



# INSPIRING POSITIVE CHANGE IN ROTHERHAM

How the tournament  
will make its mark



Rotherham



This UEFA Women's EURO 2022 will be ground-breaking from start to finish. The biggest women's sports event in Europe will provide an unprecedented opportunity for us to inspire the next generation of players and fans.

Our Host Cities, clubs and local authorities are up to the challenge of providing more opportunities for women and girls than ever before and knowing The FA's long-term commitment to the women's game, we have no doubt that together we will set a new European benchmark.

Nadine Kessler, UEFA's Chief of Women's Football

# FOREWORD



It's understandably a year late, but our enthusiasm for hosting UEFA Women's EURO 2022 is undimmed. In fact, I believe the delay has energised us even further.

Our aim is twofold: to deliver a record-breaking tournament and to leave a tangible legacy to grow the women's game. By inspiring fans at home and abroad, and by committing to provide playing opportunities to girls in every school and club across the country, I am confident we can deliver on both aims.

Our confidence is built on the passion with which our Host Cities are seizing the opportunity to shine a light on women's and girls' football and build a new generation of players, coaches, referees and fans. In turn, we want to see the amazing work of the Host Cities radiate nationwide as part of our wider strategy to ensure a positive and sustainable future for women's and girls' football in England.

*Sue Campbell*

**Baroness Sue Campbell DBE**  
The FA's Director of Women's Football



You'll see various names of participation programmes referred to in this booklet. For a guide to each of them, see pages 20 to 23.

# WOMEN'S AND GIRLS' FOOTBALL IN ROTHERHAM – THE CURRENT LANDSCAPE



**4**  
Wildcats providers



**75**  
schools involved in a Girls'  
Football School Partnership



**43** affiliated  
female teams

**10** female coaches  
in Host City  
(175 in County FA)

**14** female referees in  
Host City



**60%**  
of schools with equal  
access to football for girls  
in-curriculum and 29%  
extra-curricular

All data as at the end of the 2019/20 season.

A group of female football players in blue kits are huddled together on a grass field, listening to a coach. The players' backs are to the camera, and their kit numbers are visible. The background shows a green football pitch and a goalpost.

**“ We want to inspire women and girls to get involved in the beautiful game, whether this is playing at a grassroots club, coaching a team or refereeing a game. We’ll do this by working with our partners and grassroots volunteers to create fun, safe, accessible and inclusive environments for women and girls.**

**Sarah Wood**

Football Development Manager, Sheffield & Hallamshire County FA

# OUR COMMITMENTS

UEFA Women's EURO 2022 is a huge opportunity for women and girls in Rotherham to engage in a healthy lifestyle through football. More than that, we all know that physical activity has significant mental health benefits too.

With these upsides in mind, here's what we aim to achieve within two years of the end of the tournament:

## We will:

- Deliver a range of programmes to welcome women and girls into football, focusing on under-represented groups.
- Use football to encourage more women and girls to adopt and maintain a healthier lifestyle.
- Develop leadership opportunities to help women and girls grow the game.

## All leading to:

- Double the number of FA-qualified women coaches and referees.
- 50% increase in the number of football opportunities for women and girls.
- One thousand women engaged on a new bespoke digital platform to create awareness of playing opportunities.



**Rotherham Council is excited to be working alongside our partners to encourage more women and girls to be physically active, participate in football and become leaders of the future. The UEFA Women's EURO 2022 is a wonderful opportunity to demonstrate everything that is great about our Borough.**

**Chris Siddall**

Acting Head of Strategic Projects and Partnerships, Rotherham Metropolitan Borough Council



# SOMETHING FOR EVERYONE

## FIVE FOCUS AREAS, MULTIPLE OUTCOMES

To ensure the power of UEFA Women's EURO 2022 reaches all ages and football roles, each Host City has five focus areas:

1. **Early Years (5-11);**
2. **Development Years (12-17);**
3. **Adults;**
4. **Coaching;**
5. **Refereeing.**







## 1. Early years (5-11)

- **6,900 more** girls with equal access to football in school, by increasing the number of schools in Girls' Football School Partnerships from 60 to 110 by 2024.
- **Triple** the number of Wildcats providers, resulting in 600 more girls accessing football by 2024 (from 4 to 12).
- **570 more** girls playing competitive football by increasing the number of Mini Soccer teams from 11 to 23 by 2024.

## 2. Development years (12-17)

- **3,600 more** girls with equal access to football in school by 2022, by increasing the number of secondary schools signed up to Girls' Football School Partnerships (from 10 to 16).
- **6,600 more** girls offered equal access to extra-curricular school football activities by 2024.
- **1,500 more** girls aged 11-14 playing recreational football and **300 more** girls aged 12-17 playing competitive football by 2024.



The Youth Sport Trust's vision is a future where every child enjoys the life changing benefits that come from play and sport, this is why we are supporting the legacy group to ensure that every girl has equal access to football in school by 2024. Thereby giving them opportunity to play, coach, spectate, officiate, manage or administer if they so wish.

**Katy Rogers**, Regional Development Manager, Youth Sport Trust

## SOMETHING FOR EVERYONE (continued)

### 3. Adults

- **200 more** women playing recreational football at Rotherham-based clubs by 2024.
- **216 more** women playing competitive football by increasing the number of adult women's teams from 10 to 15 by 2024.



UEFA Women's EURO 2022 will be an exciting and potentially transformational event. We are delighted to be working with The FA to use the tournament being hosted here in England as an opportunity to grow the women's game.

We know from data collected during the 2019 Women's World Cup that there was a significant increase in the number of women playing football both during and after the tournament, so it's exciting to consider how the Euros could bring about more of this positive change across England.

As set out in Sport England's new 10-year strategy *Uniting the Movement*, tackling inequalities within sport and physical activity is at the heart of what we intend to do over the next decade, and programmes such as this are powerful vehicles to achieve this.

**Tim Hollingsworth**, Chief Executive, Sport England





## SOMETHING FOR EVERYONE (continued)

### 4. Coaching

- **20 new** qualified women coaches actively working in the grassroots game by 2024.
- **70 women and girls** taking the Playmaker Award, so they can run or assist at coaching sessions by 2024.
- **50 women** or girls to become football leaders across education, grassroots and recreational football by 2024.



We aim to create opportunities for new and existing coaches to volunteer and work on various women's football activities linked to UEFA Women's EURO 2022 tournament, leaving a legacy for those individuals to continue their journey within the women and girls game.

**Richard Meek**

Coach Development Officer, FA Women's High-Performance Football Centre (Sheffield Hallam University)



We hope, that having such a prestigious multinational event, shows in the community about the unbelievable power of football and its ability to unite and be a common language which can inspire future generations.

**Jamie Noble**

Head of Community, Rotherham United Community Sports Trust

## SOMETHING FOR EVERYONE (continued)

### 5. Refereeing

- **Double** the number of women referees by 2024, with 14 more women taking an FA qualification (from 14 to 28).
- **14 women referees** placed on FA mentoring programme, with four more referees becoming mentors themselves by 2024.

We are excited to work together with the Rotherham Women's Legacy group to drive forward collaboratively women's football at college and in Rotherham.

Rotherham College (and the RNN Group) are committed to providing more opportunities for women and girls to be involved in opportunities to play, support, volunteer and coach football in many years to come. This project will benefit all students across our campuses, developing personal and employability skills, such as teamwork, leadership, communication and resilience.

**Katie Burns**  
Project Lead, Health & Activity, RNN Group, Rotherham College





# INCLUSION, SAFEGUARDING AND FACILITIES

There are three main threads running through all the activities on the previous pages:

**Inclusion:** In everything we do, we will do our best to engage under-represented groups, irrespective of **protected characteristics** and social backgrounds. When we refer to women and girls, we are inclusive of transgender women and girls. The FA also welcomes participation from individuals who are non-binary or gender non-conforming.

**Safeguarding:** Best-practice safeguarding standards are embedded in all the activities we will undertake.

**Facilities:** We'll ensure all our legacy activities take place at high quality facilities. And we'll promote equal access for women and girls to these venues and pitches before and long after the tournament is over.



This tournament is an exciting opportunity to use the power of sport to help more women and girls to lead healthy lifestyles in Rotherham.

By increasing the number of clubs offering football for women and girls, not only will that provide more chances to be active, but more volunteer roles. Research has shown that volunteering in sport is positively linked with mental wellbeing and both individual and community development.

This is a true collaborative effort across the district, and it's one of which we're proud to be part of.

**Nigel Harrison**  
Chief Executive Officer,  
Yorkshire Sport Foundation



## THE NATIONAL TARGETS

The work across the nine Host Cities of UEFA Women's EURO 2022 contributes to a transformational national picture.

As you'll see on these pages, the national ambitions are based on three goals and series of challenging participation targets we aim to achieve by 2024.

Apart from providing a springboard for continued growth of women's and girls' football in England, the Host Cities are united in the desire to provide a blueprint for future UEFA Women's EURO tournaments.

**Our three national Host City goals:**

**EQUAL** access for all girls to play football in schools and clubs.

**DIVERSE** workforce of coaches, referees and local leaders delivering and organising football for their communities.

**INCLUSIVE**, safe and welcoming environments for every woman and girl to play competitive or recreational grassroots football, irrespective of ability, disability, age or ambition.

By providing more than **500,000** new football opportunities to engage women and girls across our UEFA Women's EURO Host Cities, by 2024 we'll see:

- **120,000** more girls regularly playing football in schools and clubs.
- **300 new** FA-qualified female coaches – that's double the current number in our Host Cities.
- **1,000** women and girls completing entry-level FA Playmaker Award to make football happen.
- **350 new** FA-qualified female referees.
- **20,000** more women playing football for fun, fitness and friendship.
- **7,000** more women and girls regularly playing competitive football in grassroots clubs.



# PROPOSED MATCH SCHEDULE

	MATCH DAY 1					MATCH DAY 2				MATCH DAY 3			
	WED 06 JUL	THU 07 JUL	FRI 08 JUL	SAT 09 JUL	SUN 10 JUL	MON 11 JUL	TUE 12 JUL	WED 13 JUL	THU 14 JUL	FRI 15 JUL	SAT 16 JUL	SUN 17 JUL	MON 18 JUL
<b>TRAFFORD</b> Old Trafford - 75,000	GROUP A												
<b>ROTHERHAM</b> New York Stadium - 12,000					GROUP D				GROUP D				GROUP D
<b>MANCHESTER</b> Man City Academy - 4,700					GROUP D				GROUP D				GROUP D
<b>SHEFFIELD</b> Bramall Lane - 30,000				GROUP C			GROUP C					GROUP C	
<b>WIGAN &amp; LEIGH</b> Leigh Sports Village - 8,000				GROUP C			GROUP C					GROUP C	
<b>MILTON KEYNES</b> Stadium MK - 30,000			GROUP B				GROUP B				GROUP B		
<b>LONDON</b> Brentford Community Stadium - 17,000			GROUP B				GROUP B				GROUP B		
<b>SOUTHAMPTON</b> St Mary's Stadium - 32,000		GROUP A				GROUP A				GROUP A			
<b>BRIGHTON &amp; HOVE</b> Community Stadium - 30,000						GROUP A				GROUP A			
<b>LONDON</b> Wembley Stadium - 89,000													

Dates and venues are subject to change. Please check website for latest news.





# PROPOSED MATCH SCHEDULE (continued)

	QUARTER FINALS							SEMI FINALS			FINALS					
	TUE 19 JUL	WED 20 JUL	THU 21 JUL	FRI 22 JUL	SAT 23 JUL	SUN 24 JUL	MON 25 JUL	TUE 26 JUL	WED 27 JUL	THU 28 JUL	FRI 29 JUL	SAT 30 JUL	SUN 31 JUL			
<b>TRAFFORD</b> Old Trafford - 75,000	REST DAY					REST DAYS			REST DAYS							
<b>ROTHERHAM</b> New York Stadium - 12,000					28 QF4 WD v RUC											
<b>MANCHESTER</b> Man City Academy - 4,700																
<b>SHEFFIELD</b> Bramall Lane - 30,000										29 SF1 QF1 v QF3						
<b>WIGAN &amp; LEIGH</b> Leigh Sports Village - 8,000					27 QF3 WC v RUD											
<b>MILTON KEYNES</b> Stadium MK - 30,000											30 SF2 QF2 v QF4					
<b>LONDON</b> Brentford Community Stadium - 17,000				26 QF2 WB v RUA												
<b>SOUTHAMPTON</b> St Mary's Stadium - 32,000																
<b>BRIGHTON &amp; HOVE</b> Community Stadium - 30,000			25 QF1 WA v RUB													
<b>LONDON</b> Wembley Stadium - 89,000													31 SF1 v SF2			







# HOW TO BUY TICKETS



Tickets are not on sale yet, but you can register your interest in purchasing tickets at [uefa.com/womenseuro/ticketing](https://uefa.com/womenseuro/ticketing)

You can also follow ticketing and general news on these social media channels:

-  @WEUROTicketing
-  @UEFAWomensEURO
-  @UEFAWomensEURO
-  @UEFAWomensEURO

As the host governing body, The FA's own website will also cover news and information about the tournament at [TheFA.com/WEURO2022](https://TheFA.com/WEURO2022)

## ...AND HOW TO VOLUNTEER

As part of UEFA Women's EURO 2022 a brilliant team of around 1,500 stadium volunteers will help make every ticket holder's day out a memorable and enjoyable experience.

Welcoming and assisting spectators to their seats in the stadium, our volunteers will give the warmest welcome, assist with way-finding along with adding fun and entertainment to visitors.

We will also have volunteers helping in a number of other areas including accreditation, ceremonies and ticketing.

Applications to apply for the volunteer programme open in August 2021 but you can register your interest now [here](#).



## TO FIND OUT MORE

Depending on what you want to know, or how you want to get involved, here are key contacts for **INSPIRING POSITIVE CHANGE** in Rotherham:



### LEGACY LEAD

#### Chris Siddall

Culture, Sport and Tourism,  
Rotherham Metropolitan  
Borough Council

E: [Chris.Siddall@  
rotherham.gov.uk](mailto:Chris.Siddall@rotherham.gov.uk)

T: 01709 822478



### Other key contacts are:

#### Sarah Wood

Football Development Manager,  
Sheffield and Hallamshire County FA

E: [Support@SheffieldFA.com](mailto:Support@SheffieldFA.com)

#### Jamie Noble

Head of Community, Rotherham United  
Community Sports Trust

E: [jnoble@rotherhamunited.net](mailto:jnoble@rotherhamunited.net)

#### Lisa Moseley

Development Manager (Doncaster/  
Rotherham) Yorkshire Sport Foundation

E: [info@yorkshiresport.org](mailto:info@yorkshiresport.org)

# ENGLAND FOOTBALL PARTICIPATION PROGRAMMES

England Football's women's and girls' football programmes are described below:

PROGRAMME NAME	AUDIENCE	DESCRIPTION
Barclays Girls' Football School Partnerships	Teachers	A nationwide scheme that aims to mainstream football in schools for girls. By 2024, our aim is that every girl has equal access to play football at school.
Disney Shooting Stars	5-11-year-old girls	Uses Disney storytelling to inspire girls to get physically active. It teaches girls the fundamental movements that you use when playing football using the inspiring, well-known Disney films, for example, The Incredibles.
Barclays Game of our Own	PE Teachers & 11-14-year-old girls	Developed in partnership with the Youth Sport Trust, it enables PE staff to plan to adopt a more explicit life-skills approach to teaching PE through girls' football and increase girls' engagement in football-related activities – through a variety of leadership roles.
Weetabix Wildcats	5-11-year-old girls	Provides fun, football opportunities for girls to play the game for the first time, in a safe environment.
Teenage offer	12-14-year-old girls	Provides a fun, football offer, to keep girls who have played before engaged whilst also engaging those who are new to football or indeed physical activity.

# ENGLAND FOOTBALL PARTICIPATION PROGRAMMES

*(continued)*

PROGRAMME NAME	AUDIENCE	DESCRIPTION
Snickers Just Play	16+ adults	For anyone who wants a game of football without the fuss. Casual, inclusive, informal fun.
Female-friendly club training – supported by Barclays	Club personnel	A training workshop and online resource that provides practical advice for clubs to help them develop their women and girls provision.
BT Playmaker	Anyone who wants to lead or help football coaching sessions	An entry-level course that introduces everyone to the basics of making football happen.
Sport England Adult Recreational Football Project	16+ adults	Sport England is supporting the provision of recreational football in the Host Cities for women and girls aged 16+. Seven Recreational Football Officers have been appointed within the Host Cities to develop this area of the game over the next two years.

# ENGLAND FOOTBALL PARTICIPATION PROGRAMMES

*(continued)*

In addition, **Mini Soccer** is often used as the football format for the above. Mini Soccer is a small-sided version of the game made appropriate to the age group. It ensures players are playing with the appropriate ball size, number of players, pitch size, goal size, and competition structure.



*We're committed to football playing its part in this country's young women becoming physically and emotionally healthier, more resilient and self-confident. UEFA Women's EURO 2022 is an excellent opportunity to help us fulfil this commitment.*

**Louise Gear**  
FA Head of Development



To find out more about any of these programmes, go to [englandfootball.com/find](https://englandfootball.com/find)



## THE POWER OF PARTNERSHIP

INSPIRING POSITIVE CHANGE in Rotherham could not be delivered without the support of these local partners (listed alphabetically):

Active Regen Ltd, Places Leisure, Rotherham Ethnic Minority Alliance, RNN Group, Rotherham Metropolitan Borough Council, Rotherham United Community Sports Trust, Sheffield and Hallamshire County FA, Sheffield Hallam University, Thomas Rotherham College, Wickersley Partnership Trust, Yorkshire Sport Foundation and Youth Sport Trust.



Rotherham