

Ein Cymru Our Wales

Bringing the plan to life by working in partnership to deliver mutually **beneficial outcomes**

Football Association of Wales





1

Share an overview of the football landscape

2

Explore the possibility of working together on a shared vision and plan for football

3

Seek advice on future approaches needed to help achieve the vision

Our wales

Our vision is to create a leading football nation, one where the game is inclusive, accessible & successful.

From park football to the world stage, our VISION is for a global, local Wales.

This is **our Wales.**



Vision

From park football to the world stage
– a vision for a global local Wales

Strategic pillars

- Wales on the world stage
- A flexible, inclusive and appealing offer
- A diverse, skilled and engaged football family
- Inspirational and fit-for-purpose facilities
- Clear and effective pathways for progression
- A sustainable association for the future

Enablers

- Investment
- Insight
- Engagement
- Image
- Systems



**Double the
female game**

**120,000
registered
players**



**Facilities
for all**

A flexible, inclusive & appealing offer

- 30k new players and c1.5k new teams.
- An additional 4.5k pitch hours a week.
- Grow all areas of the game, including representation from Ethnically Diverse Communities and disability football.

A diverse, skilled & engaged football family

- 11.5k new volunteers to achieve the 30K target and support the growth in participation.

Inspirational and fit-for-future facilities

- An ambition to transform grassroots facilities at club, parks and education sites.
- An indicative pan-Wales target of £100m required to maintain, upgrade and construct new facilities to meet the participation targets.

THE FAW IN NUMBERS

943

Clubs

90,000

Registered players (and growing)

18,400

Volunteers

60,000

Matches every season

17,125

Red Wall Members

80,000

Spectators every week

1.25m

Social Media followers

20%

% of matches postponed every season



THE DEMAND FOR FOOTBALL IN WALES

189,268

School age children playing

206,000

Adults take part in outdoor football

110,758

School age children would like to do more

6%

Adults want to play more football in Wales

17,023

School age non-participants would like to play

School Sport Survey (2018) & National Survey for Wales (2018-19)



THE DEMAND FOR FOOTBALL IN MONMOUTHSHIRE

59%

School age children playing

36%

School age children want to play more football

1st

Most popular team sport

1st

Most popular extra-curricular and club activity



89.98K

Registered
Football Players

18.40K

Registered
Volunteers

£553.14M

Total Current Impact
of Participation



social

£83.965M

Economic Impact of Social Benefits

£144.925m
2026



economy

£263.482M

Direct Contributions to the Economy

£267.885m
2026



health

£205.691M

Healthcare Savings from Football Participation

£250.781m
2026

£663.59m
Total projected impact of participation in 2026

social

£83.96M Economic Impact of Social Benefits



Volunteering
£56.81M



Crime
£85.20K



Education & Employment
£22.51M



Projects & Programs
£4.57M

economy

£263.48M Direct Contributions to the Economy



Facility Value
£216.37M



Player Spending
£47.11M



Employment
1.32K

health

£205.69M Healthcare Savings from football participation



CDV and Diabetes
£15.90M



Cancer
£266.40K



Aging
£9.20M



Subjective Wellbeing
£176.97M



Mental Health
£4.26M



Injury
£-1.57M



Projects & Programs
£664.06K



Undy Athletic FC - Monmouthshire

444.00

Registered
Football Players

67.00

Registered
Volunteers

£1.85M

Total Current Impact
of Participation



social

£420.785K

Economic Impact of social benefits



economy

£331.486K

Direct Contributions to the economy

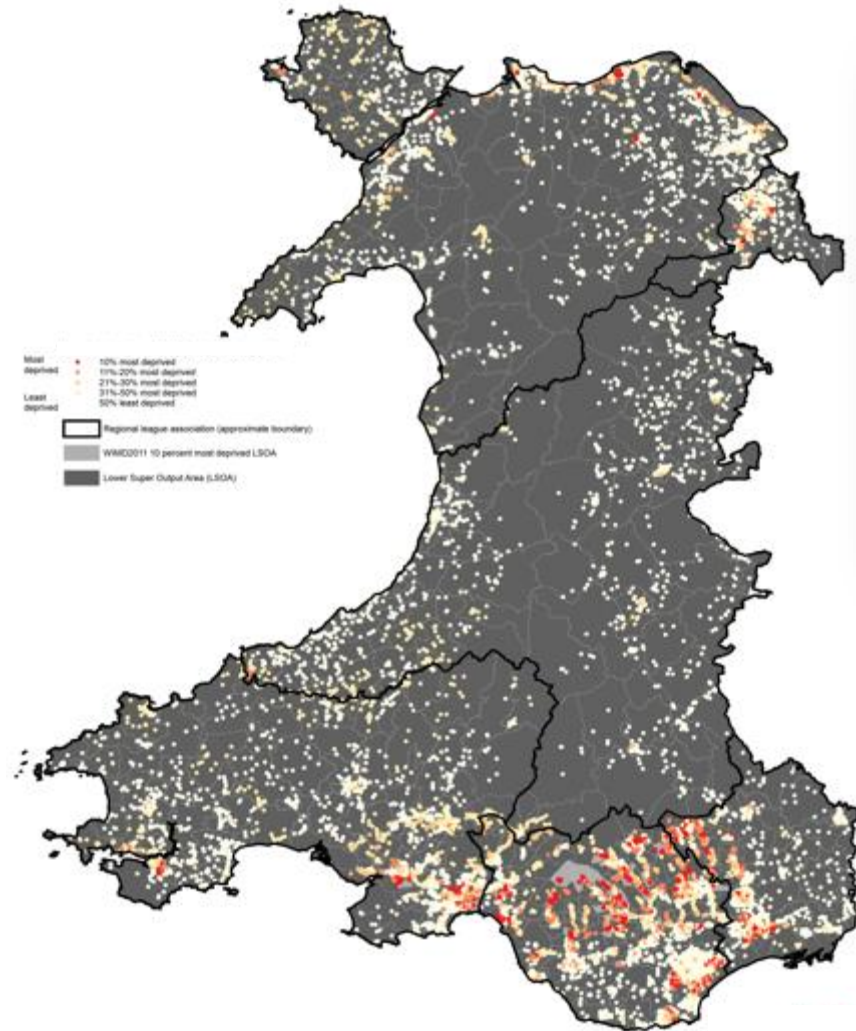


health

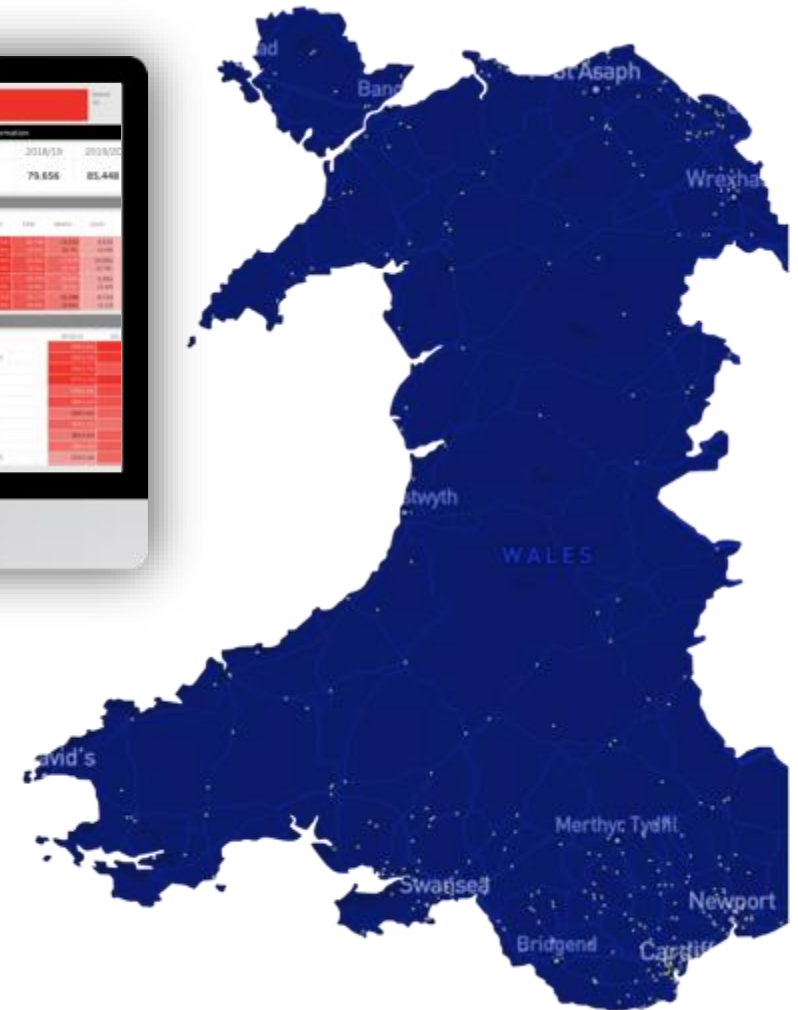
£1.093M

Healthcare savings from football participation

Registered players mapped against the Index for Multiple Deprivation



Using Artificial Intelligence, COMET & data from Local Authority audits to develop a comprehensive picture of facilities in Wales



Next steps

- Seek advice and guidance from Local Authorities on future approaches and potential next steps.
- Work with Local Authorities to identify challenges, opportunities and priorities.
- FAW to produce reports detailing the following by Local Authority:
 - Number of players, coaches, referees and volunteers
 - Number of clubs and teams
 - Number and type of facilities
 - Local SROI calculations
- Develop a pan-Wales vision and a fully costed facilities improvement plan for the 22 local authorities.



Direct & indirect outcomes



Improved experiences

More & better players

Inclusive & accessible offers

A sustainable game

Quality players & teams



Health & Wellbeing

Social & community cohesion

Education attainment, skills & employment

Economic development

Visitor economy



Diolch.

Our Future
Our Responsibility
Our Wales.