

HER GAME, EI DYFODOL

Women & Girls Football Plan 2026-2036

HER GAME, HER FUTURE

Football Association of Wales

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INTRODUCTION

Women and girls' football in Cymru has entered a new era of growth and opportunity. In recent years, the game has developed at pace, driven by strong leadership, long-term commitment and the dedication of those who have championed and developed the game long before it gained wider recognition. Today, we have an opportunity to build on that foundation and take women and girls' football to a new level.

The FAW's commitment was formalised in 2021 through the launch of Our Wales: For Her, our first dedicated women and girls' football strategy. Since then, the game has grown from a developing community into a national movement, with increased participation, greater visibility, rising standards and growing ambition across the game.

The next decade is about harnessing this momentum, accelerating progress and establishing a sustainable, high-performing women and girls' game in Cymru.



More girls than ever are accessing football, creating an exciting opportunity to build lifelong relationships with the game. Our ambition is to ensure every girl has the opportunity to experience football in an environment where she can thrive, feel a sense of belonging and realise her potential. Alongside participation, the domestic game is progressing, with more players moving into professional football and clubs continuing to strengthen their structures and standards.

Qualification for a major tournament has further elevated the profile of the Cymru women's national team, inspiring national pride and creating new expectations for what is possible. Commercial interest and investment are also growing, providing a stronger platform from which the game can continue to develop.

Over the next decade, women and girls' football in Cymru has the potential to transform further. This strategy sets out an ambitious long-term vision for the game, from the first experience of football through to the highest levels of performance, leadership and fandom. It provides a clear direction while recognising that the game will continue to evolve. A formal mid-point review will ensure our ambitions remain relevant, responsive and capable of matching the pace of change.

Through this strategy, we will build on the progress already achieved and create new opportunities for women and girls to participate, engage, belong and succeed in football. Together, we will use the power of football to help build a confident, successful and inclusive Cymru.

This is HER GAME. EI DYFODOL.



HER GAME

THE JOURNEY OF WOMEN'S FOOTBALL IN CYMRU

1970

FAW lifts its ban on women's football.

1973

Cymru women's team play their first ever match. This was an unofficial team with no affiliation to the FAW.

1993

Trailblazing players persuade the FAW to take over the running of the women's national team with their first official friendly fixture taking place against Iceland.

1995

Women's national team enters the 1995 Women's UEFA Euro Qualifiers for the first time.

2009

Senior women's league launches with 2 regional leagues of 4 teams.

2012

Senior Women's National League of 10 teams

2014-2019

8 teams withdraw from the league due to not having enough players to field a team.

2020

First league sponsor and first live broadcast game.

2021

FAW announced the rebrand and restructure of the women's domestic game forming the Adran Leagues as we know it today.

2021

Launch of the FAW's first women and girls football strategy 'For Her'.

2024

Cymru qualify for their first major tournament.

2025

Cymru compete in the UEFA Women's Euro 2025.

2025

For Us. For Them. For Her. WEURO 2025 Legacy Programme was named the best women's football initiative at the World Football Summit Awards.

2025

Reached 20,000 registered women and girl players.


Euro 2025
...FOR US. FOR THEM. FO
19

HER GAME

WOMEN & GIRLS FOOTBALL IN WALES IN NUMBERS

#1 Team sport in the country by participation.

20,000 Registered women and girls players.

11 National Academy Girls Clubs.

594 Active female coaches.

Active referees. 56

1 Active international referee.

31 FIFA Women's World Ranking.

Teams withdrawn from the Adran Premier since the reform in 2021. 0

4 Clubs offering professional contracts.

UEFA 3 Active assistant referees.

33 BILLION reach across all media from 2025 Women's Euro content.

5 clubs with full time women's specific roles.

2 Women's only sponsors.

£4.6M Investment towards women & girls' football (£2m above target from 2021-26 For Her strategy).

60 Women participating in the BE Football mentoring programme.

Record attendance of women's national team matches. 16,845

23% of the FAW Council are women.

33% of FAW Board are female.

FIFA KITEMARK OF EXCELLENCE for Girls Regional Programme.

5 players graduated into Cymru National Team in 2 years.

HER GAME, EI DYFODOL

Purpose: Building a confident, successful and inclusive Cymru through football.

Mission: We grow participation and successfully perform on the world stage – for Cymru.

Values:

Excellence / Family
Respect / Courage

Guiding Principles:

- Football at the heart of everything we do
- Celebrate our Welsh Identity
- Drive shared success through collaboration
- Transparent regarding the impact we deliver

People:

Build a diverse, skilled and supported workforce and volunteer network, creating accessible pathways for women to learn, develop, lead and thrive across the game.

Understand and respond to the lived experiences, needs and aspirations of women and girls, using data, insight and evidence to drive meaningful improvements across the game.

Pathways:

Create accessible, inclusive and sustainable pathways for every woman and girl to enjoy, participate and compete in football in Wales

Inspire more women and girls to participate, engage and feel a sense of belonging in the game.

Places:

Establish the women and girls' game as an example of best practice in relation to positive behaviour, discipline, and culture.

Increase investment and improve access to playing football through targeted interventions.



People:

Develop a high-performance coaching and refereeing pathway that continuously develops Welsh talent and supports coaches and match officials to excel at every level of the women's and girls' game.

Pathways:

Build a fully aligned player development pathway that identifies, develops and prepares Welsh talent to succeed at the highest level of the game.

Establish the Adran Leagues as a high-quality, sustainable and competitive environment for developing young Welsh talent and preparing players for the professional game.

Places:

Create world class, player centred performance environments that maximise the potential, wellbeing and performance of Cymru National Teams and players.

Strengthen the connection between Cymru Women's National Teams and communities across Wales, inspiring pride, belonging and lifelong engagement with the women's game.

ENABLERS

- Competitions
- Facilities
- Coaches & Referees
- Communications
- Commercial & Marketing
- External Affairs
- Culture & Welsh language
- Finance
- Human Resources
- Data & Insights
- Governance & Compliance
- Integrity
- Safeguarding
- Environmental Sustainability
- Equality, Diversity and inclusion

HER GAME, EI DYFODOL
GAMECHANGERS

- 40,000 women and girls playing football across Wales
- Cymru reaches the knockout stages of the FIFA Women's World Cup 2035
- Every school in Wales offers girls meaningful opportunities to play football
- Record attendance of 25,000 for a Cymru Women's National Team match
- Double the investment into Women and Girls' football
- Cymru hosts a UEFA Women's Champions League Final

THE FAW APPROVED FOOTBALL PATHWAYS

One game. Many pathways. Lifelong opportunities

FAW APPROVED PERFORMANCE PATHWAY

TALENT ID
Identify and support players with potential.

PROFESSIONAL CLUB ACADEMIES
Elite training and development for youth within professional clubs.

FAW ACADEMIES
Talent hubs to develop domestic players within our Welsh Way identity.

PROFESSIONAL FOOTBALL
Compete at the highest level.

DOMESTIC COMPETITIONS
Compete in the domestic game.

REPRESENTING WALES IN NATIONAL TEAMS

FAW APPROVED PARTICIPATION PATHWAY

FAW AFFILIATED CLUBS

EARLY YEARS
(2-5 years)
Fundamental movement skills and parental engagement.

SMALL-SIDED FOOTBALL
(6-13 years)
Make friends, develop skills and understanding. 6-11 yrs non-competition.

JUNIOR FOOTBALL
(14-17 years)
Develop potential, compete & prepare for adult football.

YOUTH & ADULT FOOTBALL
(16 years +)
Stay active, enjoy the game and support others.

FAW APPROVED FLEXIBLE FORMATS

Example formats available

FUTSAL
Small, sided, fast paced. Technical.

DISABILITY FOOTBALL
Inclusive football for all.

VETERANS FOOTBALL
Football for 35s, 45s, 55s and over.

WALKING FOOTBALL
Stay active, stay involved.

SMALL SIDED FOOTBALL
Health and wellbeing.

FAW PROGRAMMES
Non-competitive accessible & inclusive.

FOOTBALL FOR LIFE


RHINO
RHINO
Coffiology



PARTICIPATION PILLAR.

PEOPLE.

OBJECTIVE.

Build a diverse, skilled and supported workforce and volunteer network, creating accessible pathways for women to learn, develop, lead and thrive across the game.



PRIORITIES

- Provide accessible education, development and recruitment pathways to increase the number of coaches, referees and volunteers across the game.
- Use data and insight to strengthen deployment, progression and retention across coaching, refereeing, volunteering and leadership pathways, ensuring women have meaningful opportunities to advance.
- Equip all coaches and workforce groups with the knowledge, education and resources required to understand and respond to the specific needs of women and girls, including female health, maternity, mental wellbeing and safeguarding.
- Strengthen women's development programmes, networks and mentoring opportunities, enabling women to build confidence, skills and experience and progress into voluntary, paid and leadership roles across football.
- Normalise women's representation across all areas of football, from pitch-side and technical roles to club, league, Area Association and national governance, with a particular focus on increasing representation from under-represented communities.

MEASURE OF SUCCESS

- 40% increase of active qualified female coaches
- Quadruple the number of registered female referees, with 80% of qualified female referees being active
- 75% of volunteers report feeling supported and equipped to succeed in their role.
- Of the women who complete the FAW development programmes, at least 80% have secured voluntary or paid work in football post engagement with at least 10% being from Black, Asian, and Mixed heritage communities.
- Female health resources are reviewed on an annual basis to ensure information shared is up-to-date and backed by latest research.
- The FAW Board, FAW Council, and FAW workforce have a gender representation split of 50% and Area Associations, mixed & women's leagues, and club committees have a gender representation split of at least 40%.

OBJECTIVE.

Understand and respond to the lived experiences, needs and aspirations of women and girls, using data, insight and evidence to drive meaningful improvements across the game.



PRIORITIES

- Create meaningful and regular opportunities for women and girls to share their experiences, needs and aspirations, ensuring their voices directly inform the development and delivery of the game.
- Measure and demonstrate the social and health benefits of Women and Girls' football, using evidence to showcase the power of football to improve lives and create wider societal impact.
- Utilise digital technology, data and research to understand participation, experiences, needs and barriers across the Women and Girls' game, translating insight into evidence-based decision-making and action.

MEASURE OF SUCCESS

- Social Return on Investment of Women & Girls' football programmes and services accurately measured and reported annually
- Bi-annual lived-experience reviews undertaken with women and girls, with findings translated into clear actions and improvements.

PATHWAYS.

OBJECTIVE.

Create accessible, inclusive and sustainable pathways for every woman and girl to enjoy, participate and compete in football in Wales.



PRIORITIES

- Increase opportunities for girls aged 5-11 years through schools, clubs and flexible formats, ensuring every girl has the opportunity to experience football and choose to participate.
- Create accessible and flexible opportunities for adult women to enter, return to and remain involved in football, including recreational and alternative playing formats.
- Identify and address the key barriers and drop-out points experienced by girls aged 12–17, creating environments and opportunities that support continued participation and progression.
- Continually evolve the women and girls' competition pyramid and calendar in line with participation growth, providing greater flexibility, consistency and choice while reducing match cancellations and player drop-out.
- Expand and enhance participation programmes for women and girls with a disability
- Work with government and strategic partners to influence policy, investment and wider societal change that removes barriers and creates greater opportunities for women and girls in football.

MEASURE OF SUCCESS

- 50% of all players aged 2-4 years old are female.
- Increase the number of registered girls aged 5-11 by 100%.
- 100% of schools providing girls football opportunities.
- Double the number of registered adult female players, including 2,000 more women playing recreational football
- 50% reduction in girls aged 12-17 leaving the game
- 500 registered women and girls playing disability football (400% increase)

OBJECTIVE.

Inspire more women and girls to participate, engage and feel a sense of belonging in the game.



PRIORITIES

- Create stronger connections between grassroots football and the Adran Premier and National Team, inspiring players, families and communities to follow and engage with the women's game.
- Create representative and inclusive storytelling, ensuring content reflects the diversity of the women's and girls' game, with gender parity across content creation.
- Increase the visibility and diversity of female role models in football, inspiring women and girls from Black, Asian and Mixed heritage communities to participate, progress and feel a sense of belonging in the game.

MEASURE OF SUCCESS

- Every Adran Premier club and National Team home fixture provides a defined grassroots engagement opportunity.
- Achieve 50:50 gender representation across FAW football content creation
- 100% of FAW women's football campaigns include diverse female representation.
- At least 6.2% of all women and girls' players, coaches and match officials are from Black, Asian, and Mixed heritage communities .

PLACES.

OBJECTIVE.

Establish the women and girls' game as an example of best practice in relation to positive behaviour, discipline, and culture.



PRIORITIES

- Strengthen safeguarding, education and positive behaviour practices across women's and girls' football, ensuring safe, respectful and inclusive environments for everyone.
- Identify, share and celebrate examples of positive behaviour, culture, safeguarding and leadership across women's and girls' football to establish a consistent standard across the game.
- Establish For Her Champions across the women and girls' game to strengthen safeguarding, provide a female voice within clubs and increase women's representation in club decision-making.

MEASURE OF SUCCESS

- Achieve at least 70% positive perception ('good' to 'excellent') of behaviours in women's football.
- Maintain 100% compliance of all clubs with safeguarding policies and minimum safeguarding standards.
- 100% of clubs with Women & Girls' teams have a For Her Champion represented on the club committee.

OBJECTIVE.

Increase investment and improve access to playing football through targeted interventions.



PRIORITIES

- Integrate women's and girls' football into commercial partnerships in meaningful ways that add value to the game, audiences and partners, while increasing investment and visibility.
- Use data, insight and participation growth to identify inequalities in access and direct investment where it can have the greatest impact.
- Prioritise investment in facilities and infrastructure to increase capacity and improve access for women and girls.

MEASURE OF SUCCESS

- 100% increase of investment into women & girls' football
- 50% increase in priority pitch access for women and girls.
- 3 Amdani Hi sites across Wales.
- 60 new artificial pitches specifically benefitting female players.

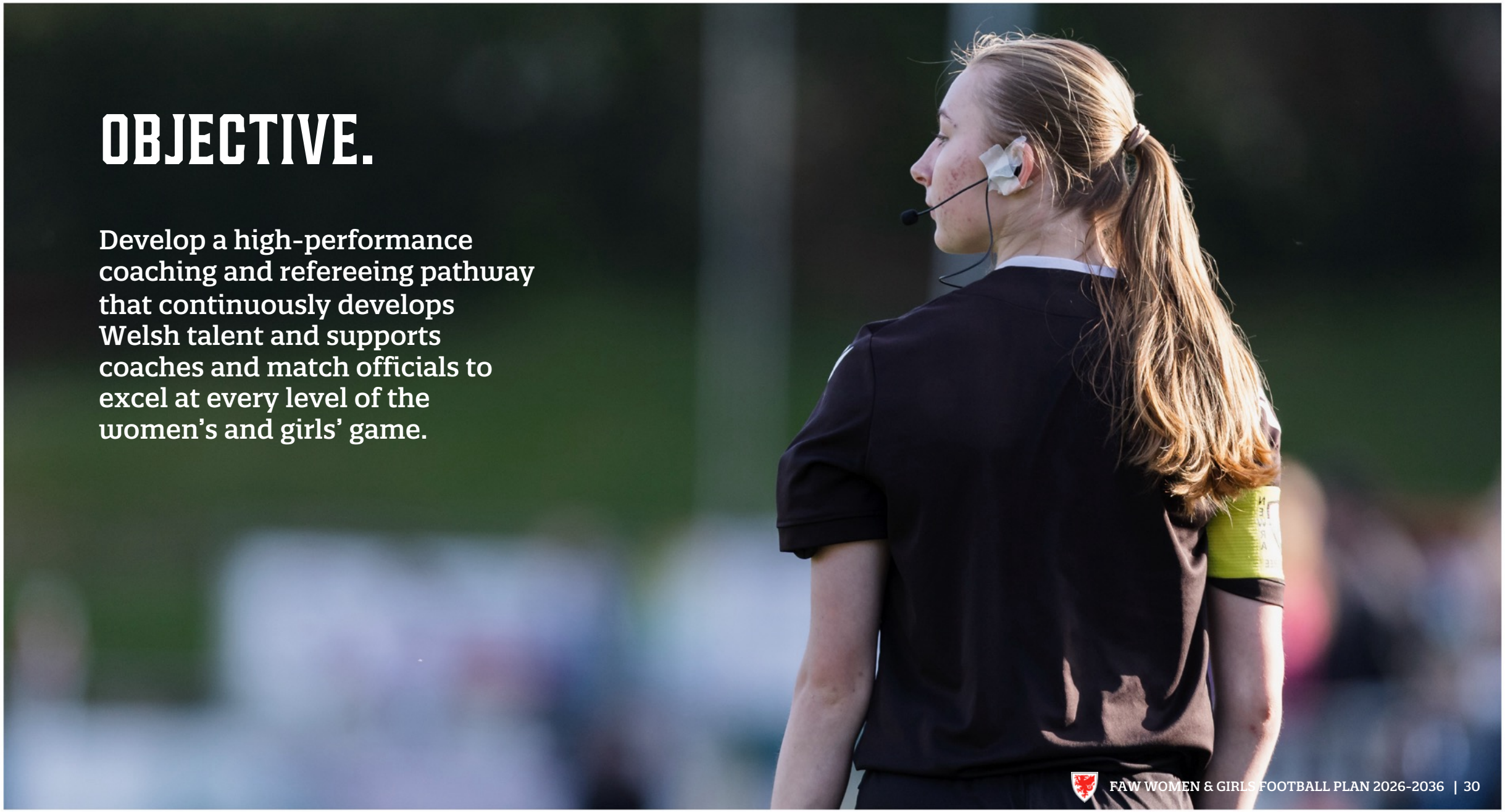


PERFORMANCE PILLAR.

PEOPLE.

OBJECTIVE.

Develop a high-performance coaching and refereeing pathway that continuously develops Welsh talent and supports coaches and match officials to excel at every level of the women's and girls' game.



PRIORITIES

- Develop a high-performance coach development pathway for coaches supporting progression into elite environments.
- Establish a clear succession pipeline to develop and prepare the next generation of elite coaches.
- Strengthen support for active referees to enable their progression, development and advancement through the referee pathway.
- Increase the representation of Welsh match officials at domestic, UEFA and FIFA level.

MEASURE OF SUCCESS

- 50% representation of female technical and support staff across Cymru Women's and Girl's National Teams.
- 100% increase in the number of Welsh educated female coaches working in international, and elite club environments.
- Identify 8-10 high potential coaches annually on Coaching HER Forward mentoring programme.
- 50% of Adran League matches are officiated by female match officials.
- Increase Welsh representation to 3 UEFA/FIFA referees and 6 assistant referees.

PATHWAYS.

OBJECTIVE.

Build a fully aligned player development pathway that identifies, develops and prepares Welsh talent to succeed at the highest level of the game.



PRIORITIES

- Build a connected performance network across clubs and national teams to strengthen early talent identification, recruitment, retention and progression into elite football.
- Evolve the girls' performance pathway to maximise homegrown talent development and transition into Senior football.
- Strengthen opportunities for players to gain experience at the highest levels of the game through stronger relationships with clubs and elite environments.
- Develop a clear pathway from emerging talent to international performance, ensuring high-potential players receive the individualised support, experiences and environments required to reach their potential.
- Establish Cymru as a consistent presence on the international stage, developing teams capable of qualifying for and competing successfully at major tournaments.

MEASURE OF SUCCESS

- 95% of dual-national players in our Youth National Teams.
- Graduate a minimum of 2 players, per year, into our Senior National Team.
- 80% of senior National Team players are regular starters in the world's top five leagues.
- Cymru competes in 50% of major international tournaments.
- Reach the knockout stages of the 2035 FIFA Women's World Cup.
- Cymru National Team consistently ranked within the FIFA top 24.

OBJECTIVE.

Establish the Adran Leagues as a high-quality, sustainable and competitive environment for developing young Welsh talent and preparing players for the professional game.



PRIORITIES

- Provide targeted, phased support to clubs to raise standards, strengthen competitiveness and build sustainable club models across the Adran Premier and women's game in Cymru.
- Develop a coordinated athlete-performance framework across the Adran Leagues to support player development and improve the understanding of the physical performance of the league's player pool.
- Use data, insight and performance intelligence to drive decision-making, continuously improving the quality and competitiveness of the domestic leagues.
- Increase the visibility, profile and appeal of the Adran Leagues, growing audiences, interest and engagement with clubs and players.
- Work collaboratively with clubs to improve female health and wellbeing, embedding greater understanding, education and support across the domestic game.

MEASURE OF SUCCESS

- Adran Premier to rank amongst top 5 European leagues for youngest average player age.
- Launch and deliver the first-ever Adran Premier strategic plan.
- Establish an athlete-performance framework for all Adran Premier Clubs.
- Develop a Central player-performance database for the Adran Premier .
- 100% of Adran Leagues clubs have a women and girls development action plan.
- At least 25% of Adran Leagues players have transitioned from National Academi.
- Clubs to improve average attendance across Adran Premier fixtures by 100%.
- Increase engagement with National League by 150%.
- Commercial investment into the Adran Leagues increases by at least 200%.
- 100% of Adran Leagues and National Academi clubs deliver educational sessions/resources on female health and mental health with their players and staff.

PLACES.

OBJECTIVE.

Create world class, player centred performance environments that maximises the potential, wellbeing and performance of Cymru National Teams and players.



PRIORITIES

- Utilise the power of analysis, data & insights to drive elite performance in match preparation, execution and talent development.
- Provide dedicated, high-quality performance environments for Cymru Women's and Girls' National Teams, ensuring facilities and training spaces meet the needs of female players.
- Embed a player-centred female health framework across all National Teams and the elite youth pathway, including appropriate screening, referral, education and support to enhance player wellbeing and performance.
- Embed safeguarding across all performance environments, ensuring camps, travel and training environments are safe, inclusive and supported by clear standards, boundaries and trusted reporting channels.

MEASURE OF SUCCESS

- 90% of Players provide positive feedback on their camp, training, and competition experiences with national teams.
- 100% of National Team performance environments meet agreed standards for female-specific facilities, medical provision, safeguarding and player wellbeing.
- 100% of National Team players have access to appropriate female health screening and specialist referral pathways.
- 100% of National Team programmes use agreed performance analysis and data insights to inform match preparation, performance review and talent development.

OBJECTIVE.

Strengthen the connection between Cymru National Teams and communities across Wales, inspiring pride, belonging and lifelong engagement with the women's game.



PRIORITIES

- Bring Cymru Women's National Teams closer to communities across Wales, strengthening connections between players, coaches, supporters and wider communities.
- Grow and diversify audiences for Cymru Women's National Teams, using the unique qualities, stories and experiences of women's football to engage new audiences, and build long-term loyalty.
- Champion Welsh culture, identity and values through the Welsh language, national pride and the influence of the Women's National Teams, creating memorable experiences that strengthen connection with Wales.
- Use the platform and influence of the National Teams to inspire positive change, championing social, cultural and environmental causes that matter to communities across Wales.
- Support national team players to build careers beyond playing, enabling them to continue contributing to Welsh football and society.
- Deliver exceptional matchday and community experiences that build connection, loyalty and a lasting affinity with Cymru National Teams.
- Position Wales as a destination for major women's football events, working with Government and partners to successfully bid for and host major international tournaments and finals.

MEASURE OF SUCCESS

- Deliver at least 6 player and/or coach community engagement events annually.
- Sell out a Women's football match in Wales.
- Increase the record attendance at a Cymru match from 16,845 to 25,000.
- At least 2 players supported annually through dual-career and/or transition plans.
- At least 2 players annually engaged as ambassadors for social, cultural or environmental initiatives.
- Host the 2029 UEFA Women's Champions League Final.
- Host the 2030 UEFA Women's U19 Euros.
- Host the 2035 FIFA Women's World Cup.







GET INVOLVED IN HER GAME

The potential of women and girls' football in Cymru reaches far beyond where we stand today. This plan is an invitation to dream bigger, to believe in what the game can become, and to see yourself as part of that journey. Whether you aspire to play, coach, referee, volunteer, support from the sidelines, or contribute as a commercial partner, there is a meaningful place for you. Every person who steps forward harnesses the power of football to build a confident, successful, and inclusive Cymru. Be part of **HER GAME, EI DYFODOL.**







For more information on participation programmes:

Disney Playmakers

Huddle

BE Football

BE.FC

Find all the clubs near you here.

To become a coach, you can find more information here.

To become a referee, you can find more information here.

To become a commercial partner of women and girls' football, you can find more information here.





DIOLCH.