



Enhancing Lives Through Football

The FAW's Grassroots Strategy 2024-30



Vision



Football enhancing lives in every community

Mission



Together we will create stronger, healthier, & connected communities

Strategic Goals



Grow, support & develop people delivering football



Inclusive & sustainable community football clubs



Improve behaviour & eliminate abuse & discrimination



Modern & flexible leagues



Grow & retain the number of people playing football



Access to quality & inclusive facilities

Enablers



Data & Insights



Strong Partnerships



New Investment



Engagement through Communications & Marketing



Digital Products & Technology

Values



Excellence



Respect



Family

VISION

Football enhancing lives
in every community.



MISSION

Together, we will create stronger,
healthier & connected communities.





GOALS

Strategic Goals

1



Grow, support & develop the people who deliver community football on & off the pitch.

2



Develop inclusive & sustainable football clubs that enhance the lives of their community.

3



Take positive action to improve behaviour & eliminate abuse & discrimination in football creating safe, welcoming & positive environments.

4



Work in collaboration with Area Associations to develop modern & flexible leagues that meet the future needs of community football.

5



Provide new targeted participation opportunities to grow & retain the number of people playing football.

6



Ensure everyone has access to quality, inclusive & sustainable facilities.

1

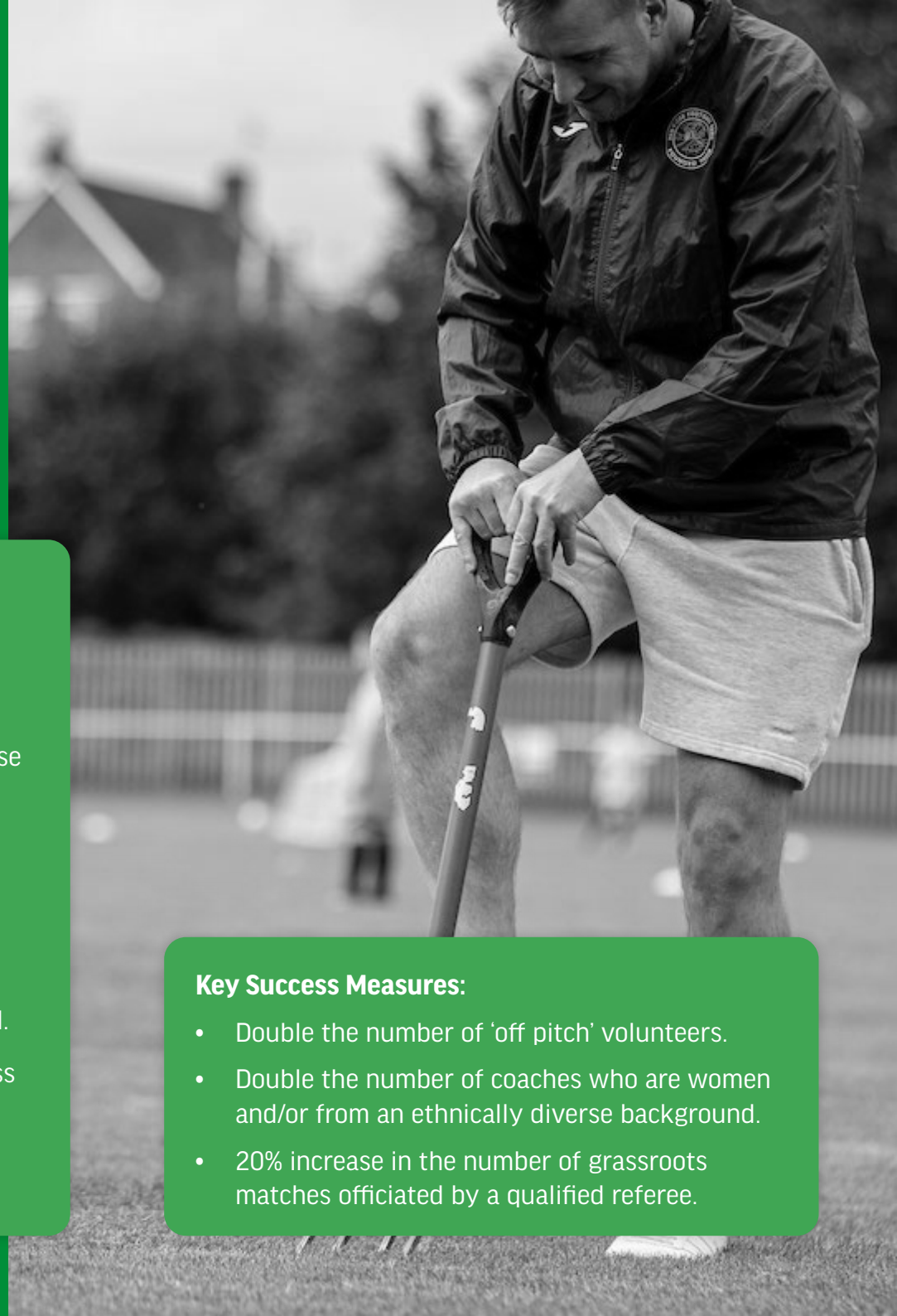
Grow, support & develop the people who deliver community football on & off the pitch.

Key Objectives

- Increase the number & diversity of people delivering football through enhanced recruitment, training & support.
- Reduce bureaucracy & improve processes to make things easier for those who deliver & organise community football.
- Enhance the rewards & recognition for community football volunteers.
- Provide new engaging resources & support for those delivering football within schools.
- Provide focused support to recruit & develop more coaches who are women & more coaches who are from an ethnically diverse background.
- Increase the number of match officials regularly officiating games across Wales.
- Provide education & support to ensure knowledge that safeguarding is everyone's responsibility.

Key Success Measures:

- Double the number of 'off pitch' volunteers.
- Double the number of coaches who are women and/or from an ethnically diverse background.
- 20% increase in the number of grassroots matches officiated by a qualified referee.



2

Develop inclusive & sustainable football clubs that enhance the lives of their community.

Key Objectives

- Create a 'Community Football Club of the Future' vision that reflects the varied & diverse Welsh landscape.
- Provide support to ensure every football club in Wales has an appropriate & inclusive development plan.
- Align club accreditation & club licensing in support of the new 'Community Football Club of the Future' vision.
- Support clubs to play a greater role in improving the health & wellbeing of their community.
- Make club management easier through digital, system & compliance improvements.
- Further enhance the safeguarding culture in every club to ensure a safe & positive football experience for all.

Key Success Measures:

- 100% of clubs to have a club development plan.
- Community Football Survey – improved administrator satisfaction.



3

Take positive action to improve behaviour & eliminate abuse & discrimination in football creating safe, welcoming & positive environments.

Key Objectives

- Improve behaviour of players, parents, coaches, officials & spectators within community football through an FAW dedicated education & behaviour change programme.
- Make it easier to report incidents across community football by improving the process and increasing awareness of how to report instances.
- Increase awareness and consistency of application of current sanctions resulting from incidents of abuse or discrimination.
- Develop a clear communication process to share outcomes of discrimination or abuse cases.
- Provide support programme for victims of abuse & discrimination.
- Maintain & enhance robust safeguarding standards & a child-centred culture across community football in Wales.

Key Success Measures:

- Successful launch of behaviour change campaign.
- Number of incidents reported.
- Community Football Survey - behaviour measure.



4

Work in collaboration with Area Associations to develop modern & flexible leagues that meet the future needs of community football.

Key Objectives

- Enhance the FAW's support for Area Associations as agreed within the 2023 Area Association Review.
- Work with Area Associations to improve league rules, regulations & common practice to make it easier to participate in community football across leagues in Wales.
- Develop a 'League of the Future' vision that reflects the varied Welsh landscape, identifying minimum standards & best practice.
- Develop improved competitive girls' leagues across Wales which reflect the significant growth of the game, particularly focussing on transition to league football & U14/U16 girls leagues.
- Provide relevant data, support & guidance to Area Associations & leagues to help reduce the number of adult males leaving league football.

Key Success Measures:

- Improved competitive leagues for U14/U16 girls.



5

Provide new targeted participation opportunities to grow & retain the number of people playing football.

Key Objectives

- Ensure that all U6s have a safe, fun and engaging early experience of football, relevant to their age.
- Increase the number of girls aged 5-11 experiencing fun & engaging football provision inside & outside of schools.
- Reduce the number of children leaving football inside & outside of school between ages 12-17.
- Provide more informal, flexible opportunities for adults to play football.
- Develop a stronger disability pathway to increase the number of people with a disability playing community football.
- Increase number of participants from ethnically diverse communities playing community football.

Key Success Measures:

- 50% increase in the number of girls playing aged 5-11 years.
- 50% reduction in players aged 12-17 leaving the game.
- Double the number of registered adults playing recreational football formats.
- Growth in participants with a disability playing football.
- Growth in participants from an ethnically diverse community playing football.





Ensure everyone has access to quality, inclusive & sustainable facilities.

Key Objectives

- Support the development of local plans that link all clubs, leagues & recreational activities to appropriate facilities & identify priorities for investment.
- Provide support to improve the accessibility to existing facilities for community football clubs, leagues & recreational activities.

Prioritise community club support to help achieve FAW facilities vision:

- Help clubs create plans to develop their own inclusive & community focused home grounds, helping to improve the health & wellbeing of their community.
- Maximise the establishment of community football hubs based at:
 - key artificial grass pitches that provide shared spaces for training, matches and targeted activities.
 - priority multi-grass pitch parks to provide shared club or league central venues.



Key Success Measures:

- Invest £25M in grassroots football facilities.
- Increase in the quality of grass pitches and changing facilities based on player experiences.



ENABLERS

Strategic Enablers

1



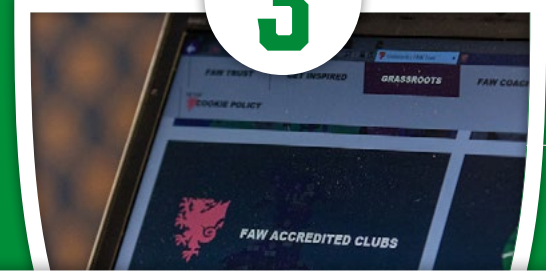
Embed data & insight approaches across community football to improve decision making & measuring impact.

2



Enhance the FAW's positive influence through strong partnerships across Wales.

3



Enhance the use of digital products & technology across the FAW, Area Associations & the wider community game.

4



Leverage new investment to support growth of community football in Wales.

5



Increase engagement with the community football family through enhanced communications & marketing.

1

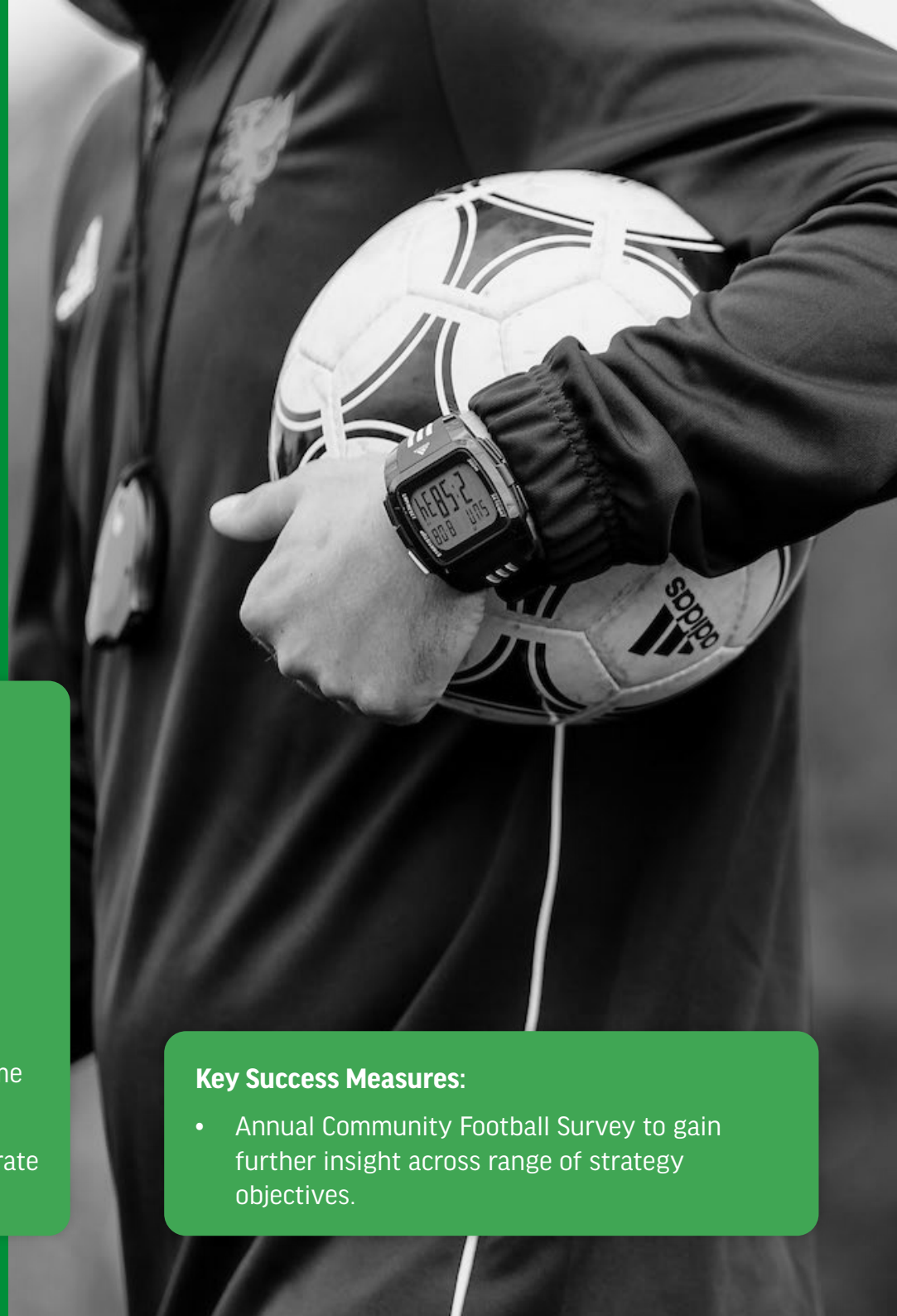
Embed data & insight approaches across community football to improve decision making & measuring impact.

Key Objectives

- Improve & embed the use and accuracy of data & insight to support community football decision making across the FAW.
- Improve our understanding of disability football by capturing disability data as a mandatory data point in COMET.
- Provide training & support to enable more people to understand & use data & insight across Wales.
- Produce a suite of insight reports for Area Associations & the wider game to inform, advise & support decision making.
- Provide data & insight support to clubs, leagues & partners to demonstrate the local impact of community football.

Key Success Measures:

- Annual Community Football Survey to gain further insight across range of strategy objectives.



2

Enhance the FAW's positive influence through strong partnerships across Wales.

Key Objectives

- Support Area Associations to build new local partnerships which further deliver the national & regional objectives.
- Develop a stronger relationship with relevant external partners to ensure high quality school football experiences for all children.
- Work collaboratively with external partners including FIFA, UEFA, Welsh Government, Sport Wales, Local Authorities & other national organisations to achieve shared strategic objectives.
- Develop new & existing partnerships to enhance accessible participation opportunities across Wales.
- Reach & engage new audiences across Wales through building new & innovative partnerships.

Key Success Measures:

- Number of new audiences reached via meaningful partnerships.



3

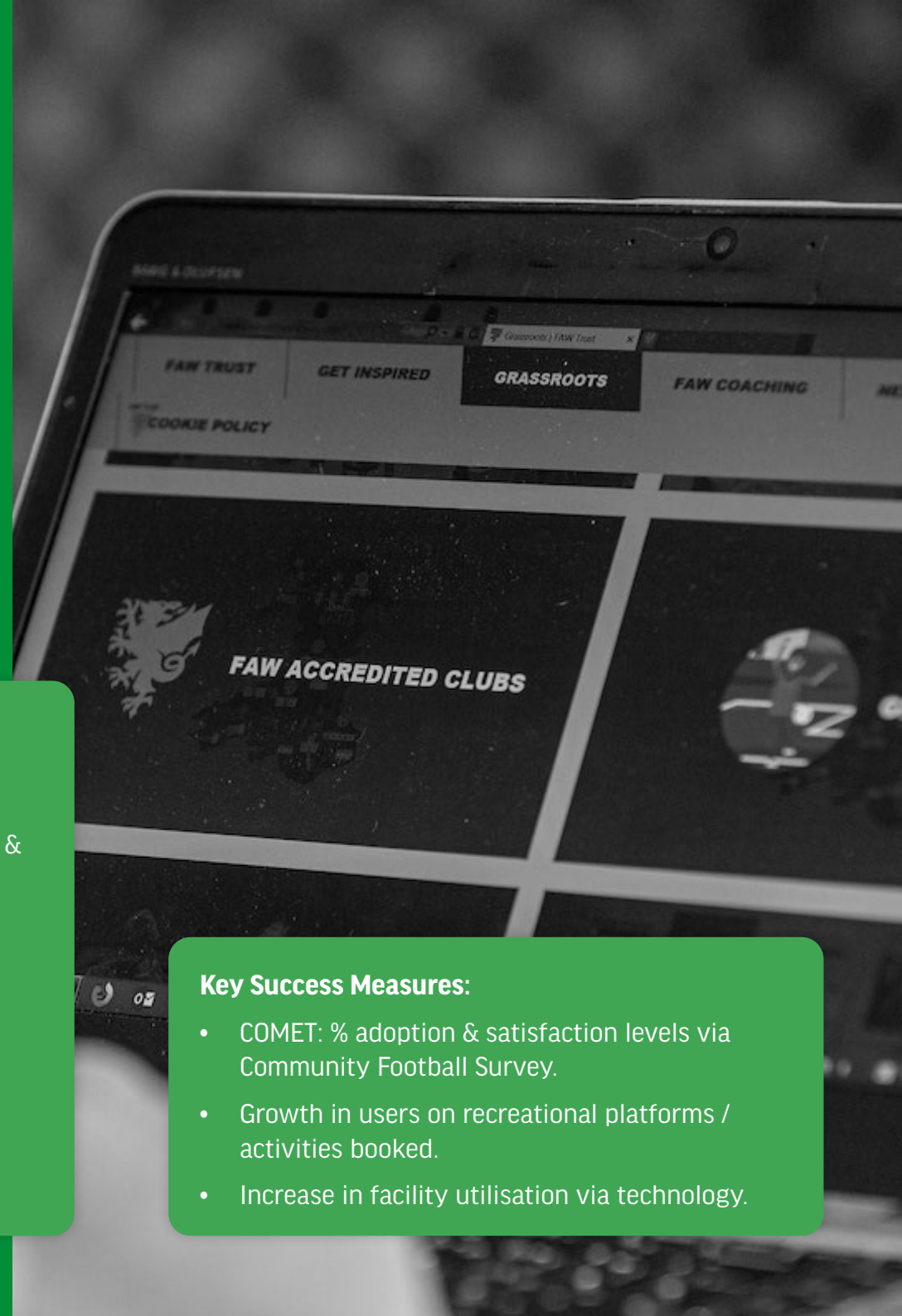
Enhance the use of digital products & technology across the FAW, Area Associations & the wider community game.

Key Objectives

- Make it easier to organise & deliver community football by identifying market leading digital products & technology to support clubs, leagues & Area Associations.
- Increase adoption & utilisation of the FAW's game management system (COMET).
- Enhance the impact & alignment of existing FAW platforms.
- Introduce a new digital system to help the community to find & book recreational football opportunities.
- Increase the use of technology to help more people access existing football facilities.

Key Success Measures:

- COMET: % adoption & satisfaction levels via Community Football Survey.
- Growth in users on recreational platforms / activities booked.
- Increase in facility utilisation via technology.



4

Leverage new investment to support growth of community football in Wales.

Key Objectives

- Work with commercial partners to increase reach & impact of community programmes/activities across Wales.
- Proactively engage key stakeholders such as UEFA, FIFA, National & local government Sport Wales & other national partners to increase funding available to community football.
- Support Area Associations to secure new local investment which further supports local priorities.
- Support clubs to secure new local funding to help deliver their development plan.
- Demonstrate the value of community investment through improved Social return on investment measurement.

Key Success Measures:

- Increase in amount invested into community football.



5

Increase engagement with the community football family through enhanced communications & marketing.

Key Objectives

- Increase the amount of focus on community football through the FAW's communications & marketing.
- Providing support & guidance to Area Associations to improve communications & marketing across their regions.
- Increase the amount of positive social media & communications of Area Associations, Leagues & Clubs.
- Develop key marketing toolkits for use by clubs across Wales.
- Ensure the FAW is reaching & engaging more diverse communities to make sure football is for all.

Key Success Measures:

- Increase amount of focus on community football.
- Engagement levels via Community Football Survey.





Diolch!