



# WOMENS AND GIRLS

FOOTBALL STRATEGY 2021-2027



Our vision: *'To take Shrewsbury Town into the heart of the local community, empowering people to realise their potential and achieve their goals.'*

This vision is supported by a clear mission statement: *'To utilise the power of sport to engage, inspire and strengthen our local community.'*

**Women and girls in Shropshire and across the UK are confronted with a number of challenges to participating in the women's and girl's game through lack of opportunity, fear of perceptions and lack of early year experience as suggested within FA research.**

We believe that professional football clubs have a duty to engage and support their local community in both the men's and women's games across Shropshire. With having the only men's professional team in Shropshire, we are uniquely positioned to address local and national priorities within women's football. We have the opportunity to tackle and overcome local and national barriers to women's and girl's football to offer pathways and exit routes from participation level through to elite level. We have a clear responsibility to engage and increase relationships to a wide range of organisations and local clubs across Shropshire to make footballing activities accessible for all in the women's and girl's game.

**We want to work in partnership with a wide range of organisations to create opportunities for all ages, ensuring women's and girls' football across Shropshire has a brighter future, inspiring a healthy and resilient community where female footballers have the opportunity to fulfil their potential.**

**We will have the key priority areas in which we will aim to achieve:**

- To ensure the **Shrewsbury Town Women's** team is competing at the highest possible level
- To ensure we are financially sustainable for the **Female Football pathway**
- Giving every girl the earliest opportunity to have a fun and enjoyable introduction to the game in school and club.
- Ensure we have created a development team playing in competitive league
- To create a development pathway leading into the development and 1st team squads from under 8's to under 18's.
- To create an educational pathway for women increasing employability prospects
- Increase engagement and overcome barriers to participation through working collaboratively with a wide range of schools, grass roots football clubs, governing bodies and local organisations to promote women and girl's football.
- Ensuring we have high standards of coaching practice throughout the STitC pathway. Coaches will have an enthusiasm for ongoing learning, critical thinking and sharing of knowledge to support player and coach development.

# WOMEN'S & GIRLS SHREWSBURY TOWN PLAYER PATHWAY STRUCTURE.



# EARLY PARTICIPATION (4-12)

## BY 2027 WE AIM TO:

- Inspire and engage every primary school aged girl in Shropshire to participate in football at school, in their local community and offer further opportunities for girls excelling in the sport.
- We aim to develop girls holistically increasing knowledge, confidence and self-esteem to provide a positive first experience in football which is essential in building the platform for lifelong participation in the sport.
- At a practical level, STitC will be embedding football for girls in schools across Shropshire, as part of the PE curriculum, in extra-curricular activities and throughout the local community.
- As well as embedding the importance of developing a healthy lifestyle, through fun, safe and engaging footballing activities will we create an environment for continued participation in the sport into their teenage years.

## BY 2027 WE WANT TO SEE:

- Equal football access for all girls at 80% of schools (primary/secondary), with delivery in PE lessons, lunchtimes and after school sessions across Shropshire
- To have a clear pathway from participation sessions to our development age groups in the foundation phase (8 – 12).
- Outside schools every girl to have access to participation sessions with easy travelling distance from their home utilising South, Central and North locations across Shropshire.
- Ensure all under 8 to under 12 girls have easy access to an inclusive club with an appropriate competitive pathway within easy access from home.
- Provision for disabled girls to be involved in everything we do, whether in-school or in recreational activities.
- Full compliance with STitC safeguarding policy, procedures and safer working practice.
- High quality standards of coaching practice implemented for all age groups engaging, inspiring and strengthening the next generation of female footballers

# EARLY PARTICIPATION (4-12)

AIMS	MEASURE	CURRENTLY	12 MONTH TARGET	TARGET 2023
<p>Equal football access for all girls at 80% of schools (primary/secondary), with delivery in PE lessons, lunchtimes and after school across Shropshire</p> <p>Provision for disabled girls to be involved in everything we do, whether in-school or in recreational activities.</p>	<p>Schools being offered football to girls in-curriculum/after school aged 5 - 11.</p>	<p>0%</p>	<p>10%</p>	<p>25%</p>
<p>Ensure all under 8 to under 12 girls have easy access to an inclusive club with an appropriate competitive pathway within easy access from home.</p> <p>Provision for disabled girls to be involved in everything we do, whether in-school or in recreational activities</p> <p>Outside schools every girl to have access to participation sessions with easy travelling distance from their home utilising South, Central and North locations across Shropshire.</p>	<p>Delivering weekly football girl's sessions outside of school in term time and in school holidays.</p>	<p>0 in Shrewsbury 0 in South Shropshire 0 in North Shropshire</p> <p>Currently 0 sessions happening during the school holidays for girls only activities.</p>	<p>To have a minimum of 1 participation sessions.</p>	<p>To have a minimum of 3 participation sessions.</p>
<p>To have a clear pathway from participation sessions to our development age groups in the foundation phase (8 - 12).</p>	<p>Development Centre's being offered for all age groups for girl's excelling in Shropshire.</p>	<p>1 x U8 1 x U10 1 x U12 in Shrewsbury 0 in South Shropshire for 4 - 12. 0 in North Shropshire for 4 - 12.</p>	<p>To achieve a minimum of 95% recruitment for all age group based on 14 players</p>	<p>Measures to be reviewed annually.</p>

AIMS	MEASURE	CURRENTLY	12 MONTH TARGET	TARGET 2023
Ensure all marketing aligns from participation level through to 1st team to engage and inspire supporting the promotion of the female football pathway.	Increase our connection and interaction with the local community through increased media presence to inspire the next generation of female footballers.	Social media accounts on Twitter, Facebook and Instagram.	All players contracted to the 1st team must complete player appearances once a month at Community sessions.  Increase engagement on social media channels.	Measures to be reviewed annually.
Full compliance with STitC safeguarding policy, procedures and safer working practice.	To have a club staffing structure with roles and responsibilities aligning to KPI's to give clear direction.	No working groups.	Staffing structure in place Working groups to be created in 4 key areas.	*** Subject to change based on progression***
All women's pathway teams being financially sustainable.	Ensure the participation teams are financially sustainable through improved retention.	Figure not identified.	Retain 80% of participants who are signed up to participation phase session.	To have a main primary sponsor (for whole pathway)  Have other streams of income through:  1 fundraising event per season.  Sponsorship boards around 1st team ground – the new 3G astro pitch.  Retain 90% of participants who are signed up to participation phase session.
Ensuring high quality standards of coaching practice implemented for all age groups engaging, inspiring and strengthening the next generation of female footballers.	High standards of coaching practice throughout the STitC pathway. Coaches will have an enthusiasm for ongoing learning, critical thinking and sharing of knowledge to support player and coach development.	2 x coaches working towards B license or above  All lead coaches are a minimum of level 2.  CPD programme in place – Nothing been document as of yet – very sporadic.	To have a regular CPD programme in place for all women's and girl's pathway linking to working groups of technical, safeguarding, and participation.	Measures to be reviewed annually.

# DEVELOPMENT PARTICIPANT (13-16)

## BY 2027 WE AIM TO:

- Secondary school-age girls often experience more barriers to football participation than boys, particularly in school curriculum time. Therefore in Shropshire we aim to identify and overcome such barriers to retain and increase participation in the development participation phase.
- Develop partnerships with local grassroots clubs and youth teams, to give girls the same level of opportunities as boys to participate in football.
- Many girls experience declining body confidence and negative attitudes towards sport with this age category. Therefore, removing barriers and making football more relevant to young girls' lives could be seen as essential to engaging and inspiring girls to start continuing their journey in the sport.
- Football can support the development of vital life skills such as resilience, self-confidence, teamwork as well as improving physical and mental well-being during key life stages.

## BY 2027 WE WANT TO SEE:

- Equal football access for all girls at 80% of secondary schools with delivery in PE lessons, lunchtimes and after school sessions across Shropshire.
- To have a clear pathway from participation sessions to our development age groups in the development phase (13- 16).
- Outside schools, every girl to have access to participation sessions within the development phase with easy travelling distance from their home utilising South, Central and North locations across Shropshire.
- Ensure all under 13 to under 16 girls have easy access to an inclusive club with a suitable competitive pathway within easy access from home.
- Provision for disabled teenage girls to be involved in everything we do, whether in-school or in new initiatives.
- Full compliance with STitC safeguarding policy, procedures and safer working practice.
- High quality standards of coaching practice implemented for all age groups engaging, inspiring and strengthening the next generation of female footballers.
- Ensure all marketing aligns from participation level through to 1st team to engage and inspire supporting the promotion of the female football pathway.



# DEVELOPMENT PARTICIPATION MEASURES (13-16)

AIMS	MEASURE	CURRENTLY	12 MONTH TARGET	TARGET 2023
<p>Equal football access for all girls at 80% of secondary schools with delivery in PE lessons, lunchtimes and after school sessions across Shropshire.</p> <p>Provision for disabled teenage girls to be involved in everything we do, whether in-school or in new initiatives.</p>	<p>Schools being offered football to girls in-curriculum/after school sessions to girls aged 13 - 16.</p>	<p>Currently offer 1 secondary school football provision in Shrewsbury.</p>	<p>10%</p>	<p>30%</p>
<p>Ensure all under 13 to under 16 girls have easy access to an inclusive club with a suitable competitive pathway within easy access from home.</p> <p>Ensure all under 13 to under 16 girls have easy access to an inclusive club with a suitable competitive pathway within easy access from home.</p> <p>Provision for disabled teenage girls to be involved in everything we do, whether in-school or in new initiatives.</p>	<p>Delivering weekly football girl's sessions outside of school in term time and in school holidays.</p>	<p>0 in Shrewsbury 0 in South Shropshire 0 in North Shropshire</p> <p>Currently 0 sessions happening during school holidays for girls only activities.</p>	<p>To have a minimum of 1 participation session being attended weekly</p>	<p>To have a minimum of 3 participation sessions</p>
<p>To have a clear pathway from participation phase sessions to our development age groups in the development phase (13- 16).</p>	<p>Development Centre's being offered for all age groups for girl's excelling in Shropshire</p>	<p>2 x Shrewsbury (U14/ U16)</p>	<p>To have achieved 90% of maximum intake squad numbers through intake by the end of 2021/22 season (based on squads of 16 players).</p>	<p>To have achieved maximum squad numbers through intake by the end of 2021/22 season.</p> <p>Break down squads into age individual age groups for 2023/24 season.</p>

AIMS	MEASURE	CURRENTLY	12 MONTH TARGET	TARGET 2023
<p>Ensure all marketing aligns from participation level through to 1st team to engage and inspire supporting the promotion of the female football pathway.</p>	<p>Increase our connection and interaction with the local community through increased media presence to inspire the next generation of female footballers.</p>	<p>Social media accounts on Twitter, Facebook and Instagram.</p>	<p>All players contracted to the 1st team must complete player appearances once per month at Community sessions</p> <p>Increase engagement on social media channels.</p>	<p>Measures to be reviewed annually.</p>
<p>All women's pathway teams being financially sustainable.</p>	<p>Ensure the development teams are financially sustainable through improved retention.</p>	<p>Figure not identified.</p>	<p>Retain 80% of participants who are signed up to participation phase session.</p>	<p>To have a main primary sponsor (for whole pathway)</p> <p>Have other streams of income through:</p> <p>1 fundraising event per season.</p> <p>Sponsorship boards around 1st team ground – the new 3G astro pitch.</p> <p>Retain 90% of participants who are signed up to participation phase session.</p>
<p>High quality standards of coaching practice implemented for all age groups engaging, inspiring and strengthening the next generation of female footballers.</p>	<p>High standards of coaching practice throughout the STitC pathway. Coaches will have an enthusiasm for ongoing learning, critical thinking and sharing of knowledge to support player and coach development.</p>	<p>1 coach working towards B License</p> <p>2 x coaches working towards B license or above.</p> <p>All lead coaches are a minimum of level 2.</p> <p>CPD programme in place – Nothing been document as of yet – very sporadic.</p>	<p>To have a regular CPD programme in place for all women's and girl's pathway linking to working groups of technical, safeguarding, and participation.</p>	<p>Measures to be reviewed annually.</p>

# REPRESENTATIVE SQUADS.

## BY 2027 WE AIM TO:

- Shrewsbury Town's Women 1st team competing at the highest possible level and recognised as the number 1 female football team in Shropshire.
- To have a clear pathway from development participation phase into our 16 plus pathway to continue participants lifelong journey in the sport.
- Ensure the women's and girl's pathway is sustainable to create longevity within the women's and girl's game across Shropshire.
- Increase the number of people attending Shrewsbury Town Women football fixtures.
- To engage, inspire and strengthen the next generation of female footballers.
- Increasing opportunities for women and girls to pursue and career in sport through qualifications, leadership programmes and increased work opportunities to strengthen STitC's female workforce.

## BY 2027 WE WANT TO SEE:

- Shrewsbury Town Women's team to be competing at a minimum of tier 3 in the Women's Football Pyramid
- Players progressing from development phase (13 – 16 years) into representative squads
- Players having opportunity to progress from Under 18's and development squads into the 1st team.
- Have inclusive teams playing in regular fixtures against other football clubs in either 5 v 5/ 7 v 7 fixtures or full-sized games.
- Full compliance with STitC safeguarding policy, procedures and safer working practice.
- All women's pathway team's being financially sustainable
- To embed Shrewsbury Town Women's team alongside Shrewsbury Town Men's team.
- Facilities are sustainable, adaptable in the event of promotion and that matchday attendances are monitored to highlight attendance increase/decreases.
- Players being recognized in the local community through increased responsibility for work off the pitch.
- Have increased numbers of females pursuing a career in sport through the educational pathway STitC can offer

# SHREWSBURY TOWN REPRESENTATIVE SQUADS MEASURES.

AIMS	MEASURE	CURRENTLY	12 MONTH TARGET	TARGET 2023
<p>Shrewsbury Town Women's team to be competing at a minimum of tier 3 in the Women's Football Pyramid or the highest possible level.</p> <p>To embed Shrewsbury Town Women's team alongside Shrewsbury Town men's team.</p>	To be competing at a minimum of tier 3 or at the highest possible level in the Women's Football Pyramid.	Tier 6 – West Midland Regional League.	To gain promotion from Tier 6 to Tier 5.	To be in tier 5 as a minimum requirement.
<p>Players having opportunity to progress from Under 18's and development squads into the 1st team.</p>	To have a Shrewsbury Town women development squad competing in competitive league.	We do not currently have a women's development squad.	<p>To have a full squad of 16 players ready to start playing for the 2022/23 season.</p> <p>To be registered into a league for the 2022/23 season.</p>	Ensure a minimum of 20% of players have opportunity to train/play in the 1st team.
<p>Players having opportunity to progress from Under 18's and development squads into the 1st team.</p>	To have a full squad competing in an under 18's league.	There isn't currently an under 18's team.	Ensure GADC Under 16 participants are retained through highest possible quality of delivery to start the 2022/23 season.	<p>To have a full under 18's squad training and playing in regular fixtures, come the start of 2023/24 season.</p> <p>Ensure a minimum of 20% of players have opportunity to train/play in the development/1st team.</p>
<p>Have inclusive teams playing in regular fixtures against other football clubs in either small, sided game fixture or full-sized games.</p>	To have a minimum of 3 inclusive squads representing STITC on regular basis.	Currently representing in mixed teams.	To have a minimum of 8 girls representing Shrewsbury Town PAN/SEN teams.	To ensure we have a minimum of 1 girls inclusive team playing in competitive/friendly fixtures on a regular basis.

AIMS	MEASURE	CURRENTLY	12 MONTH TARGET	TARGET 2023
Players progressing from development phase (13 – 16 years) into representative squads.	Player Progression measures.	Non existent.	Working towards identified and tracked.	Identified and tracked.
Full compliance with STitC safeguarding policy, procedures and safer working practice.	To have a club staffing structure with roles and responsibilities aligning to KPI's to give clear direction.	Manager/assistant manager job description.  No full board in place.  No working groups.	Staffing structure in place.  To have created a full board.  Working groups to be created in 4 keys areas.	*** Subject to change based on progression***
Players being recognized in the local community through increased responsibility for work off the pitch.	Increase our connection and interaction with the local community through increased media presence to Inspire the next generation of female footballers.	Social media accounts on Twitter, Facebook and Instagram.  However do not align to STitC pages.	All players contracted to player appearances once per month at Community sessions.  Increase engagement on social media channels.	Measures to be reviewed annually.
All women's pathway teams being financially sustainable.	Ensure the representative squads are financially sustainable.	Players are currently paying to play for the women's team.	Ensure the women's team are playing for FREE and sourcing finance opportunities post 2021/22 season.	To have a main primary sponsor (for whole pathway)  Have other streams of income through:  1 fundraising event per season.  Sponsorship boards around 1st team ground – the new 3G astro pitch.
Facilities are sustainable, adaptable in the event of promotion and that matchday attendances are monitored to highlight attendance increase/ decreases.	Facilities – ensure we have correct ground grading requirements for the levels in which we aim to be playing at.	Currently suitable for tier 6 (The level which Shrewsbury Town Women currently play at).	*Ensure facility is aligned to current progress – always subject to change*  ***Ground grading requirements***	*Ensure facility is aligned to current progress – always subject to change*  ***Ground grading requirements***

AIMS	MEASURE	CURRENTLY	12 MONTH TARGET	TARGET 2023
<p>Have increased numbers of females pursuing a career in sport through the educational pathway STitC can offer.</p>	<p>Creating future workforce - Increase % of female coaches in coaching roles and create a pipeline of coaches ready to succeed to create future workforce.</p>	<p>Currently have 1 female member of staff working on our Women's and Girl's programmes.</p>	<p>Ensure we have all players volunteering at GADC/ participation sessions as per contracted.</p> <p>To have in development plan in place development to align to 2023 target.</p>	<p>Increase and incorporate career opportunities for women's and girls in our pathway to pursue through NGB qualifications (level 1 and 2), level 2 and 3 Btec, leadership courses and degree qualifications.</p> <p>***Scale numbers to be decided***</p>
<p>Have increased numbers of females pursuing a career in sport through the educational pathway STitC can offer.</p>	<p>High standards of coaching practice throughout the STitC pathway. Coaches will have an enthusiasm for ongoing learning, critical thinking and sharing of knowledge to support player and coach development.</p>	<p>B License Manager</p> <p>Level 2 Assistant Managers</p> <p>CPD programme in place – Nothing been document as of yet – very sporadic</p>	<p>To have a regular CPD programme in place for all women's and girl's pathway linking to working groups of technical, safeguarding, and participation.</p>	<p>Measures to be reviewed annually.</p>