



Female Friendly Club Conference

Welcome to FC United of Manchester

House Keeping:

- Toilets
- Fire Exits
- Mobile phones
- Questions
- Refreshments



Who we are?

Women & Girls Working Group

Club Accreditation

https://www.youtube.com/watch?v=O-f_W1Q74CU





Accreditation Checklist

Incomplete

Club

Officials

Documents

Player Pathways

Player Pathways

Incomplete

Minimum Criteria

Status

1 Accredited Male Player Pathway

Incomplete

2 Accredited Female Player Pathway

Complete



1 Team in 4 Youth Age Groups (U9-U16)

Must have U9 or U10

Must have U15 or U16

Maximum gap of 2 years between teams upto U16s

Your Female Player Pathway Teams
(Including Linked Club Teams)

U9	U10	U11	U12	U13	U14	U15	U16
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Teams not contributing to Accredited pathways

U18
<input checked="" type="checkbox"/>



England Football Accreditation

- Raising standards – processes/qualification
- Create opportunities for everyone to experience and enjoy the game
- Rewards – kit, footballs, assets
- Fund4Football



Club Environment

TASK: what environmental factors should clubs consider?

- Role Models within the club
- Toilets/changing rooms
- Female voice on the committee
- Kit/equipment
- Sense of community (social aspect)
- Marketing material



Club Environment – Ashton Pumas JFC



Youth Football – Wildcats/Squad

- **Wildcats** – Fun sessions for beginner girls aged 5-11 year old. Provides a safe environment where girls with no football experience can develop fundamental skills, try a variety of sessions and learn new things
- **Squad Girls** - provide girls between the ages of 12-14 the opportunity to engage in a fun, relevant and engaging recreational offer. Specifically designed to give autonomy, choice and voice to the girls and focuses on leadership
- Funding, training, equipment packages and marketing material available for both offers

More info: Olivia.laiker@manchesterfa.com



FC Bluestar – Jane Carroll

2015, the launch of Didsbury Girls. A pre-cursor to Wildcats..



To test demand for girls only football sessions, Didsbury Girls Football was launched and within a month had a regular 30+ girls attending

FC Bluestar – Jane Carroll

How did I recruit from nothing?

- Persuaded school and local friends to support the idea & get girls to try it out
- Approached girls at missed drop sessions
- Approached mums of sporty girls I knew, aged 5-12
- Posted on school notice boards
- Flyers in local parks
- Joined and posted on ALL local Facebook pages
- Set up twitter feed & worked to gain followers and create interest





FC Bluestar - Jane Carroll

How did the concept evolve?

- After a few months the 'older' girls wanted to play matches
- The sessions were not set up for matches and we were not a club
- Friendlies were arranged to test the idea
- We needed more coaches and a structure to deliver what the girls wanted

FC Bluestar Girls Formed

- Found a club with a match of ethics and a will to build girls provision; football for all above winning!!!
- Started a new girls night under the club banner and sourced additional coaches
- Borrowed some kits, sorted some more friendlies in Spring 2016 and even entered a couple of tournaments
- Made FCB Girls a permanent fixture



FC Bluestar – Jane Carroll

Early Seasons

- Played 2 age group teams as not enough players
- Played in a local boys Respect league ‘a year down’ to give the girls a chance to compete
- NO girl is not good enough, everyone can play!!!
- Equal playing time for all
- Parents educated on ethos
- CORE VALUES PROTECTED AT ALL TIMES



FC Bluestar – Jane Carroll

Wildcats & a new girls league



- Evolved into two clear pathways
- Wildcat & Novice recruitment
- Option to move squads or not
- NO rush
- Age 5-8 Wildcats dedication group
- Squad groups U7-U14



FC Bluestar – Jane Carroll

Value Driven – Organic Growth

- Founder of club in CGL – a league for new teams
- After two years U12 were ready to move onto SMGL
- Now have 10 girls teams and 22 Wildcats
- After 4 years, 4x teams in SMGL, 5x in CGL and 1x in mixed respect league
- Workforce of trained parent coaches and volunteers
- Constant recruitment and PR bring a steady stream in



FC Bluestar – Jane Carroll

Key to our success....

- CORE VALUES upheld at ALL times
- Parent and players know our values and choose us for them
- Club trains all willing parents and gives the tools to facilitate football
- BUT player centred approach, it's THEIR game
 - Girls dictate the pace and the focus, all girls treated as equals, girls play for their team & not for themselves
 - Respect for all is key
- Constant planning for the next stage





FC Bluestar – Jane Carroll

The next 12 months....

- **TWO** key challenges
 - Opportunities for U7 & U8 girls to level the playing field with the boys
 - Recruit more U13/U14 girls to ensure enough players for stable 11v11 squads



Don't know where to start?

No club buy in?

Venue?

Group Task: What are your issues/barriers that are stopping you grow female football at your club?

Funding?

Low numbers?

Recruitment & retention of
coaches/volunteers

Equipment?

Adult Rec Football

- **Just Play** – weekly turn up and play sessions
- **Flexi League** – established this season. 2x divisions with over 300 participants
- **Soccercise** – fitness with a football. Easy for beginners
- **Walking Football**

More info: Leigh.Gell@manchesterfa.com



Bury AFC – Casey

How its started....

EduFootyAid



First session



**HOLCOMBE BROOK
SOCCERCISE/WALKING FOOTBALL**

A **FUN FITNESS CLASS FOR
FEMALES AGED OVER 30**

Tuesday Evenings 6.15-7.15pm

Holcombe Brook Primary School,
Bury, Lancashire

Only £2 per session

Starting: Tuesday 16th April 2019

Suitable for all abilities! We will have a 30 minute indoor Soccercise class - fitness with a football and music. Followed by outdoor football (light training/matches). We will have a walking group and a group who want to play football with similar aged women, but still want to tackle and run/jog!

Come along and get fit, meet new people & have fun!!

Contact Casey at: womenswalkingfootball@gmail.com



SOCCERCISE



FOOTBALL



PIC•COLLAGE

Rapid progress...



Walking Football



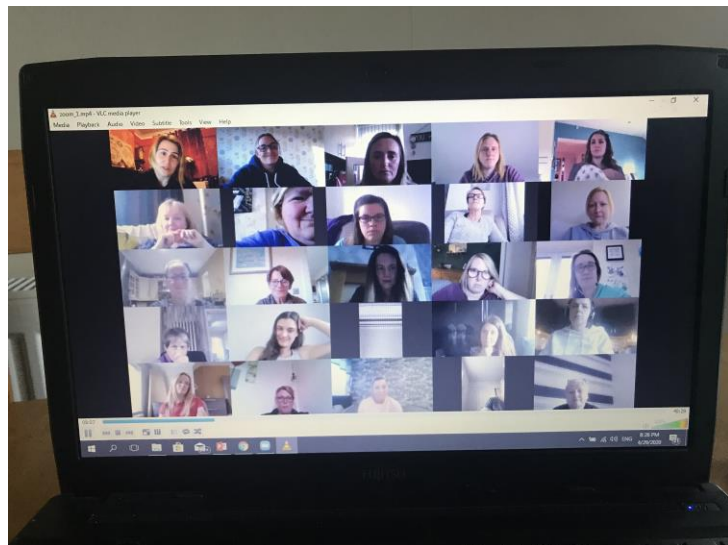
Recognition



On Tour



Growth During Lockdown



New beginnings



Saturday 28th March 2020

8pm

Round 1 - General Knowledge

Round 2 - Music

Round 3 - Flags of the World



Prosecco prize
for the winner!

Bury AFC

Established: April 2019

16 women for kickabout

3 year Development: April 2022

200 regular members (Aged 16 to 60+)

2 x 11 a-side, 5 x recreational teams and 2 x walking teams



Recruiting & Retaining female coaches/volunteers



STRATEGY 2020-2024



Inspiring and empowering a diverse female coaching workforce for the grassroots game

Recruit and deploy more female coaches within recreational spaces.

Support and develop female coaches at levels 0-2 via a range of different mechanisms.

Develop a sustainable legacy to ensure the continuation of our projects beyond 2024.

21/22

Women in Coaching

Development & support offer



Giving young females a voice in football

Giving young females a voice in football

Session Aims



To understand the importance of Youth Leadership within football and the benefits it can bring for young females



To understand ways of giving young females a voice in football to continue their engagement



To discuss other ways of giving young females a voice in football

Giving young females a voice in football

Youth Leadership

Young people aren't just the leaders of tomorrow. They have the energy, skills and ideas to change football and the wider community for the better today. The FA wants to establish a culture of involving young people (16-25 years) in the organisation of football.

This approach will benefit young people, promote better informed and more representative decision making, and bring through a new generation of volunteers into the workforce across the grassroots game. For this approach to work it needs to be based on genuine youth-adult partnerships.

Giving young females a voice in football

Female Dropout in Sport

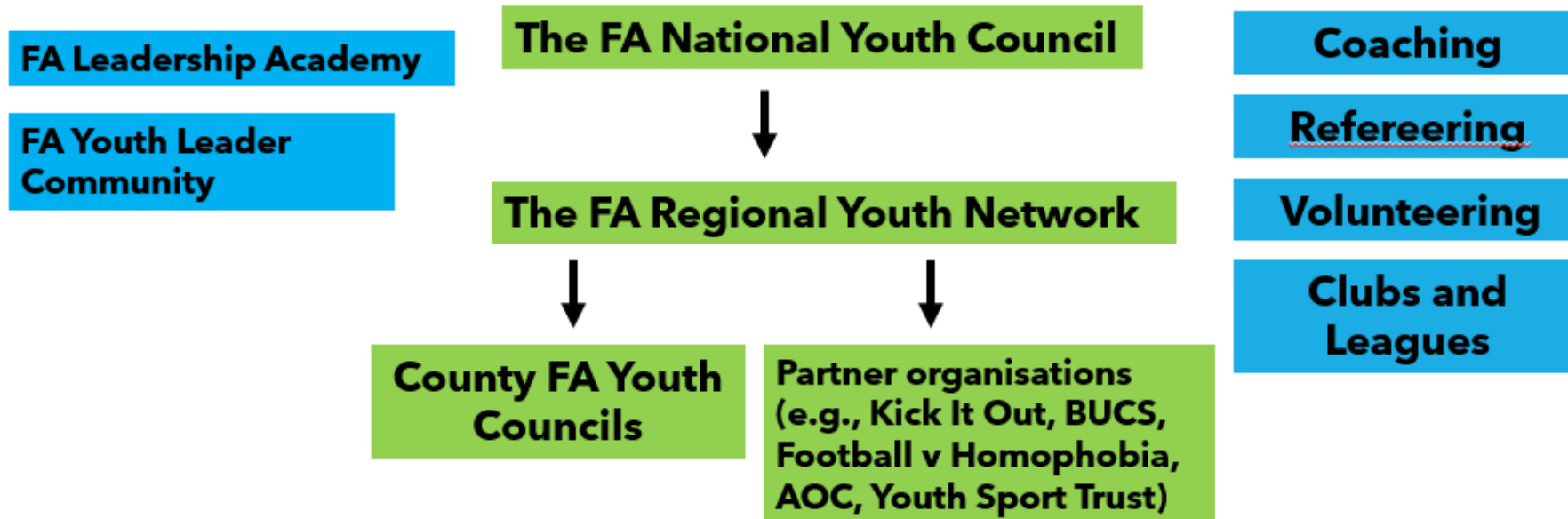


- 43% of girls who saw themselves as sporty in school lose interest in physical activity as teenagers
- 68% due to fear of feeling judged
- 61% said they lacked confidence
- Between 11 and 16, just 36% of girls enjoying physical activity, compared with 54% of boys
- Further dip in engagement found at age 17 to 18, once school sport no longer compulsory - just 3 in 10 girls compared to 6 in 10 boys describing themselves as 'sporty'

(Women in Sport & Sport England, 2022)

Giving young females a voice in football

The FA Youth Leadership Programme



Giving young females a voice in football

Youth Voice & Volunteering

Open forums

Youth forums
and councils

Youth
representation
on the
committee

Coaching

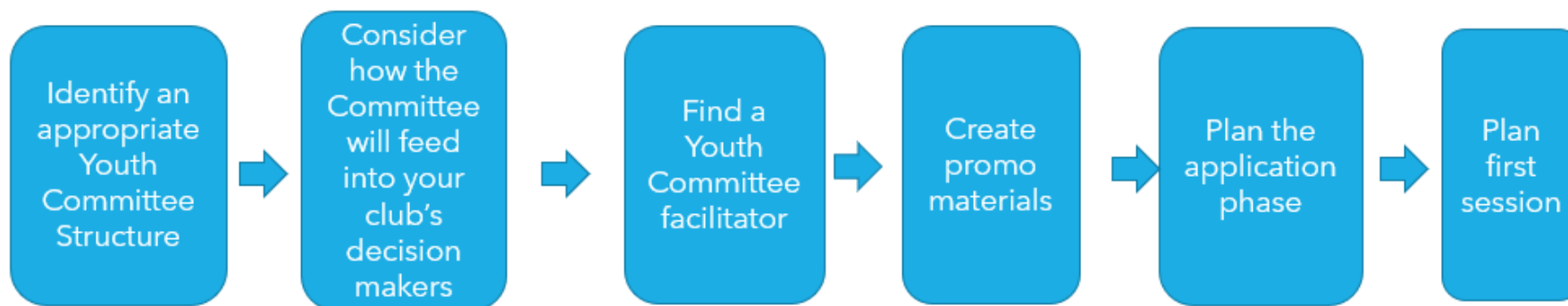
Questionnaires,
comment boxes
and surveys

Social/Written
Media

Giving young females a voice in football



Creating Youth Committees



Giving young females a voice in football – Case Study

CASE STUDY FIVE – OLDHAM ATHLETIC GIRLS' & WOMEN'S YOUTH COUNCIL

Oldham Athletic Girls and Women's FC, An all girls club with teams from ages U8s through to U18s. To find members within the club who were interested in starting a Youth Council.

At the outset, we advertised for two players per team, with the idea to create a balanced and fair team of 10 girls across all ages.

The initial response was heavily from the older group (U18s) and a few younger ones.

So, we accepted all the girls that were interested giving us 4 U18 players, 2 U12 players, 1 U10 and 1 U8 player as part of our first ever Youth Council.

"It's fun to speak to the older players at the club who we don't usually talk to and see them as role models for the future. I like it because we can have a voice for the girls in our teams which encourages more girls to talk. I also like to help to create fundraising ideas for the club to have an impact."

-Holly, U8



OLDHAM ATHLETIC GIRLS & WOMEN FC

PLAYERS YOUTH COUNCIL

Join Our Youth Council! We Want To Hear Your Voice!

ARE YOU INTERESTED?
2 PLAYERS PER TEAM CAN JOIN
NOMINATE YOURSELF TO YOUR
COACH!

51

Purpose

The purpose of the group is to provide a voice in the club for the people that the committees decisions affect the most.

It is also there to help build on the confidence of the girls involved who can then inspire their peers. This group could be the first time they've ever had an opportunity to have their voice heard and feel more a part of the club and the decisions that get made.

In addition, the plan overtime is to work on team building, leadership, communication and what opportunities can become available beyond this group and the club through taking part in the youth council.

This group of players will represent the ideas and opinions of their fellow teammates across the club.



What's Next?

This is just the start of the Youth Council for OAGWFC. Going forward we plan to implement youth voice into club decisions from those it affects the most ... the players!

The 8 girls involved will be the ones to find out what their fellow teammates think and want for their club which they will feed into the committee.

We also plan on doing activities and tasks that will benefit and upskill the girls involved outside of football, especially the U18s who are in college/university transition periods.

The U18s buddying up with a younger player will also help the younger girls have a role model they can really connect with and learn from.

52

How can young people get involved?

MFA Young Leaders Academy: Lauren.McCorry@manchesterfa.com

Women & Girls Working Group: Olivia.laiker@manchesterfa.com

Female Referee group: tom.Elliott@manchesterfa.com

Young Female Coach Development Group: Olivia.laiker@manchesterfa.com

Giving young females a voice in football – task



UEFA Women's Euro 2022

- Expected large increase in females wanting to play football post Euro 2022
- Legacy programme – as a host city, increased opportunities and funding available

Upcoming events:

- Wildcat to Lioness Festival – 11th May at Whalley Range Sports Centre
- REKFEST – 17th May at Goals, Cheetham Hill
- Women into Football – The team behind the team – 25th May at MMU Institute of Sport
- **Tickets** – all purchased on the UEFA website
- <https://www.manchesterfa.com/uefa-womens-euro-2022> - one shop stop for all things Women's Euros!
- **Fund4Football Euro Legacy Grant** – up to £200 per new female team



**Thank you.
Any questions?**