FOOTBALL ASSOCIATION OF WALES
CLUB LICENSING QUALITY STANDARD EDITION 2025

MANAGEMENT COMMITMENT TO CLUB LICENSING

FAW/MA.01.1

Requirement 2

The Football Association of Wales, confirmed to UEFA on 10th June 2002, that they were committed to the UEFA Licensing Project. The Association further committed to the Version 2 of Club Licensing, when all the required information was sent to UEFA on 30th March 2006 for accreditation.

The top management of the FAW is currently the Chief Legal and Compliance Officer of the FAW, Nick Lewis who has confirmed his commitment to the Club Licensing process.

In order for the Management to demonstrate commitment to Club Licensing, the following are necessary: -

- The Association will ensure that a Policy Statement is drawn up and distributed to all key Stakeholders, which shall be evaluated, and if necessary updated, whenever necessary. This will ensure clear direction within the project.

- The Association will set objectives, based on customer needs and the policy, to strive to achieve customer requirements and bring about continual improvement of the management system.

- The Football Association of Wales has produced an Organisational Chart for Club Licensing, which demonstrates how the Project is run.

- The Association will ensure that all Experts and Members of the Decision-Making Bodies are aware of what is required of them within the system. This should take the form of a Job Description and will guarantee that all people within the organisation have a clear understanding of their responsibilities and their obligations.

- The Association will run Workshops when required, with the key Stakeholders in order to further explain and develop the understanding and communication within the Club Licensing project.

- The Association will request feedback from the Licence Applicants, as a means of establishing continual improvement as an objective for the processes within the organisation. This will ensure that the organisation is led to further develop and continue to improve the way it manages the needs of customers and stakeholders.

- The Association will review factual data obtained from the performance reviews of the licensing system and it will define measures to further improve the system.

- The Association will annually conduct a Club Licensing Management Review Meeting, which will involve the Administrative Staff being actively involved in reviewing the performance of the licensing system. This meeting is a platform to look back on the

achievements and challenges faced during the previous licensing cycle and is an opportunity to define measures for improvement for next season.

- The communication between the Association and its Stakeholders will be effective, both internal and external, using email, internet, memos, letters and Press Releases. The Association will monitor the effectiveness of its communication arrangements.

- When personnel are changed within the FAW we will ensure that an effective transfer of knowledge takes place. Departing employees will be required to put together an effective transfer of knowledge from the outgoing employee to the new employee. The outgoing employee must put together a written document of the Club Licensing system in Wales to ensure a smooth transition. Where possible the outgoing employee and the incoming employee should meet to discuss the Club Licensing process.

The management system put in place for club licensing can only be effective if the top management is fully committed to it and by adhering to the above, the Project will run efficiently.