
FLEETWOOD TOWN COMMUNITY TRUST FEMALE FOOTBALL STRATEGY





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OUR STRATEGY



Fleetwood Town FC and Community Trust are extremely proud to present the female football strategy, with the aim of increasing levels of participation across all levels.

It is the football club's vision to provide girls and women the opportunity to access football for all abilities, from infancy to retirement.

By enhancing our already diverse coaching routes, we will encourage more girls and women to take on leadership roles within the sport, encourage further inspiration to younger generations.

AIMS AND OBJECTIVES

By meeting the aims of the strategy, we would look to support women's and girls' football by:

- Ensuring that there is provision which introduces football for anyone who wants to start playing regardless of age or ability.**
- Encouraging a clear and inclusive pathway for all players.**
- To raise aspiration and opportunity.**
- Empowering community leaders.**
- Developing higher standards of coaching. - To promote positive relationships.**
- Growing a greater FTFC fanbase.**



WE WILL...



- **Develop a coaching pathway to support female coaches**
- **To encourage females into alternative routes, i.e. officiating**
- **Support disadvantaged and underrepresented groups in accessing football**
- **Increase the volume of female coaches at all levels**
- **Promote inclusive player-centred pathways into recreational or competitive**

DEVELOPMENT FOOTBALL:

FTFC Community Trust deliver football provisions for 3-8 year old's on a Tuesday, Friday and Saturday at Poolfoot Farm in addition to a Wednesday at Garstang Community Academy. Both venues offer mixed gender groups as well and girls only. We have a partnership with Fleetwood Town Juniors, who provide direct links into grassroots football teams from U8's and above. Our aim is to be able to create at least one new team per season.



PREMIER LEAGUE KICKS:

FTFC Community Trust promote inclusivity throughout, PL Kicks replicates an equal platform for all to take part in recreational football activity with the added bonus of competitive fixtures against other Club Community Organisations across the UK. Suitable for girls 8-18 years old, with a specific Girls only session taking place at Fleetwood High School every Monday, 7-8pm.

GRASSROOT JUNIOR FOOTBALL:

Fleetwood Town Juniors play an integral part in the development of young female participants, creating a pathway through grassroots football from U8's to U18's, where committed coaches provide granular detail technical and tactical awareness in a supportive environment.



RECREATIONAL LADIES FOOTBALL:

It's vital for ladies 18+ years old to have the option to play at a recreational or competitive levels. Weekly Ladies recreational football takes place at the multi-million pound facility, Poolfoot Farm Sports & Leisure Complex.



FLEETWOOD TOWN WRENS:

Fleetwood Town Wrens Ladies FC is an established Ladies Football Club with over thirty years of history, it is one of the biggest Ladies set ups on the Fylde Coast, allowing over 60+ girls and women to be playing across three different successful teams, playing in high competitive leagues across the North West as well as being able to call the fantastic facilities at Poolfoot Farm home.



LADIES WALKING FOOTBALL:

Lead partner, Fleetwood Town Wren's will be supported by Fleetwood Town Community Trust, Flyers and Juniors, providing women a cohesive approach, with FTFC Community Trust, Fleetwood Town Flyers and Fleetwood Town Juniors collaborating to provide women 35+ years old the opportunity to play football at walking pace.



Steve Curwood, Fleetwood Town FC, CEO

“Football has the power to positively influence lives. No matter the ability, gender or where you live, football is the vehicle to unite communities to change perceptions for the better.

Increasing the level of female participation in football is central to the club’s strategic objectives set and by working with the inter-club channels we are able to provide world class facilities, coaching and pathways.”

