

# EMPOWERING FOR SUCCESS

THE FA WOMEN'S NATIONAL LEAGUE STRATEGY 2022-25



The FA Women's  
National League





The FA Women's National League (FA WNL) comprises six football divisions which sit at Tiers 3 and 4 of the Women's Football Pyramid, below the Barclays FA Women's Super League (Tier 1) and The FA Women's Championship (Tier 2).

The six divisions are:

#### TIER 3

**FA WNL**  
NORTHERN PREMIER DIVISION

**FA WNL**  
SOUTHERN PREMIER DIVISION

#### TIER 4

**FA WNL**  
DIVISION ONE  
NORTH

**FA WNL**  
DIVISION ONE  
MIDLANDS

**FA WNL**  
DIVISION ONE  
SOUTH EAST

**FA WNL**  
DIVISION ONE  
SOUTH WEST

Each division contains 12 teams.

Teams also compete in two league cup competitions:  
The FA WNL Cup and The FA WNL Plate Competition.

Alongside the first-team competitions, The FA WNL also has a reserve team section, with a number of reserve divisions and reserve-team cup/plate competitions.

# “We aim to continue to be the heartbeat of women's football”



The growth of women's football in recent years has been unparalleled, with increases in participation, advancements in quality across the professional game, as well as new levels of commercial and broadcast investment coming into our sport. While this growth has filtered into The FA Women's National League (FA WNL), to really harness the power of these changes across Tiers 3 and 4 of the Women's Football Pyramid, it is vital that positive action is taken across this league.

As a result, The FA, FA WNL Board, FA WNL Management Committee, and Clubs are delighted to share this FA WNL Strategy, entitled 'Empowering for Success'.

The intention of the strategy is to set out our vision for The FA WNL, as well as providing clear goals and actions which will allow us to achieve this vision. We made the decision to create this strategy to bring a clear focus to the work The FA and the league are doing, outlining a clear path for success, and ensuring the league maintains pace with the wider growth of the women's game.

Our overall vision is for The FA WNL to continue to be the heartbeat of women's football, enabling clubs to be the best they can be on and off the pitch through the development of players, workforce and infrastructure. By focusing our work across eight areas, each with their own strategic goal, we intend to make this vision a reality.

We know that key focus areas include facilities, workforce and commercial development, which should help ensure the sustainable growth and development of the league.

A special mention should be reserved for the Premier League, without whose support this strategy would not be possible. They have provided £1 million a season for the next three years to support this work, for which we give heartfelt thanks.

The FA WNL is uniquely placed within women's football to inspire positive change for communities around the country, whilst taking on-field quality to new levels. With the support of The FA, as outlined within the strategy, the league and its clubs can continue to grow as the heartbeat of women's football.

**Sandi Dosanjh**  
FA Women's National League Board Chair



# “We are positive we can take the league to new heights”



Over the last eight seasons FA Women's National League clubs have worked tirelessly alongside the Management Committee to provide a platform for women's football, offering the opportunity for players, referees, and coaches from all backgrounds to play the game to a high standard. Since taking on its current structure in 2014, the league has looked to keep pace with The FA's work across the women's professional game, and we are delighted that this strategy gives the opportunity for renewed investment and resource from The FA to support further growth and development of The FA WNL.

Over recent months an FA WNL Strategy Working Group, closely aligned to The FA WNL Board, has been developing this document, with support from experts from across The FA, to focus on eight strategic goals which we believe will help develop the league and its clubs. Following the creation of a draft document, countrywide consultation took place with all clubs invited to feedback, challenge, and enhance the document. This work saw club administrators, coaches, players and fans given a voice. With this feedback, the final strategy you see today was created.

The next key step is bringing the strategy to life. Much of the operational delivery rests with The FA, who we will support to ensure the work is as beneficial as possible to the league as a whole. Through workshops, toolkits and one-to-one support, clubs will be given the opportunity to develop across the eight key strategic areas.

Whilst a number of measures are listed in the back of this document which will help us track performance against the strategy, just looking to hit these KPIs will not alone help ensure we achieve success. A real measure of this will be our performance against the overall vision and ensuring that The FA WNL continues as the heartbeat of women's football.

I want to reserve a special thanks for our member clubs, who have done huge amounts of work to boost attendances, develop players and grow the league in recent years, often with limited backing. We are really positive that through this strategy we will provide our clubs with the support they deserve, enabling them to take the league to new heights.

**Carol West**  
FA Women's National League Management Committee Chair



PERSEVERANCE

HARD WORK



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## **OUR PURPOSE**

**TO CONTINUE TO BE  
THE HEARTBEAT OF  
WOMEN'S FOOTBALL,  
ENABLING CLUBS TO  
BE THE BEST THEY  
CAN BE ON AND OFF  
THE PITCH THROUGH  
THE DEVELOPMENT  
OF PLAYERS,  
WORKFORCE AND  
INFRASTRUCTURE**



# OUR PRINCIPLES

## CLUB-CENTRED

Clubs are at the centre of decisions, enabling us to make informed improvements to the environment for players and the workforce.

## ACCESSIBLE AND INCLUSIVE

A safe and welcoming environment for players, coaches, referees, workforce and the wider community.

## INSPIRING

The profile of The FA WNL inspires participants, the workforce and fans to fall in love and engage with the women and girls' game.

## COLLABORATIVE

The league, clubs, The FA and stakeholders work together, understanding each other's needs and roles in growing the game.

## VALUE-DRIVEN

The preservation and promotion of the spirit, culture and history within the women's game, while protecting the integrity of the competition.

## RELENTLESS AND AMBITIOUS

Commitment to a 'find a way' attitude to drive performance standards, regardless of obstacles.

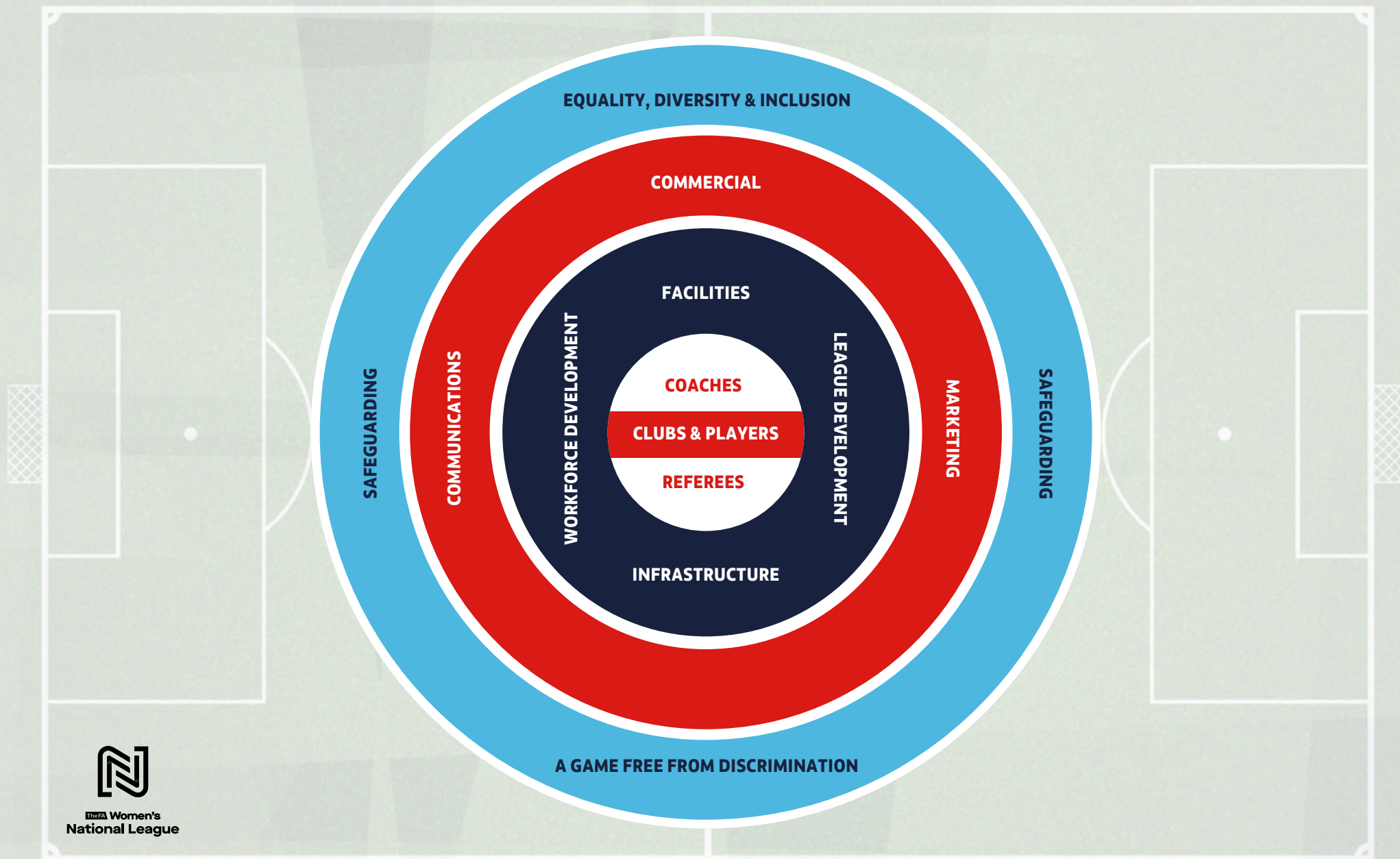
## INNOVATIVE

Research, insight and benchmarking are used to develop agile, innovative decisions.



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# OUR FRAMEWORK





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# OUR EIGHT FOCUS AREAS AND STRATEGIC GOALS

Our strategy has eight focus areas, each with its own strategic goal:

## FOCUS AREA

## STRATEGIC GOAL

### 1. PLAYERS

To develop the training, playing and overall environment players experience so they can be the best they can be, on and off the pitch.

### 2. COACHES & LEADERS

To develop coaches to be exceptional across The FA WNL, ensuring they are representative of our society.

### 3. REFEREES

To drive upwards the standard of refereeing alongside improving the opportunity and experience of match officials in The FA WNL.

### 4. CLUB DEVELOPMENT

To create an inclusive, player-centred and sustainable club network.

### 5. LEAGUE DEVELOPMENT

To ensure the competition keeps pace with the growth of the women's game and offers the best-possible development opportunities to member clubs.

### 6. FACILITIES & INFRASTRUCTURE

To ensure The FA WNL and clubs have access to the required infrastructure on matchdays, at training venues and off-field.

### 7. COMMERCIAL

To define The FA WNL's commercial value, alongside engaging with partners to grow revenues and inward investment.

### 8. MARKETING AND COMMUNICATIONS

To grow the reach and appeal of The FA WNL, by increasing exposure and awareness through matchday activity and league channels, driving bigger attendances and league following.





Focus area 1:

# PLAYERS

Strategic goal:

**To develop the training, playing and overall environment players experience so they can be the best they can be, on and off the pitch.**

To achieve our goal, we have three priorities. We will:

## Improve the environment

- Review the overall support clubs offer players.
- Introduce minimum club requirements to support player development.
- Constantly monitor the environment to ensure it offers player-appropriate support.
- Support clubs to prepare players for the mental and physical challenges of the division above The FA WNL.
- Ensure clear reporting lines for any safeguarding and welfare issues.
- Introduce match-filming requirements across Tier 3.

## Provide a suitable pathway

- Ensure connectivity to and with the professional game.
- Ensure the The FA WNL Reserve Section supports the development of young players.
- Provide signposting for players into The FA WNL from elsewhere in the player pathway.
- Ensure league and FA rules are suitable for player development.

## Develop great players and great people

- Support clubs to build a dual-career environment for aspirational players.
- Ensure players from all backgrounds have the opportunity to compete in The FA WNL.
- Enhance wellbeing and welfare support for players.
- Put in place wellbeing support for players, as required.
- Promote FA WNL players as role models within their communities.
- Provide opportunities and training for players to engage in non-playing roles within football.

“

*A player-centred approach will help develop the right environment across the clubs and the league.  
This is the key to inspiring players to be the best they can be.”*

Alice Kempski  
FA National Development Manager, Women & Girls Pathway  
and FA WNL Player



## WHAT WE WANT TO HEAR BY 2025:

“ *The FA WNL has provided me with a great environment to not only develop as a footballer, but also to flourish off the pitch. I feel supported and part of a wider FA WNL family.”*

FA WNL player



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Focus area 2:

## COACHES & LEADERS

Strategic goal:

To develop coaches to be exceptional across The FA WNL, ensuring they are representative of our society.

To achieve our goal, we have three priorities. We will:

### Enhance coach development support

- Deliver three bespoke events for FA WNL coaches every season with additional digital engagement.
- Establish a coaching pathway in The FA WNL.
- Deliver personalised, connected learning experiences and CPD (continuous personal development) opportunities.
- Provide 1:1 support to specific coaches.
- Create high-performance education modules or programmes for FA WNL coaches.
- Placement opportunities for coaching staff from historically under-represented communities.
- Ensure access for all clubs to Women's High-Performance Goalkeeping Centres.

### Instil exceptional leadership and culture

- Identify and train leaders, ready to take their place in the women's professional game.
- Implement a talent ID process to identify and support The FA WNL's most-talented leaders.
- Create a high-performance environment in The FA WNL.



- Ensure all leaders are aware of their responsibility to promote and maintain safe and inclusive environments, free from abuse and discrimination.

### Develop the coaching pathway

- Increase the number of coaches in The FA WNL, with a greater proportion being female and from historically under-represented communities.
- Identify and support players looking to transition into coaching.
- Identify and prepare coaches to succeed and to follow the coaching qualification pathway.
- Review The FA WNL regulatory coaching requirements, e.g. setting a qualification level for head coaches.
- Make a bursary available for coaches from historically under-represented communities.

“

*We will support our current and emerging high-potential coaching and leadership talent across the league to strive for excellence and have a lifelong love and thirst to learn and grow. This is vital work so they can play a leading and influential role in the game's future.”*

Audrey Cooper

Head of Women's Coach Development, The FA



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### WHAT WE WANT TO HEAR BY 2025:

“ Since I stopped playing, I've been part of The FA WNL coaching pathway with brilliant 1-to-1 support, helping me progress as a coach and a leader.”

First-team coach at FA WNL club



Focus area 3:

## REFEREES

Strategic goal:

To drive upwards the standard of refereeing alongside improving the opportunity and experience of match officials in The FA WNL.

To achieve our goal, we have three priorities. We will:

### Create a dedicated and committed pool of match officials specialising in women's football

- Continue to reduce the pool of referees and assistant referees.
- Ensure The FA WNL referee observations' scheme helps referees continuously improve.
- Clarify where referees in The FA WNL fall within the overall women's refereeing structure.
- Ensure our appointments strategy is inclusive and affordable by clubs.

### Improve and increase development and education

- Extend The FA Centre of Refereeing Excellence to include more referees aspiring to climb the female pathway.
- Introduce an FA WNL referee development programme.
- Create physical training programmes and introduce FA WNL fitness assessments.
- Professionalise clubs' relationships with match official relations.
- Work with the PGMOL (Professional Game Match Officials Ltd) to ensure smooth transitions into the professional game.

- Ensure all referees are aware of their responsibility to promote and maintain safe and inclusive environments, free from abuse and discrimination.

### Raise the profile of women's refereeing

- Create training, development and communication content bespoke to The FA WNL.
- Work with County FAs to increase the number of female referees.
- Implement a talent ID programme.
- Deliver player education and career development – and make players aware of opportunities to officiate – in collaboration with The FA WSL Academy competition.
- Create frameworks and processes to best support referees, ensuring safe and supportive environments.

“

*We must drive upwards the standard of refereeing within the women's game, alongside ensuring there are no barriers and obstacles to prevent women match officials progressing to highest levels of the game.”*

Jo Stimpson  
Women's Refereeing Manager, The FA



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### WHAT WE WANT TO HEAR BY 2025:

“ *Whilst officiating with The FA WNL I've felt my performance improving through the referee development programme. Working with so many other talented female referees is a real inspiration.*”

Level 4W Referee



Focus area 4:

## CLUB DEVELOPMENT

Strategic goal:

**To create an inclusive, player-centred and sustainable club network.**

To achieve our goal, we have three priorities. We will:

### **Provide tailored club support**

- Use a diagnostic tool to benchmark FA WNL clubs' current position and their future needs.
- From the above, build a bespoke club development plan.
- Support clubs to develop their own visions and to set objectives.
- Allocate consultants and FA staff to clubs, offering support to match a club's requirements.
- Regularly review how club development plans are progressing.

### **Work in partnership to develop minimum standards**

- Pinpoint the minimum standards for FA WNL clubs to be promotion-ready.
- Provide support to help clubs achieve these minimum standards.
- Consider funding linked to achieving these minimum standards.
- Ensure all clubs commit to the Football Leadership Diversity Code.
- Develop appropriate frameworks and processes to maintain safe and inclusive environments.

## Provide training and education

- Introduce appropriate training and CPD (continuous professional development) for The FA WNL club workforce.
- Create educational partnerships, particularly within the HE/FE (higher education/further education) sector.
- Promote and create the opportunity for sharing of best practice between clubs.

“

*We want our clubs to be beacons of positivity in their communities where players and workforce are inspired to develop and thrive.”*

Lucy Wellings

Senior Women's Football Clubs Manager, The FA



## WHAT WE WANT TO HEAR BY 2025:

“ *The support we've received to achieve the minimum standards required by the league has been instrumental in pushing the club forward, helping us live out our ambitions both on and off the pitch.*”

Club Secretary, FA WNL club



Focus area 5:

# LEAGUE DEVELOPMENT

Strategic goal:

To ensure the competition keeps pace with the growth of the women's game and offers the best-possible development opportunities to member clubs.

To achieve our goal, we have three priorities. We will:

## Review the competition structure

- Use the review (by the league and FA) to ensure the competition structure is appropriate for:
  - a) the league's positioning within the women's football pyramid, and
  - b) for member clubs.
- Preserve the league cup competition within the competition review.
- Align The FA WNL reserve section to the player pathway, to develop players for first-team football.

## Ensure efficient and trusted governance

- Provide a high level of service to clubs by reviewing the capability scope of The FA and league workforce.
- Offer training and development opportunities to The FA WNL workforce.
- Introduce succession planning for all roles supporting the league.
- Ensure club and player voices play a part in league development.
- Enhance communications between The FA and The FA WNL, including league involvement in FA campaigns.

## Protect and enhance the identity of The FA WNL

- Provide a platform to celebrate team and individual success through annual FA WNL awards.
- Create a set of principles to which the FA WNL Board, Management Committee and Clubs will work.
- Enhance a culture across the FA WNL that promotes these principles.
- Create and maintain an archive celebrating club and player records.
- Maintain and improve upon England Football Accreditation.
- Futureproof the clubs and competition through effective policies.

“

*We are the heartbeat of women's football, a league that doesn't stop looking at ways to improve and develop. The stronger the league, the stronger the game, clubs, players and match officials.”*

Carol West  
Chair, FA WNL Management Committee



## WHAT WE WANT TO HEAR BY 2025:

“ *The FA WNL is a leading light in competition delivery – its dedicated and progressive workforce has helped it become one of the best run leagues in the country.”*

FA Women's Leagues Manager



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Focus area 6:

# FACILITIES AND INFRASTRUCTURE

Strategic goal:

To ensure The FA WNL and clubs have access to the required infrastructure on matchdays, at training venues and off-field.

To achieve our goal, we have three priorities. We will:

## Develop club venue strategies

- Publish regulatory venue requirements for the league, based on the results of a ground and training ground audit.
- Work with consultants we'll appoint to clubs to develop individual club venue strategies based on a variety of models.
- Survey the wider club workforce, fans and matchday staff and use feedback to ensure venues meet user needs.
- Provide advice and support to strengthen and formalise relationships with venue operators, reducing venue moves.
- Put matchday processes to safeguard children and build risk assessments into matchday planning.

## Prepare clubs for promotion

- Prepare clubs who aspire for promotion by familiarising them with the licence requirements of the Barclays FA WSL and FA Women's Championship.
- Utilise technology as a league to track the quality of playing facilities and support applications for promotion.



- Ensure clubs are aware of funding sources for venue/facility improvements.
- Influence clubs/venues to make it more attractive to host FA WNL clubs.
- Keep clubs abreast with innovations e.g. in ticketing, carpet hybrid pitches etc.
- Implement floodlight requirements at Tier 4.

### Improve pitch quality and reduce postponements improving player experience

- Use the Football Foundation’s Pitch Power service to assess natural turf pitch quality.
- Support and signpost venue owners to funding solutions and pitch improvement tools to increase pitch quality and reduce cancellations.
- Gain player feedback (e.g. via PitchRater app) to ensure venues meet user needs.
- Ensure all clubs play on the recommended pitch size.
- Ensure all games have adequate WC and sanitary disposal provision.



“

*We will work collaboratively with clubs, asset owners and funders to ensure the optimum infrastructure is in place for everyone to succeed, on and off the field.”*

Hannah Buckley  
Senior Facilities and Projects Manager, The FA



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### WHAT WE WANT TO HEAR BY 2025:

“ A few seasons ago last-minute postponements and changes of venue were commonplace. Now I can head to the ground on Sunday knowing I’ll be able to watch my team.”

FA WNL fan



Focus area 7:

# COMMERCIAL

Strategic goal:

To define The FA WNL's commercial value, alongside engaging with partners to grow revenues and inward investment.

To achieve our goal, we have three priorities. We will:

**Improve insights into the league's brand and position within the game**

- Launch a league brand strategy.
- Gain deeper insight into The FA WNL audience.
- Align with the wider FA Women's and Girls' strategy to 'Empowering for Success'.

**Engage with commercial partners**

- Define The FA WNL's commercial assets.
- Create a narrative behind each asset to appeal to potential partners.
- Secure a portfolio of partners for leagues and clubs.
- Ensure alignment with the broader FA commercial programme.

**Support the commercial efforts of the club and league workforce**

- Embed brand guidelines to support consistent use of The FA WNL brand assets.
- Run commercial workshops to share best practice between clubs.
- Create a series of toolkits to support clubs' commercial activity.

“

We will drive attendances and awareness of FA WNL clubs and competitions to engage with commercial partners who will then play a key role in the league’s growth and sustainability.”

Sandi Dosanjh

FA Women’s National League Board Chair



### WHAT WE WANT TO HEAR BY 2025:

“ The opportunity to work with The FA WNL was a very special proposition. They have a strong brand with a national footprint, representing community values and positive change.”

Commercial Partner of the FA WNL





Focus area 8:

# MARKETING AND COMMUNICATIONS

Strategic goal:

To grow the reach and appeal of The FA WNL, by increasing exposure and awareness through matchday activity and league channels, driving bigger attendances and league following.

To achieve our goal, we have three priorities. We will:

## Maximise and engage audiences

- Develop club-specific marketing plans.
- Enhance social media channels to broaden reach and appeal.
- Showcase individual stories across the league, based on human interest and outstanding performance.

## Improve the league's profile

- Build a league USP and marketing plans based on it.
- Create a league communications strategy.
- Align The FA WNL and general FA Communications calendars.
- Ensure The FA WNL supports wider FA marketing and communications campaigns.
- Provide media training for relevant league and club personnel.

## Support the marketing and communications efforts of the club and league workforce

- Create brand guidelines to support consistent use of The FA WNL brand assets.
- Publish a series of toolkits to professionalise club engagement with fans on matchdays and with the media.
- Run marketing and commercial workshops to share best practice across the league.

“

*As the heartbeat of women's football it is vital we work hard to ensure awareness of the league grows. Through marketing and social media plans across clubs and league, we can make this happen.”*

Jess Creighton

FA Women's National League Independent Director



## WHAT WE WANT TO HEAR BY 2025:

“ We've seen a gradual increase in attendances over the past few seasons – the marketing toolkit and the supportive workshops provided by the league have been central to ensuring that progress.”

Student Marketing Officer, FA WNL Club



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# OUR MEASURES

## FOCUS AREA 1: PLAYERS

TOPIC	MEASURE	BASELINE	2025 DIRECTION OF TRAVEL**
<b>Player satisfaction</b>	Satisfaction % via annual survey	N/A*	Increase

## FOCUS AREA 2: COACHES AND LEADERS

TOPIC	MEASURE	BASELINE	2025 DIRECTION OF TRAVEL**
<b>Instil exceptional leadership and culture</b>	% of female and historically under-represented coaches in manager/head coach roles	TBC**	Increase
	% of first team managers/head coaches to be qualified to UEFA B Licence level	TBC*	Increase

## FOCUS AREA 3: REFEREES

TOPIC	MEASURE	BASELINE	2025 DIRECTION OF TRAVEL**
<b>Improve and increase development and education</b>	Club satisfaction rating via survey	N/A*	Increase
<b>Raise the profile of women's refereeing</b>	% of female referees covering FA WNL fixtures	TBC*	Increase

# OUR MEASURES (continued)

## FOCUS AREA 4: CLUB DEVELOPMENT

TOPIC	MEASURE	BASELINE	2025 DIRECTION OF TRAVEL**
<b>Provide tailored club support</b>	Club satisfaction rating via survey	N/A*	Increase
<b>Working in partnership to develop minimum standards</b>	% clubs achieving minimum standards (or working towards)	N/A*	Increase

## FOCUS AREA 5: LEAGUE DEVELOPMENT

TOPIC	MEASURE	BASELINE	2025 DIRECTION OF TRAVEL**
<b>Ensure efficient and trusted governance</b>	Club satisfaction score with league/FA via survey	N/A*	Increase
<b>Protect and enhance the identity of The FA WNL</b>	% recognition of FA WNL from (women's) football fans	N/A*	Increase

## FOCUS AREA 6: FACILITIES

TOPIC	MEASURE	BASELINE	2025 DIRECTION OF TRAVEL**
<b>Develop club venue strategies</b>	No of venues accessed per team each season (excluding main stadia)	1.64	Decrease
	% of clubs with functional club venue strategies	0%	Increase
<b>Improve pitch quality and reduce postponements</b>	No. of weather-related postponements per season	TBC*	Decrease

# OUR MEASURES (continued)

## FOCUS AREA 7: COMMERCIAL

TOPIC	MEASURE	BASELINE	2025 DIRECTION OF TRAVEL**
<b>Engage with commercial partners</b>	No. of league commercial partners	0	Increase
<b>Support the commercial efforts of the club and league workforce</b>	Club satisfaction of commercial support via survey	N/A*	Increase

## FOCUS AREA 8: MARKETING AND COMMUNICATIONS

TOPIC	MEASURE	BASELINE	2025 DIRECTION OF TRAVEL**
<b>Maximise and engage audiences</b>	Average attendance at league fixtures	139	Increase
<b>Improve the league's profile</b>	% recognition of FA WNL from (women's) football fans	N/A*	Increase

\*An early activity of the strategy will be the collation of data across the 8 focus areas.

\*\*Once baseline data has been established, targets will be put in place. These will be shared publicly.





# GLOSSARY OF TERMS

## Dual career

The combination of an athletic career with education and/or paid work. An opportunity for an individual to reach their sporting, academic, work and life potential.

## Players

All players in all tiers, fully recreational through to those aspiring to be paid professionals.

## Environment

All elements that holistically make up the club environment – culture and leadership, match day and training facilities (including any office/social space), player care and improvement (technical and tactical, physical through multi-discipline team support, nutrition, lifestyle, well-being, safeguarding).

## Workforce

All roles at the club, voluntarily or paid – governance, coaching, performance, medical, referee, groundstaff.

## Development

Growth, progress or positive change across a variety of areas, not limited to footballing ability.

## FA CORE

FA Centre of Refereeing Excellence.

## PGMOL

Professional Game Match Officials Limited.

## HE

Higher Education, tertiary education leading to award of an academic degree.

## FE

Further Education, educational choices made after your 16th birthday covering all qualifications lower than a degree.

## Infrastructure

The physical and organisational structures and facilities required for football to take place.

## Audience

Individuals who follow a club or league in person, online or via the media.



# FURTHER INFORMATION

## Matchdays and kick-off times

In general, all FA WNL fixtures take place at 14.00 on a Sunday, with midweek games also taking place. The season begins in August and runs until mid-May.

## Promotion and relegation

Following the completion of the league fixtures, promotion and relegation takes place. In the Premier Divisions, the two champion clubs meet in The FA WNL Championship Play-Off. The winner of this game is promoted to The FA Women's Championship, pending being able to reach licence requirements. At the other end of the table, the bottom two teams are relegated to the appropriate FA WNL Division One at Tier 4. The winner of each Division One is promoted to the Northern or Southern Premier Division, with the bottom two teams in those leagues relegated to respective regional leagues.

## Governance

The FA Women's National League has a two-tier governance system. Firstly, clubs elect a Management Committee which is responsible for the operational delivery of the league, including fixture scheduling, player registration and delivery of cup final events. They are the club's main points of contact at the league, and deal with all day-to-day activity. The Management Committee receives some support from FA Staff.

Above the management committee sits The FA WNL Board, which is a sub-board of the main FA Women's Board. The Board is put together by The FA, and is made up of three independent members, three club reps, The FA's Director of Women's Football, the Chair of the Women's Football Board and the Chair of The FA WNL Management Committee. The Board has strategic and financial oversight of the league.



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The make-up of both groups for the 2021/22 season was:

## FA WNL Management Committee

Chair – Carol West

Vice Chair – Lorrie Morrison

Secretary – Joanne Stevens

Treasurer – Chris Clarke

Disciplinary Officer – Lorrie Morrison

Development Officer – Karen Falconer

Facilities Officer – Andy Sticklely

Fixtures Secretary – Leon Woolnough

Match Officials Appointment Officer – Carla Parker

Club Rep (Northern and Southern Premier) – Jane Roberts

Club Rep (South East and South West Division One) – Roger Reeves

Club Rep (North and Midlands Division One) – Amanda Cummings

## FA WNL Board

Independent Chair – Sandi Dosanjh

Independent Director – Jess Creighton

Independent Director – Claire Lewis

Club Representative – David Mallin

Club Representative – Tim Greenwell

Club Representative – Russ Green

FA's Director of Women's Football – Sue Campbell

Chair of Women's Football Board – Sue Hough

Chair of Management Committee – Carol West

For more information on The FA WNL, please contact:

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