



For All

INSPIRING POSITIVE CHANGE

THE FA WOMEN'S AND GIRLS' FOOTBALL STRATEGY 2020-24
A FINAL REVIEW



INSPIRING POSITIVE CHANGE STRATEGY REVIEW

When Inspiring Positive Change launched in 2020 our ambition was to create a sustainable future for the women’s and girls’ game, whilst inspiring a new generation to step forward and be a part of this new era for the sport. It is remarkable what has been achieved in just four years across all levels, but there is still more work to be done for women’s and girls’ football to reach the heights we know it can grow to.

Inspiring Positive Change was centred around eight strategic priorities, one of which was for England to win a major tournament. That ambition became a reality on 31 July 2022 when the Lionesses lifted the UEFA EURO trophy at Wembley Stadium, inspiring the nation and turbocharging the growth that was to follow.

Not content with their legacy being left just on the pitch, the Lionesses have embraced our work across the game to ensure it is left in a better place for the generations of girls that will follow in their footsteps. They used their voices to amplify the work of our Let Girls Play campaign which supported our strategic ambition for every girl to have equal opportunity to play football in schools. Their support was instrumental in the Government announcing a game-changing commitment in 2023 that girls would receive equal access to all sport in schools, including football.

One of the key achievements over the course of the strategy has been the complete overhaul of our girls’ talent pathway to ensure that any talented girl is able to pursue her dream of playing for England. There has been a 265% increase in the number of girls within our talent base playing at an Emerging Talent Centre, and

the number of players from ethnically diverse backgrounds and economically deprived areas have also significantly increased. 21 Professional Game Academies have been established to feed a diverse pipeline into the professional game, whilst our Discover My Talent programme ensures any promising girl can be referred onto the England radar.

It is our continued mission to increase diversity and make the women’s game an accurate representation of our society. We’re seeing an improvement, but we cannot rest on our laurels and we need to ensure every woman and girl, regardless of their background, can access football and enjoy the benefits it brings. This also applies to coaching and refereeing where we are investing in our programmes to increase the number of women coaching and officiating in the game at all levels, whilst ensuring they are supported on their journeys to stepping over the sidelines.

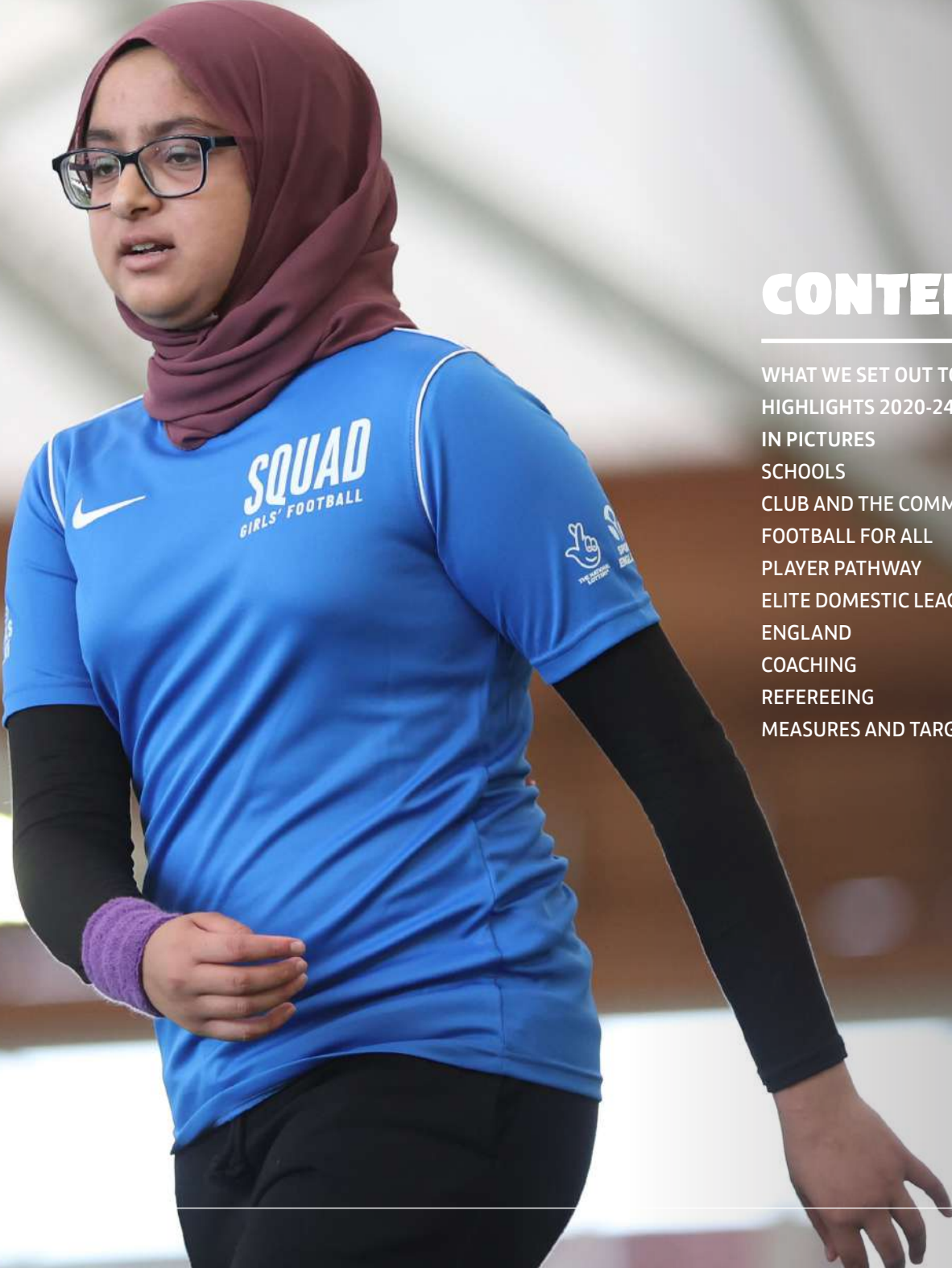
We have also seen exponential growth across the domestic leagues over the course of Inspiring Positive Change. Four years ago, the sight of huge crowds turning out for domestic women’s matches was still an occasional occurrence. In 2024, it has become the norm, with attendances in the Barclays WSL up 239% since 2021 and the Adobe Women’s FA Cup Final selling out Wembley Stadium for the last two seasons. The end of our strategy coincides with the Barclays Women’s Super League and Barclays Women’s Championship moving out of the hands of The FA and under the management of the Women’s Professional Leagues Limited, marking an exciting new chapter for the women’s game that will continue to accelerate its growth.

As we come to the end of Inspiring Positive Change, I want to extend my thanks to everyone who has been part of this historic period. It is because of the collective efforts of everyone associated with the sport – from our commercial partners and the increased levels of media interest, the talented teams at The FA and County FAs, to the players, coaches, referees and volunteers who are the lifeblood of the game – that we have got to where we are today. We can look back on what has been achieved over the last four years with pride. But there is no room for complacency, and we must continue to strive to reach new heights to unlock the full potential of women’s and girls’ football. Although I am stepping back from my role at The FA, I know my colleagues will continue to drive standards in the sport forward. There is every reason to be excited about where our game goes next and I cannot wait to see where we will be in another four years’ time.



Baroness Sue Campbell DBE
FA Director of Women’s Football

“It is remarkable what has been achieved in just four years across all levels, but there is still more work to be done for women’s and girls’ football to reach the heights we know it can grow to.”



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INSPIRING POSITIVE CHANGE WHAT WE SET OUT TO DO

Since 2020, we have worked towards building a **sustainable future for women’s and girls’ football** in England. Our efforts have been centred around the following focus areas:



SCHOOLS

Every school-aged girl to have an equal opportunity to play football in school



CLUB AND COMMUNITY

Increase club and community opportunities for girls by 80%



FOOTBALL FOR ALL

Establish a motivated, diverse range of local leaders organising football for their communities



PLAYER PATHWAY

Cement an effective high performance, inclusive, player-centric pathway



ELITE DOMESTIC LEAGUES & COMPETITION

Have the best professional women’s sports leagues and competitions in the world



ENGLAND

Win a major tournament



COACHING

Ensure exceptional coaches at every level of the game who are representative of our society



REFEREEING

Every female referee to be afforded high-quality bespoke learning and development opportunities

KEY ACHIEVEMENTS 2020–24



56%

increase in women and girls playing football



14%

increase in schools offering **equal access in PE** for girls



2,046

Wildcats providers



624

Squad approved providers



15689

active new **FEMALE LEADERS**

100%

County FAs with EDI plans **specific to the female game**

265%

talent base **increase** in Emerging Talent Centres



21

Professional Game Academies **launched**



Established **WOMEN'S PROFESSIONAL LEAGUES LIMITED** within the women's game (BWSL and BWC)



RECORD INVESTMENT

in the the Adobe Women's FA Cup

FIFA #2

England's Highest FIFA World Ranking



EUROPEAN CHAMPIONS 2022 & WORLD CUP FINALISTS 2023



88%

increase in female coaches being actively developed



COACHING EXCELLENCE INITIATIVE

launched for high potential coaches in the women's game



14

female referees on the international list



113%

increase in number of female referees

INSPIRING POSITIVE CHANGE IN PICTURES



A Barclays Game On session in Birmingham



Girls taking part in a Wildcats session in Rainham



Professional Game Academy U16 Cup Final 2023/24



Disney Shooting Stars in action in Wolverhampton



A Squad girls football experience day at St. George's Park



FA coach development support at Frenford FC



The FA Football Beyond Borders Leadership Development Programme



A Young Lioness in UEFA Women's U15 development tournament

INSPIRING POSITIVE CHANGE IN PICTURES (CONTINUED)



Record-breaking crowds in the Barclays WSL



Hashtag United win The FA WNL Cup Final 2023/24



The FA Women's Refereeing Emerging Talent Programme



Chloe Kelly celebrates England winning the UEFA Women's Euro 2022



FIFA Women's World Cup Final 2023 in Australia



An FA Women & Girls' Referee Development Event



High potential coaches in the women's game attending The FA's Coaching Excellence Initiative



Participants on UEFA's Senior Pro A coaching course

Focus 1 SCHOOLS



Louise Gear
Head of Development

Our overarching strategic ambition was to provide equal access for girls in their PE lessons, driving a culture change in schools so that girls could participate in our national sport.

Thanks to this game-changing work, 77% of schools are now achieving this, exceeding the 75% target, with the greatest climbs being in Key Stages 2 and 3. This was underpinned by the Lionesses' historic win in UEFA Women's EURO 2022 and the subsequent discussions that delivered the Government's pledge for girls in England to be granted equal school football access. There has also been exponential growth in the number of opportunities for girls to play through extra-curricular provision, with 68% of schools now providing equal opportunities. This remarkable success, achieved with the partnership and collaboration of Barclays and our delivery partner the Youth Sport Trust, is a testament to our collective efforts and commitment.

At the start of the strategy, 100 Barclays Girls' Football School Partnerships (BGFSP) were introduced to deliver bespoke interventions for 3,000 schools, aiming to empower girls to believe in themselves and grow their confidence and life skills through football. We now have 300 BGFSP networks, reaching 90% of schools nationwide.

The Barclays Game On programme was introduced to raise standards in Physical Education, supporting schools in embedding girls' football in PE through a life skills approach and developing the next generation of female leaders. 57% of all secondary schools in BGFSPs have participated in the programme, impacting over 258,000 girls through Game On-inspired PE lessons and over 106,000 girls through Game On-inspired extra-curricular clubs.

The Disney Shooting Stars programme was introduced in primary schools to enhance physical literacy and introduce girls to football. The programme is now in 25% of all primary schools in BGFSPs, impacting over 125,000 girls.

While we have made significant strides, much work remains to be done. We recognise that our continued success depends on the unwavering support and collaboration of all stakeholders whose contributions are invaluable.

KEY HIGHLIGHTS

~2.5m girls have equal access to football in PE (KS1-4)

85% of primary schools offer equal access in PE for girls

50% of secondary schools offer equal access in PE for girls

90% eligible schools are in Barclays Girls' Football School Partnerships (BGFSP)

125,000 girls impacted by the Disney Shooting Stars programme

Almost **1m** girls have participated in the Biggest Ever Football Session for Girls in Schools since 2020

Focus 2

CLUB AND THE COMMUNITY



Louise Gear
Head of Development

With the continued rise of the women's game on the international stage and the success of the Barclays WSL, more girls are stepping forward to play.

Wildcats, the FA's flagship grassroots programme for 5-11-year-old girls, has provided over 60,000 opportunities for girls to be introduced to the game in a community environment, predominantly delivered by England Accredited Clubs (EAC). However, through a unique partnership with Faith Associates and the English Football League in the Community, the Wildcats programme has been successfully delivered to girls within communities who have never participated in football before. The programme, built on the ethos of friends, fun and football, continues to provide a perfect introduction to the game and a pathway to team-based football.

Squad Girls' Football was launched during the UEFA Women's EURO 2022. Designed to engage girls of all abilities to enjoy the game in a safe and non-competitive environment. Squad supports the development of core life skills such as leadership, confidence and teamwork. Supported by Sport England and the National Lottery, 624 Squad Providers across England now provide 12,500 playing opportunities.

Our grassroots clubs and player pathways have seen considerable growth in the past four years thanks to several initiatives aimed at boosting participation. In 2022 we launched the Equal Game support package for clubs, consisting of an online toolkit, local workshops and a network of 60 Equal Game Ambassadors to help clubs to make change. Over 900 volunteers have been trained via the workshop, and 60 Equal Game Ambassadors have provided support locally making a positive impact. Clubs who engaged in an Equal Game workshop and/or received Equal Game Ambassador support grew their female team numbers four times more than others.

We have made great progress but more work is needed to ensure true equality of opportunities and a level playing field for women and girls. As we look ahead, we will focus on creating more sessional football opportunities for women so that they can play in casual and flexible formats, and continue our work on diversifying the game by increasing the number of offerings within communities across the country.

KEY HIGHLIGHTS

150% increase in Squad approved providers since launch

26% increase in Wildcats providers

235,000 females in the female player pathway, including those in affiliated teams and programmes

14% increase in female affiliated youth players (U18)

Focus 3 FOOTBALL FOR ALL



Rachel Pavlou
Women's Development Manager – EDI, History & Heritage

At the start of this strategy we set out to identify, develop and support a more diverse range of local leaders organising football for their communities.

Since then, we have established numerous meaningful partnerships to enable the provision of specialist FA leadership programmes for thousands of women from all communities. Our partnership with Football Beyond Borders has gone from strength to strength resulting in Nike, The Powerhouse Project and The Premier League collaborating with us to develop our annual female leadership camp. The incredible stories of how far so many of these young women have progressed in their leadership journeys is testament to the programme.

We have hosted several other successful joint events including the Muslim Female Coach Development Day held at St. George's Park alongside the Muslim Sports Foundation and Muslimah Sports Association. The day focused on teaching the foundations of coaching and included insights from the FA Grassroots Coach Delivery Team, mentors, and powerful female role models from the community.

Positive change has continued to be a strong focus for us with targeted interventions within the South Asian community – supported by our volunteers from The FA South Asian Women's Football Group. Engaging female refugee and asylum seekers in football has also seen considerable development, as we work with partners such as Amnesty International UK to establish football training sessions and leadership schemes for refugees.

Football for Fun numbers have seen huge increases thanks to the hard work of many across the country. Our Women's Recreation Officers, appointed to deliver all aspects of the UEFA Women's EURO 2022 recreation legacy project, have achieved outstanding results, exceeding our target of having 20,000 more women and girls playing recreational football a year early (the number now stands at 34,000). 44 of our County FAs have at least one female Football for Fun opportunity on offer and we have achieved 90% coverage across the network.

We have reached new levels of engagement in our Football For All objectives and have made great strides in analysing the level of diversity across the women's game so we can create bespoke, targeted interventions. To progress forward we must continue on our mission to capture individual data and player journeys that will inform decision-making and ensure that our game is welcoming and fit for everyone.

KEY HIGHLIGHTS

100% County FAs have EDI plans specifically for female football

15,689 active new female leaders as a result of specialist FA leadership programmes

90% County FAs offering Football for Fun opportunities for adult women

Focus 4 PLAYER PATHWAY



Kay Cossington
Women's Technical Director

The Player Pathway has had a comprehensive review and restructure over the past four years with the introduction of Emerging Talent Centres (ETCs) and Professional Game Academies (PGAs).

We have been able to leverage £5.25m of investment from the Premier League to deliver ETCs, with 73 now in operation across the country offering localised, high-quality training environments. There has been a 127% increase in the number of ethnically diverse players accessing an ETC, and a 112% increase in players from low-income backgrounds. One of the key ways of achieving this has been through the reduction in cost as a barrier. On average, it previously cost £50 a week to travel to a Regional Talent Centre (RTC), which were more geographically spread out, while it costs just £8 a week to travel to an ETC.

Our Discover My Talent programme ensures that any talented girl, from any region or background, can be referred onto the England radar. We have also seen a marked growth in investment from clubs into talent development, and the 21 established PGAs are delivering crucial work to develop young players in readiness for senior football, while feeding a diverse pipeline into the professional game.

By establishing new pathways, we have placed a strong focus on removing barriers and widening access to the talent system with more localised opportunities and reduced costs. We have almost doubled the number of playing environments and reduced travel time to centres by half, resulting in a threefold increase in the number of talented players accessing the pathway. The significant evolution of the pathway over the past four years will take time to take effect, but we are already seeing the positive impact that removing barriers for talented girls is having on the player pipeline. By aligning with the new professional league (Women's Professional Leagues Limited) and continued growth of the pathway, we should be confident of a future in which any young girl with talent is able to fulfil her potential at the top level of the game, regardless of where she lives or her background.

KEY HIGHLIGHTS - Emerging Talent Centres

6,215 talented girls playing in ETCs

Reduced travel time to centres by **50%**

84% decrease in cost of ETCs for players

127% increase in number of players from underrepresented groups accessing an ETC

112% increase in number of players from most economically deprived areas accessing an ETC

KEY HIGHLIGHTS - Professional Game Academies

21 PGAs launches

Increased average investment into PGAs by **140%**

100% PGAs are free to play in

Enhanced safeguarding, education and player care provision for players

Focus 5

ELITE DOMESTIC LEAGUES AND COMPETITIONS



Nikki Doucet
CEO Women's Professional Leagues

The Women's Professional Game has seen exponential growth over the last four years, fuelled by the success of the Lionesses and development and investment into the Leagues.

The first broadcast deal in the League's history has brought new attention to the game, with average viewership increasing every year and record attendance numbers at fixtures.

PGMOL has taken over responsibility of refereeing in the Barclays WSL and Barclays Women's Championship, continuing to drive standards across the last three seasons. The League also launched workforce and development grants in 2022 which enabled clubs to invest in providing the best environments for players, fans and staff.

There are still challenges to overcome - the huge breadth of clubs means there is no one size fits all approach to developing policies and bespoke support is required to match club needs. In addition, financial fragility within the women's football ecosystem and facility and broadcast slot availability means that progress hasn't always been made as quickly as required.

With the Barclays WSL and Barclays Women's Championship coming under new ownership outside of The FA from August 2024, we will look to build on the incredible progress that has already been made. Our mission is to build the most distinctive, competitive and entertaining women's football club competition in the world.

KEY HIGHLIGHTS - Women's Professional Game

239% increase in cumulative attendance since 2021/22 season

£70m investment into facilities since 2021

Fastest growing free to air property over the last three years

131 new roles established in our clubs as part of the workforce and development grant funding

88% increase in revenue since 2021

Focus 5 ELITE DOMESTIC LEAGUES AND COMPETITIONS (CONTINUED)



Nick Frith
Women's Leagues Operations Senior Manager

Since the launch of Inspiring Positive Change, the Women's National League (WNL) has announced a strategy of its own, leading to the introduction of minimum standards for clubs and the operational delivery of the league moving in-house at The FA with a new governance structure in place.

During this time, we've seen average attendance at our WNL fixtures grow by 148%, and changes to promotion and relegation regulations have resulted in two teams being promoted from Tier 3 up to the Barclays Women's Championship during the 2023/24 season. This means that all divisional champions across the Pyramid are now rewarded with progression to a higher level in the following season.

Improvements to minimum standards have led to an uplift in ground grading requirements resulting in better facilities being used across the pyramid. Additionally, we have developed our own standard code of rules specific to the WNL and Regional Leagues which has enabled us to drive participant safety and ensure that appropriate practices are in place for female football. This includes the introduction of medical regulations in line with female health. These rules will continue to be updated and adapted in the future as the women's game continues to grow and develop.

The successes we have seen over the past four years have paved the way for us to continue our enhanced support and player development opportunities, with a specific development programme being prepared for the Regional Leagues during the 2024/25 season. We also look forward to ongoing review and improvements to the Adobe Women's FA Cup, as well as creating the second WNL strategy ahead of the 2025/26 season.

KEY HIGHLIGHTS - Women's National League & Women's Pyramid

WNL broadcast for first time with FA WNL Cup Final shown on BBC iPlayer

Competition structure changes enabled increased promotion opportunities to Women's Championship

1,900% increase in Adobe Women's FA Cup prize money from £300,000 to £6m

£5.4m funding secured from the Premier League for another six seasons of the WNL

Focus 6 ENGLAND



Kay Cossington
Women's Technical Director

The growth of the women's game has been unrecognisable over the past four years.

We reflect on some of our key achievements; UEFA Women's European Champions, FIFA Women's World Cup Finalists, reaching our first ever UEFA Women's EURO U17 Final and qualifying for the FIFA Women's U17 World Cup. Central to this has been the creation of a dedicated Women's Technical Division, enabling us to create our own bespoke strategy and prioritise what we need to achieve success now and in the future.

Alongside tournament success we have made significant progress in our talent pathway. In the last four years 23 players have transitioned from the pathway into a Senior matchday squad, and we were the only nation in attendance at the World Cup whose whole squad has been capped in our development teams. The selection pool for entry to England teams has increased by 453% and the introduction of 'Discover my Talent' resulted in 5,000 referrals from 176 playing environments. We are now seeing the knock-on effect of this in the representation of players with 28% of our Regional Top Talent from a historically underrepresented ethnic group and 29% from the most deprived communities across the country.

The past four years haven't been without their challenges. We have seen a rapid decline in English Qualified Player (EQP) in the Barclays WSL, which poses a risk to the opportunities available for English talent coming through the system. We have also faced a congested calendar which has compromised and impacted player health and well-being. Putting players at the centre of any decision-making, and working collaboratively with the newly established WPLL is essential for future success at the top end of our game.

We celebrate how much has been accomplished since 2020 but recognise we must maintain the momentum and keep investing in our programmes, our people and ourselves to stay ahead. We want to be world leaders both on and off the pitch and we want to make football more equal and accessible at every level of the game, ensuring our pathway and teams represent society.

KEY HIGHLIGHTS

England Women: **European Champions, Finalissima Winners, World Cup Finalists** and **two-time winners of Arnold Clark Cup**

100% of England's 2023 World Cup squad were capped in youth squads

WU17 first ever UEFA European Championships Final (with the youngest squad in the finals)

WU19 and WU17 both qualified for the UEFA European Championship Finals in the same year for the first time since 2008

5,000 Discover my Talent (DMT) referrals from 176 playing environments

453% increase in selection pool for entry to England teams.

11 Future Lionesses Goalkeeping Centres launched (reaching 120 female goalkeepers)

28% of regional top talent is from a historically underrepresented group

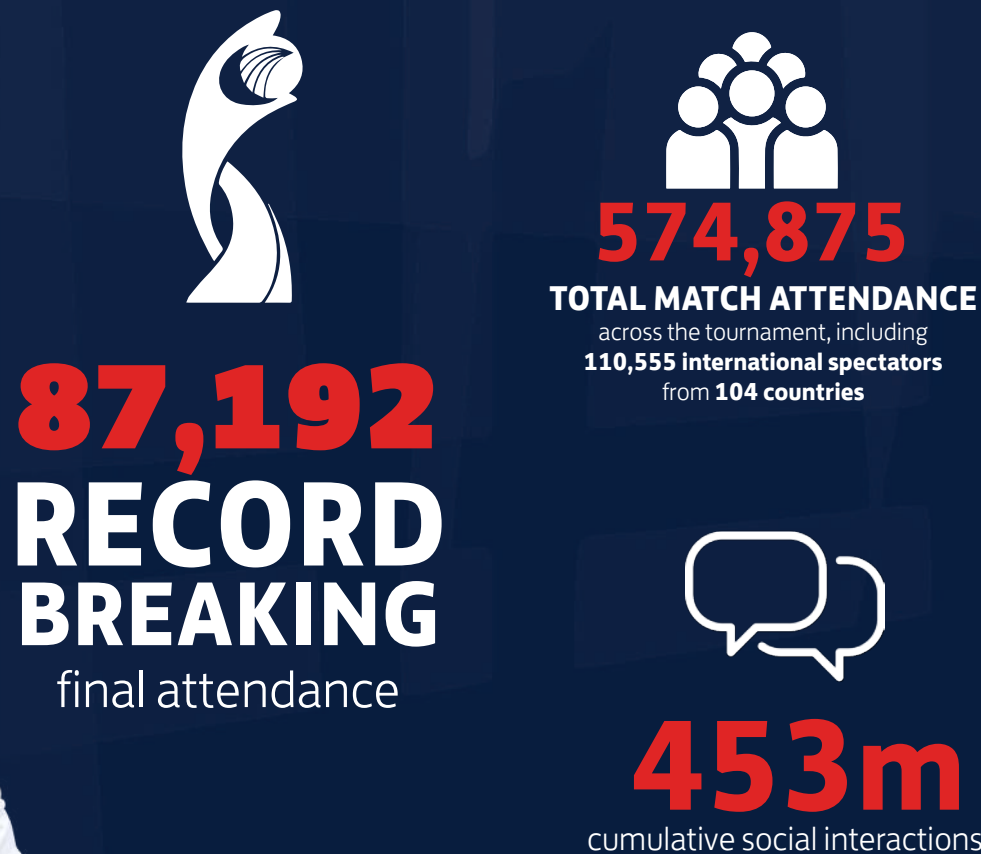
29% of regional top talent is from the most deprived communities (IMD 1-4)

UEFA WOMEN'S EURO 2022 LEGACY

PARTICIPATION IN OUR HOST CITIES *



WATCHING AROUND THE GLOBE



87,192
RECORD
BREAKING
final attendance



*Our four-year UEFA Women's EURO 2022 legacy programme was designed to deliver sustainable change and a lasting legacy for women's and girls' football. Since inception, more women and girls are participating in football than ever before across our host cities and beyond. The nine host cities were Brighton & Hove, London, Manchester, Milton Keynes, Rotherham, Sheffield, Southampton, Trafford, and Wigan & Leigh.

All numbers are taken from the end of the 2023/24 season, which marks the end of the legacy project. These achievements have laid the foundation for further growth across the country as we continue on our mission of creating equal opportunities for girls in football.

Focus 7 COACHING



Lucy Pearson,
Director of FA Education

The last four years has presented many new and exciting opportunities for coaches working in the women's and girls' game.

We have implemented several targeted programmes to support women entering the professional coaching workforce. For example, the Coaching Excellence Initiative (CEI), which provides bespoke support to high-potential coaches within the women's professional game, the Women's High Performance Centres (WHPC), which have enabled ongoing development at a local level within the FA Women's National League, PGAs and ETCs, and the International Player to Coach Programme, which prepares former players to make the step into coaching.

The growth of the game has led to an increased interest in coaching as a profession for women – presenting an opportunity to evolve and extend our development offer so that female coaches can effectively meet the demands of the game. The challenge is to do so at pace whilst ensuring our coaches can flourish and sustain success at the highest levels, which takes time and experience. In the women's professional game, we are seeing the length of time afforded to coaches to demonstrate success shorten. We must continue to support our high potential and aspiring coaches to successfully overcome the challenges they face, whilst building the infrastructure and provision to deliver mid to long term home-grown coaching success.

During this last strategic cycle, we have introduced various initiatives across the grassroots game aimed at attracting and empowering female coaches on their learning journey. The variety of development opportunities, as well as improved access to grants and bursaries, has led to a sharp increase in female learners within our qualification framework, ensuring a more diverse pool of coaches and role models for young players.

The obvious lack of coaches from historically under-represented groups across all areas of the women's and girls' game remains a significant and real challenge and we are committed to being proactive in this area to encourage and develop a diverse pipeline of coaching talent.

As we look ahead, we are focused on enhancing the breadth and depth of our top coaching talent, and ensuring the qualification pathway delivers for coaches in every area of the game. We will continue to expand the reach of our ED&I work through co-ordinated positive action programmes, creating a collaborative community of female coaches and targeted funding opportunities to break down barriers within the game.

KEY HIGHLIGHTS

65% full time coaches within England teams and talent are female

470 female coaches within club player pathway being actively developed

7,281 female learners provided with fully funded places (FFP) on coaching qualifications

17 female learners completed the Coaching Excellence Initiative (CEI)

33% increase in female learners completing UEFA Pro Licence

Focus 8 REFEREEING



Joanna Stimpson
Women's Refereeing National Development Manager

The Inspiring Positive Change strategy set out our big ambitions to drive forward the standard of refereeing throughout the pyramid.

Providing all female match officials with access to bespoke training development and education, whilst creating a talent pool for grassroots referees that would ensure they were given the support and opportunity to progress to the top levels of both the women's domestic and international game were a key focus.

Our female referees have had several international successes, most recently with two officiating in the 2024 Paris Olympics. English representation at the most elite level is testament to the quality of development and support provided to all of those operating within the Barclays WSL and Barclays Women's Championship.

The strategy has allowed us to focus on the next generation of professional game match officials through the establishment of the Women's Refereeing Emerging Talent Programme which consists of three main pillars: 1:1 performance coaching, specialist strength and conditioning support, and peer to peer networking. After just 18 months of the programme, we have seen officials progressing into the Women's Professional Game – three women have received development opportunities, and one has gained a place as Assistant Referee in the Barclays Women's Championship. We plan to continue to innovate and grow our development opportunities into the next strategy; unlocking the potential of our ambitious female referees.

Recruitment strategies have also been put in place to increase the amount of women referees across the game, including introducing the UEFA Women's EURO 2022 legacy programme which has contributed towards a 113% increase in female representation. The optimising of our recruitment methods will continue into future years as we strive to increase the diversity of our refereeing workforce and support female referees from all communities to excel within the game.

KEY HIGHLIGHTS

103 referees identified as part of the Women's Refereeing Emerging Talent Programme

50% of Tier 3 referees are female

113% increase in female referees due to the Euros 2022 Legacy Programme & recruitment strategies across the game

3,139 registered female referees

14 females on the international list of women referees

We set ambitious targets for ourselves back in 2020 across each strategic focus area, knowing the potential the game had for growth.

The last four years have presented new challenges for us to tackle, such as the impact of the COVID-19 pandemic and changing priorities in response to the rapid expansion of the women’s game. Although we have achieved great successes, some targets have fallen short. This has provided us with clear areas of focus for the next strategic cycle.

SCHOOLS

Measure	As of August 1 2020	2024 Target	As of 31 July 2024
Primary schools offering equal access to football for girls within PE lessons	Baseline 72%	75%	85%
Primary schools offering equal opportunities to football for girls in extra curriculum	Baseline 43%	90%	63%
% of girls with Special Educational Needs and disability in FA 'Disney inspired Shooting Stars' programme	17%	22%	11%
Secondary schools offering equal access to football for girls within PE lessons	Baseline 44%	75%	50%
Secondary schools offering equal opportunities to football for girls in extra curriculum	Baseline 36%	90%	68%

CLUB AND THE COMMUNITY

Measure	As of August 1 2020	2024 Target	As of 31 July 2024
Wildcats session providers within easy travelling distance of every household	1,621	3,000	2,046
Number of disability-specific Wildcats’ sessions	18	101	48
Football for fun offer for teenage girls in England – Squad Sessions	N/A	800	624
Establish a high-quality girls’ league offer in 100% of County FA areas	56%	100%	100%
80% increase in club and community opportunities for girls by 2024	N/A	80%	58%

FOOTBALL FOR ALL

Measure	As of August 1 2020	2024 Target	As of 31 July 2024
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	Manual baseline process established
% County FAs with Equality, Diversity and Inclusion (EDI) plans specifically for the female game	70%	100%	100%
Number of active new female leaders as a result of specialist FA leadership programmes for women from all communities	Unknown	15,000	15,689
% County FAs offering FA-developed ‘football for fun’ opportunities for adult women from all communities	Unknown	100%	90%

CLUB PLAYER PATHWAY

Measure	As of August 1 2020	2024 Target	As of 31 July 2024
Number of players registered across all Emerging Talent Centres (ETC) over the course of each season*	N/A	4,200	6,215
% increase in players living in socio-economically deprived areas accessing an ETC*	N/A	20%	25%
% increase in players from underrepresented groups accessing an ETC*	N/A	10%	11%
95% of player accessing an ETC within one hour of where they live*	N/A	95%	93%

*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 is unavailable in some cases.

ELITE DOMESTIC LEAGUES AND COMPETITIONS

Measure	As of August 1 2020	2024 Target	As of 31 July 2024
Barclays WSL average attendance	3,092	6,000	7,363
Barclays Women's Championship average attendance	410	1,000	1,002
Most socially-followed women's football league in the world	#2	#1	#1
Peak TV audience – live Adobe Women's FA Cup match	2.2m	2.5m	3.1m
Adobe Women's FA Cup Final attendance	2019/20 N/A (played behind closed doors) 2018/19: 43,264	Sell out Wembley	2023/24: 76, 082 (Sold out)

ENGLAND

Measure	As of August 1 2020	2024 Target	As of 31 July 2024
England FIFA Women's Ranking	6th	Top 5	3rd
England Women – UEFA Women's EURO 2022 / FIFA Women's World Cup 2023	4th (2019)	Win a major tournament	European champions and World Cup finalists
England Under 20 – FIFA Women's U20 World Cup	3rd (2018)	Qualification	Didn't qualify
England Under 17 – FIFA Women's U17 World Cup	Group Stage (2019)	Qualification	WU17 EURO finalists
England Deaf Women: 2021 World Championships (moved to 2023)	5th (2008)	Medal match	3rd
England Deaf Women: 2021 Deaflympics (Dec 21)	4th (2017)	Medal match	N/A (UKDS decided not to enter a GB team across all sports)
England Blind Women: 2023 IBSA World Games	N/A (not previously competed)	Enter a team	Team entered
% increase in players from socio-economically deprived areas accessing 'Discover My Talent' (DMT)*	N/A	30%	28%
% increase in players from underrepresented groups accessing 'DMT'*	N/A	10%	13%

*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 is unavailable in some cases.

COACHING

Measure		As of August 1 2020	2024 Target	As of 31 July 2024
% of coaches across the women's and girls' game who engage in at least two trackable learning opportunities who are:	Female	43%	55%	43%
	From black and Asian origin	7%	14%	4%
High performance coaches: % of female coaches in manager/head coach roles		65%	75%	21%
Professional game: those enrolled in the Coaching Excellence Initiative (CEI):	Maintain % of female coaches	85%	85%	64%
	Increase % of black and Asian coaches	7%	20%	0%
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	400	470
Pathway: % of coaches transitioning roles within club player pathway		15%	30%	12%
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%	6%
% of females on the FA Playmaker course		0%	15%	14%

REFEREEING

Measure	As of August 1 2020	2024 Target	As of 31 July 2024
Number of registered female referees	1,477	2,777	3,139
International list of women referees	0 x Elite	1 x Elite	1 x Elite 1 x Category 1 3 x Category 3 8 x Assistant Referees 1 x Video Match Official
% Barclays WC referees in a development programme*	1 x Category 1	1 x Category 1	100%
Barclays WSL referee performance (Observer Score)**	N/A	100%	77%
Barclays WSL assistant referee performance (Observer Score)**	N/A	77%	77%
Barclays Women's Championship referee performance (Observer Score)	N/A	77%	76%

*New programmes so no measurement from 2020. **New scoring system for 23/24 season so no measurement from 2020.



INSPIRING POSITIVE CHANGE

THE FA 2020-24 WOMEN'S AND GIRLS'
FOOTBALL STRATEGY
A FINAL REVIEW

