2022 CHAMPIONS

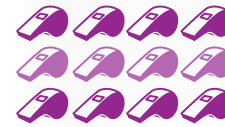


FIFA Women's World Cup 2023 FINALISTS



Ranked 4th IN THE WORLD

Refereeing



78%

increase in the number of female referees since October 2021



3x female

English match officials at UEFA Women's EURO 2022



3x female

English match officials at FIFA Women's World Cup 2023

Coaching



83%

increase in the number of active female coaches since October 2021



7 coaches inducted onto the England Elite Coach programme for the 2023/24 season

75%

of coaches on the Coaching Excellence Initiative (CEI) programme were female across the two most recent cohorts

UEFA WOMEN'S EURO 2022 – ACROSS THE NINE HOST CITIES, OVER ONE YEAR ON:



478,000

new opportunities

to engage women and girls in football across the host cities



over 98,000

more girls playing regularly in school



28,000

more women and girls playing football recreationally



6,600

more women and girls playing football in clubs/grassroots



988

women and girls taking the FA Playmaker coaching course



207

additional FA-qualified female coaches in the women's game



124

additional FA-qualified female referees in the women's game

Data from October 2023

INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

The below tables are measurements aligned to our strategic ambitions, set in 2020. When the strategy was released, some 2024 targets were subject to change due to the COVID-19 pandemic and its impact.

*2023 data from November 2023 where available

EARLY PARTICIPATION – PRIMARY SCHOOL

Measure	as of August 1 2020	2022	2023*	2024 target
Schools offering equal opportunities to football for girls in extra curriculum	Baseline 43%	45%	57%	90%
Schools offering equal access to football for girls within PE lessons	Baseline 63%	75%	83%	75%
Wildcats' session providers within easy travelling distance of every household	1,621	1,732	1,911	3,000
% of girls with Special Educational Needs and disability in FA 'Disney inspired Shooting Stars' programme	17%	13%	10%	22%
Number of disability specific Weetabix Wildcats' sessions	18	43	47	101

DEVELOPMENT PARTICIPATION – SECONDARY SCHOOL

Measure	as of August 1 2020	2022	2023	2024 target
Schools offering equal opportunities to football for girls in extra curriculum	Baseline 36%	49%	65%	90%
Schools offering equal access to football for girls within PE lessons	44%	41%	44%	75%
Football for fun offer for teenagers in England – SQUAD sessions	N/A	275	546	800
% girls with Special Educational Needs and disability in FA 'Barclays Game On' programme	5%	7%	10%	20%
Establish a high-quality girls' league offer in 100% of County FA areas	56%	88%	100%	100%
80% increase in club and community opportunities for girls by 2024	N/A	22%	52%	80%



INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

FOOTBALL FOR ALL

Measure	as of August 1 2020	2022	End of 2023	2024 target
Understand the baselines and set targets on gender, ethnicity and disability through the female game	Unable to capture consistent data across the game	FA wide working group in place	Baseline data in place by the end of season	Consistent data capture across the game
% County FAs with Equality, Diversity and Inclusion (EDI) plans specifically for the female game	70%	94%	100%	100%
Number of active new female leaders as a result of specialist FA leadership programmes for women from all communities	Unknown	8,094	10,996	15,000
% County FAs offering FA-developed 'football for fun' opportunities for adult women from all communities	Unknown	64%	88%	100%

CLUB PLAYER PATHWAY

Measure	as of August 1 2020	2022	2023	2024 target
Number of players registered across all Emerging Talent Centres (ETC) over the course of each season	N/A	1,722	3,321	4,200
% increase in players living in socio-economically deprived areas accessing an ETC	N/A	6.6%	25%	20%
% increase in players from underrepresented groups accessing an ETC	N/A	Unknown (ETC programme had just started)	10%	10%
95% of players accessing an ETC within one hour of where they live	N/A	Unknown (ETC programme had just started)	93%	95%
Discover My Talent				
Number of players recommended from grassroots football through 'Discover My Talent' (DMT)	N/A	78 / 204 (39%)	190/345 (55%)	Minimum 150 players (50%)
% increase in players living in socio-economically deprived areas accessing 'DMT'	N/A	41%	32%	30%
% increase in players from underrepresented groups accessing 'DMT'	N/A	Unknown	Unknown	20%



*Since the strategy launch, we have introduced the Emerging Talent Centre Programme and Discover my Talent Programme, redefining our club player pathway and making it more measurable, so data from 2020 and 2022 is unavailable in some cases.

INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

ELITE DOMESTIC LEAGUES AND COMPETITIONS

Measure	as of August 1 2020	2022	2023	2024 target
Barclays Women's Super League average attendance	3,092	5,099	7,457	6,000
Barclays Women's Championship average attendance	410	867	854	1,000
Vitality Women's FA Cup Final Attendance	2019/20: N/A (played behind closed doors) 2018/19: 43,264	2021/22: 49,094	2022/23: 77,390 (sold out)	Sell out Wembley
Most socially-followed women's football league in the world	#2	#2	#1	#1
Peak TV audience – live women's league match	270k	1.1m (2021/22)	1.1m (2023/24)	1.5m
Peak TV audience – live Vitality Women's FA Cup match	2.2m	2.1m (2021/22)	1.4m (2022/23)	2.5m



INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

ENGLAND

Measure	as of August 1 2020	2022	2023	2024 target
England's FIFA Women's Ranking	6th	4th	4th	Top 5
England Women – UEFA Women's EURO 2022 / FIFA Women's World Cup 2023	4th (2019)	European champions	European champions and World Cup finalists	To win a major tournament
England Under 20 – FIFA Women's Under 20 World Cup	2018 – 3rd	Didn't qualify	Didn't qualify	Qualification
England Under 17 – FIFA Women's Under 17 World Cup	Group stage (2019)	N/A	Qualified for round 2 of UEFA EURO Championship	Qualification
England Deaf Women: 2021 World Championships (moved to 2023)	5th (2008)	September 2023	3rd	Medal match
England Deaf Women: 2021 Deaflympics (Dec 21)	4th (2017)	N/A (Did not attend. UKDS decided not to enter a GB Team (across all sports))	N/A	Medal match
England Blind Women: 2023 IBSA World Games	N/A (not previously competed)	N/A	Entered a team	Enter a team



INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

COACHING

Measure		as of August 1 2020	2022	2023	2024 target
% of coaches across the women's and girls' game who engage in at least two trackable learning opportunities who are:	Female	43%	42%	46%	55%
	From black and Asian origin	7%	10%	8%	14%
High-performance coaches: % of female coaches in manager/head coach roles		65%	54%	46%	75%
Professional game: Those enrolled in the Coaching Excellence Initiative:	Maintain % of female coaches	85%	85%	64%	85%
	Increase % of black and Asian coaches	7%	7%	0%	20%
Pathway: Number of coaches within club player pathway actively developed by the Women's National Coach Developers and/or Women's High-Performance Football Centre Coach Development Officers		250	412	298	400
Pathway: % of coaches transitioning roles within club player pathway		15%	24%	20%	30%
Female-specific measures across both male and female games:					
% of coaches across the game who engage in at least one trackable learning opportunity who are female		8%	14%	16%	14%
% of females on The FA Playmaker course		0%	14%	14%	15%



INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

REFEREEING

Measure	as of August 1 2020	2022	2023	2024 target
Number of registered female referees	1,477	1,495	2,508	2,777
% of referees progressing through the women's promotion pathway	3%	3%	3%	7%
% of female Referee Developers	6%	6%	6%	9%
International list of women referees	0 x Elite 1 x Category 1	5 Referees 6 Assistant Referees	1 Elite 1 Category 1 3 Category 3 6 Assistant Referees	1 x Elite 1 x Category 1
Average decision-making scores in Barclays WSL	98%	97%	77.29%	76.5%
% FA Women's National League referees in a development programme*	N/A	N/A	100%	100%
% Barclays WC referees in a development programme*	N/A	N/A	100%	100%



*New programmes so no measurement from 2020 and 2022



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