

WOMEN & GIRLS' STRATEGY 2017-2020

OUR PRIORITIES

Our vision is to be the leaders of Women and Girls' Football in Oxfordshire, governing and developing the female game continually.



GROW

WE AIM TO **DOUBLE** THE NUMBER OF **TEAMS AND PLAYERS** PLAYING FOOTBALL IN OXFORDSHIRE BY 2020

WE WILL...

- ▶ Deliver three Wildcats clubs in the county and expand the programme
- ▶ Deliver a schools festival in the Cherwell area to give girls the opportunity to try football for the first time and find a club
- ▶ Improve the pathway for mainstream and disability football in Oxfordshire
- ▶ Introduce walking football for adult females in partnership with Age UK

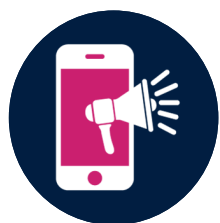


NURTURE

WE AIM TO PROVIDE A **COMPREHENSIVE TALENT PATHWAY** FOR PLAYERS TO PROGRESS

WE WILL...

- ▶ Build a stronger relationship between grassroots clubs and Oxford United Women FC
- ▶ Provide CPD with Oxford United Women FC for coaches to better recognise talent and what professional clubs look for
- ▶ Support the transition of released academy players back into grassroots clubs
- ▶ Link Wildcats clubs and schools to grassroots clubs to allow players to transition across



PROMOTE

WE AIM TO **INCREASE THE PRESENCE** OF FEMALE FOOTBALL IN THE COUNTY

WE WILL...

- ▶ Create a joined up marketing approach with partners
- ▶ Link through to schools with Local Authority Activators
- ▶ Promote grassroots clubs through a new 'Get to know your team' initiative
- ▶ Promote local role models from playing and volunteering backgrounds
- ▶ Use local and national initiatives to increase awareness of opportunities in the county, e.g. Girls' Football Week



RETAIN

WE AIM TO **SUPPORT TEAMS TO TRANSITION, COMPETING** IN TRADITIONAL AND RECREATIONAL ENVIRONMENTS

WE WILL...

- ▶ Improve relationships between the Oxford Mail Girls' Football League and other youth leagues in the area
- ▶ Continue to provide small sided football opportunities for new and existing adult players
- ▶ Retain players by supporting them to improve leadership skills through a Female friendly Junior Football Leaders Course
- ▶ Support teams to transition into adult or U18s football
- ▶ Deliver a Respect initiative with the Oxford Mail Girls' Football League to improve sideline behaviour



DEVELOP

WE AIM TO **DOUBLE** THE NUMBER OF **FEMALE REFEREES AND COACHES**

WE WILL...

- ▶ Increase the number of qualified female coaches in the county with a Female friendly Level 1 course
- ▶ Increase the number of qualified female referees in the county with a Female friendly Basic Referees Course
- ▶ Provide opportunities for coaches to gain further experience at the Oxford United Women FC Regional Talent Club
- ▶ Develop a Female Coach Development Programme
- ▶ Deliver bi-monthly female coaching forums



PARTNER

WE AIM TO **STRENGTHEN EXISTING RELATIONSHIPS AND FORGE NEW ONES** TO DELIVER THE FEMALE GAME

WE WILL...

- ▶ Create a Women and Girls' group to lead the strategy
- ▶ Work with Cherwell District Council to address the lack of female provision in Banbury and Bicester
- ▶ Establish a strong relationship with Oxford United Women FC to promote fixtures and work together on projects
- ▶ Identify funding opportunities from partners to support local clubs, leagues and volunteers
- ▶ Identify and form new partnerships with organisations across the county