



# **INSPIRING POSITIVE CHANGE STRATEGY UPDATE**

# INSPIRING POSITIVE CHANGE

## STRATEGY UPDATE

When we launched our Women's and Girls' strategy, Inspiring Positive Change, in October 2020 eight months into a global pandemic, we could not have foreseen the incredible two years that lay ahead. While things in the world have changed, we have remained constant in our belief that football has the power to change lives for the better and improve opportunities for girls and women across society.

The power of women's football was evident on 31 July 2022, a day that will live long in the memory for us all. One goal in the strategy was to 'win a major tournament' but none of us could have imagined the impact of victory in a home tournament. When the Lionesses lifted the UEFA Women's EURO trophy at Wembley Stadium in front of 87,000 fans, it was a moment of great joy, but it was also a moment of great opportunity. The reaction to the success and the way it transcended society has given us an unprecedented chance to change the future of the women's game forever. It has turbo charged our strategy with demand growing right cross the game. We have seen more girls stepping forward to play, more fans filling our stadiums and new commercial partners all wanting to be part of this great movement for change.

Another big goal was our pledge to transform the game at the grassroots level by ensuring that girls have equal access to football in schools and clubs. It's a passion shared by our special group of England players, who are doing everything in their power to make change in this area. Our strategy sought to achieve this goal by 2024 but we know that we must capitalise on the Euros and work in partnership with government and other key stakeholders to drive this ambition as quickly as possible.

Our strategy was based on understanding an individual's motivation to be involved in football. Whether that be playing for fun or competition, coaching, refereeing, volunteering or becoming a fan, we want to ensure there is access and opportunity for every girl and woman. Building on our highly successful Weetabix Wildcats offering for primary age girls, we launched our SQUAD programme for 12–14-year-olds and saw 90,000 girls take part in the Let Girls Play Biggest Ever Football session. Alongside the development of our club pathway, we launched the Women's National League three-year strategy, produced a comprehensive plan for the development of the Barclays Women's Super League and Barclays Womens Championship and saw a significant uplift

in prize money for the Vitality Women's FA Cup competition. We have redesigned our talent pathway to ensure it is more diverse and inclusive, and produced a blueprint for success for our England teams from under 14 to senior level. All this progress has been underpinned by the rapid development of coaches and referees at all levels of the game and the support of an increasing number of commercial partners.

We still have a long way to go but we are making good progress on all fronts. Thank you to all our partners who have played a pivotal role in helping us make strides towards our strategic goals, including our County FAs, schools, clubs, and of course the talented and committed team at The FA.

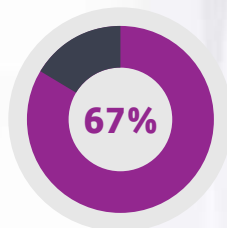


“We have seen more girls stepping forward to play, more fans filling our stadiums and new commercial partners all wanting to be part of this great movement for change.”

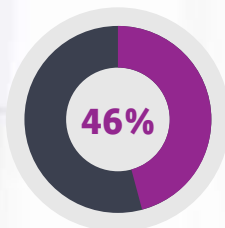
**Baroness Sue Campbell**

# WOMEN'S AND GIRLS' FOOTBALL – TWO YEAR HIGHLIGHTS 2021 and 2022

## Participation:



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

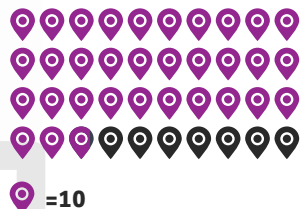


of schools are currently offering **equal access** through extra-curricular clubs [outside of school hours]

**171** New **Weetabix Wildcats** providers



**328** **SQUAD** approved providers.



17%

40%

15%

**increase in female affiliated players** from October 2021 – October 2022

**growth in female affiliated teams** since strategy launch

**growth in female youth teams** since October 2021 (aged 5-18)



**88%**

of County FA areas now have a **high-quality girls' league offer**

## Women's Leagues and Competitions



**47,367**

A new record for the highest Barclays WSL attendance was recorded at the North London Derby, **Arsenal v Spurs**



**new record** for cumulative attendance across BWSL and BWC matches on one weekend



**1,084**

**Record breaking average attendance** for the opening weekend of the 2022/2023 Barclays WC season

**49,094**

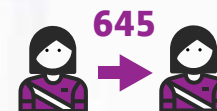
**record attendance** for the 2022 Vitality Women's FA Cup Final



## Player pathway:

**94%**

of County FAs with **Equality, Diversity and Inclusion (EDI)** plans specifically for the female game



**player referrals** received between July and September 2022 and the number of **EFL Community Club Organisations** involved increasing from **34** to **53**

## England:



**UEFA Women's EURO 2022 Champions**



England **qualified** for next summer's FIFA Women's World Cup

## Refereeing:

Increase in the number of referees since 2021  
**Female referees**

**1,495** VS **1,130**

**September 2021**

**21%**

**increase in registered female referees** across all levels since October 2021

## Coaching:



**UEFA A Licence Applications** from the female game (2023/24 Cohort)



## 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.

### EARLY PARTICIPATION – PRIMARY SCHOOL

Measure	as of August 1 2020	2022	2024 target
Schools offering equal access to football for girls in extra curriculum	Baseline 44%	45%	90%
Schools offering equal access to football for girls within PE lessons	Baseline 63%	75%	75%
Wildcats' session providers within easy travelling distance of every household	1,621	1,732	3,000
% of girls with Special Educational Needs and disability in FA 'Disney inspired Shooting Stars' programme	17%	13%	22%
Number of disability specific Weetabix Wildcats' sessions	18	43	101

### DEVELOPMENT PARTICIPATION – SECONDARY SCHOOL

Measure	as of August 1 2020	2022	2024 target
Schools offering equal access to football for girls in extra curriculum	Baseline 36%	49%	90%
Schools offering equal access to football for girls within PE lessons	TBC	41%	75%
Football for fun offer for teenagers in England – SQUAD sessions	N/A	275	1,000
% girls with Special Educational Needs and disability in FA 'Barclays Game On' programme	15%	10%	20%
Establish a high-quality girls' league offer in 100% of County FA areas	56%	88%	100%
80% increase in club and community opportunities for girls by 2024	N/A	22%	80%



# INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

## REFEREEING

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

## FOOTBALL FOR ALL

Measure	as of August 1 2020	2022	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	Consistent data capture across the game
% County FAs with Equality, Diversity and Inclusion (EDI) plans specifically for the female game	70%	94%	100%
Number of active new female leaders as a result of specialist FA leadership programmes for women from all communities	Unknown	8,094	15,000
% County FAs offering FA-developed 'football for fun' opportunities for adult women from all communities	Unknown	64%	100%

\*New programmes so no measurement from 2020 and 2022



# INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

## CLUB PLAYER PATHWAY

Measure	as of August 1 2020	2022	2024 target
Number of players registered across all Emerging Talent Centres (ETC) over the course of each season	N/A	1,722	4,200
% increase in players living in socio-economically deprived areas accessing an ETC	N/A	6.6%	19.8%
% increase in players from underrepresented groups accessing an ETC	N/A	Unknown	TBC
95% of players accessing an ETC within one hour of where they live	N/A	Unknown (ETC programme has just started)	95%
Discover My Talent			
Number of players recommended from grassroots football through 'Discover My Talent' (DMT)	N/A	78 / 204 (39%)	Minimum 150 players
% increase in players living in socio-economically deprived areas accessing 'DMT'	N/A	41%	30%
% increase in players from underrepresented groups accessing 'DMT'	N/A	Unknown	TBC

\*end of 2020-2021 season %



\*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

## ENGLAND

Measure	as of August 1 2020	2022	2024 target
England's FIFA Women's Ranking	6th	4th	Top 5
England Women – UEFA Women's EURO 2022 / FIFA Women's World Cup 2023	4th (2019)	To win a major tournament	
England Under 20 – FIFA Women's Under 20 World Cup 2022	2018 – 3rd	N/A	Qualification
England Under 17 – FIFA Women's Under 17 World Cup	N/A (didn't qualify 2018)	N/A	Qualification
England Deaf Women: 2021 World Championships	5th (2008)	September 2023	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))	Medal match
England Blind Women: 2023 IBSA World Games	N/A (not previously competed)	N/A	Enter a team



# INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

## COACHING

Measure		as of August 1 2020	2022	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%	55%
	From black and Asian origin	7%	10%	14%
High-performance coaches: % of female coaches in manager/head coach roles		65%	54%	75%
Professional game: Those enrolled in the Coaching Excellence Initiative:	Maintain % of female coaches	85%	85%	85%
	Increase % of black and Asian coaches	7%	7%	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	400
Pathway: % of coaches transitioning roles within club player pathway		15%	24%	30%
<b>Female-specific measures across both male and female games:</b>				
% of coaches across the game who engage in at least one trackable learning opportunity who are female		8%	14%	14%
% of females on The FA Playmaker course		0%	14%	15%





# INSPIRING POSITIVE CHANGE STRATEGY – MEASUREMENTS

## ELITE DOMESTIC LEAGUES AND COMPETITIONS

Measure	as of August 1 2020	As at November 2022	2024 target
Barclays Women's Super League average attendance	3,092	5,099	6,000
Barclays Women's Championship average attendance	410	867	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	Sell out Wembley
Most socially-followed women's football league in the world	#2	#2	#1
Peak TV audience – live women's league match	270k	1.1m (2021/22)	1.5m
Peak TV audience – live Vitality Women's FA Cup match	2.2m	2.1m (2021/22)	2.5m





“The reaction to the success and the way it transcended society has given us an unprecedented chance to change the future of the women’s game forever.”

**Baroness Sue Campbell**





# UEFA EUROPEAN WOMEN'S CHAMPIONSHIP 2022 – HOST CITY IMPACT REPORT

## Operational success:

**574,875**



**total match attendance** across the tournament, including **110,555** international spectators from **104** countries



**85%** of spectators are likely to attend professional international and domestic women's football events again in the future

**87,192**



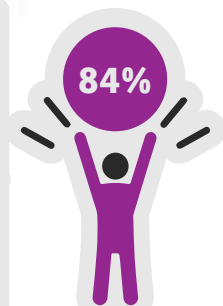
**Record breaking final attendance**, and an average match attendance of **18,544**

## Social impact:



of local residents feel that the **UEFA Women's EURO 2022** has brought their local community closer

**74%**



of participants reported that participating in the UEFA Women's EURO 2022 Legacy activity/activities has **improved their confidence** and self esteem<sup>1</sup>

## Economic impact:

**81m**



Host cities received a **£81m** boost in economic activity as a result of the tournament Domestic and international visitors made over

**£44m**



**total spectator spending** around matchdays and trips across England

**552,000**



day and overnight trips to host cities

## Enhanced international reach: IC impact



The most watched Women's EURO ever, with a **projected global live viewership of 365m**, across **195 territories**



**453m**

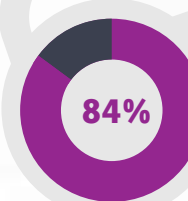
Globally, **UEFA Women's EURO 2022** generated **453m cumulative social interactions**, with TikTok (39%) and Twitter (21%) contributing the most

## Growth of the professional game:

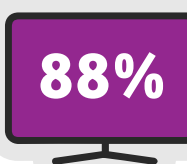


**289%**

**increase in media rights** values since the previous Women's EURO



of spectators say UEFA Women's EURO 2022 has **improved their perception** of women's football<sup>1</sup>



**88%**

of spectators are **likely to watch** a professional international or domestic women's football event on TV in the future<sup>1</sup>

## Physical exercise, sport and grassroots football participation



**416,000**

Over **416,000** new opportunities created in schools, clubs, and the community to engage women and girls in grassroots legacy football activities across the host cities. Includes opportunities to play, coach, officiate and volunteer



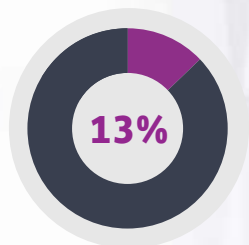
**2 in 5**

**More than half** of local residents and **2 in 5** spectators and tournament volunteers have been inspired to do more sport and physical activity generally, as a result of UEFA Women's EURO 2022

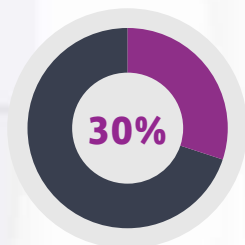
<sup>1</sup> Based on independent surveys of spectators, local residents in host cities, tournament volunteers and legacy programme participants – [REPORT](#)

# A MEMORABLE YEAR FOR WOMEN'S AND GIRLS' FOOTBALL

## Participation



increase in participation amongst **women (16+)** compared to October 2021\*



increase in participation amongst **girls (5-15)** compared to October 2021\*

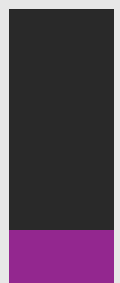


**GIRLS TOOK PART IN LET GIRLS PLAY BIGGEST EVER FOOTBALL SESSION**

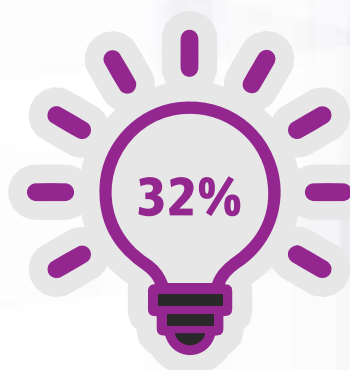
**856%** rise in unique visits to the SQUAD Girls Football landing page on England Football.com since launch



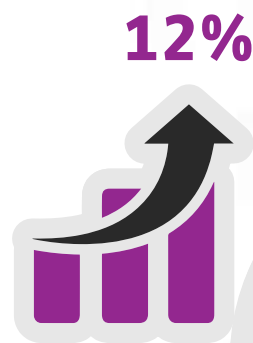
**196%** increase in bookings through FindFootball.com



## Interest



increase since June 2022 in **awareness of the Lionesses.** (Girls' aged 5-16 in England)



**Interest in women's football is up 12%** amongst girls aged 5-16 in England pre and post the WEUROs<sup>^</sup>

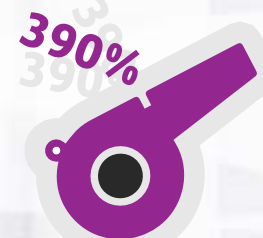
\* Source – The FA's Participation Tracker+

\* Source – The FA's Participation Tracker + Youth Tracker

^ Source – The FA's Youth Tracker and Girls' Tracker Wave 7

^ Source – Women's and Girls' exports for WEURO Legacy, Female coaches (active) in female teams

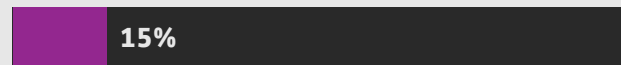
## Refereeing



increase from October 2021 to October 2022 in **female referees** aged 14-15 beginning training



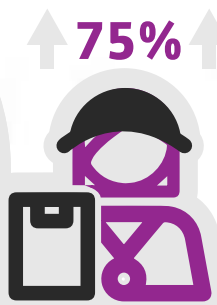
increase in **female registered football teams** from October 2021 – 2022<sup>^</sup>



increase in **female youth teams** from October 2021-2022



increase in **female registered referees** across all levels since October 2021



**Number of female coaches working in affiliated female teams is up 75%** compared to the same point last year, before the WEUROs





“Thank you to all our partners who have played a pivotal role in helping us make strides towards our strategic goals, including our County FAs, schools, clubs, and of course the talented and committed team at The FA.”

**Baroness Sue Campbell**



