

**Our MISSION is to enhance lives by leading innovative development of competitive and recreational football in Port Talbot and South Wales together with all our partners.**

**Our VISION is competing and excelling in Welsh women's' football:**

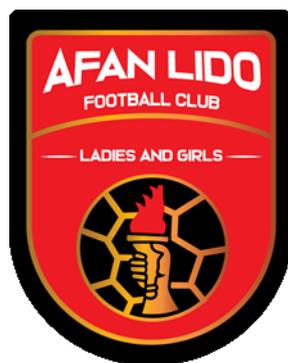
- **Our teams succeed at every level – and we do not measure success alone as winning**
- **Our game ethics and traditions are maintained**
- **Our teams are growing at every level**
- **Our section is commercially viable**

**Our VALUES:**

- **Inclusiveness**
- **Innovative**
- **Openness**
- **Teamwork**
- **Bravery**

**We are committed to using girls' football to:**

- **Build young girls' self-confidence, self-esteem and self-worth.**
- **Develop team work and leadership skills.**
- **Help young girls' discover purpose and develop vision.**
- **Encourage respect for others.**
- **Include young girls' of all abilities.**
- **Develop a sense of fair play and sportsmanship.**
- **Enable young girls' to have fun.**



## **Background**

**Afan Lido Ladies & Girls F.C. initially started out in February 2019 after running a girls only soccer camp in the February half-term holiday, with the hope that all girls attending would have fun, enjoy, make new friends and hopefully stay involved in the game for many years to come.**

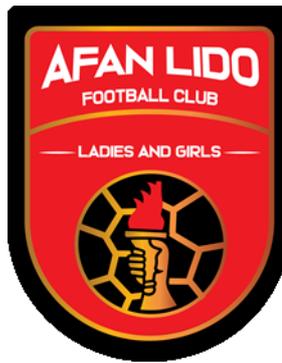
**It was a resounding success with nearly 50 girls attending both days, some whom were already playing football, but what was most pleasing was that the local primary school girls who came were totally new to the sport and had a massive enthusiasm to join a team.**

**Therefore, we decided to set up regular training sessions for them from mid-March and continuing throughout the summer until the season started in September 2019. Although our first season was cut short with the outbreak of Covid-19, our inclusion in the South Wales Women's and Girls League (SWWGL) was an enormous success, with over 50 players becoming part of our club, fielding teams at under 9's, 10's, 13's and Ladies, who gained promotion after being top of their league when the season was stopped.**

**Since starting back training in August 2020 (and stopping and starting again), we have been able to attract more players to the club and when the time comes to play 'competitively' again, we will field teams at under 9's, 10's, 11's, 14's and Ladies.**

**In October 2020 we won 3<sup>rd</sup> place in the Persimmon Building Futures finals, scooping a massive £20,000. Having been chosen as a finalist with our vision to renovate and refurbish the AstroTurf alongside the Afan Lido Football Club, our fantastic community got behind us and our cause and voted in their thousands. This was a fantastic achievement in the end given the competition we were up against, some groups had been in operation for many years with far greater member numbers.**

**We have also been chosen by the FAW Trust as one of their partners for their girls' only Huddle sessions, as sponsored by Weetabix, which we are starting on 24<sup>th</sup> April 2021. Huddle aims to introduce girls aged 4 to 11 to football in a fun, relaxed, sociable and friendly way to ensure they have a positive first experience of football. The initial sessions run for 12 weeks but we will then have the ability to provide these sessions into the future as part of the FAW Trust's ongoing provision for girls football.**

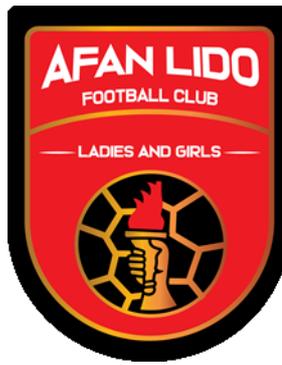


### **Current teams**

- **Ladies – promoted in first season after finishing in 2<sup>nd</sup> place (1st when play stopped through Covid restrictions)**
- **Under 14's – year 8 & 9**
- **Under 11's – year 6**
- **Under 10's – year 5**
- **Under 9's – year 4**
- **Over 60 players registered and since starting training in earlier this month new players are turning up weekly**

### **Current coaches**

- **Lee Morgan – FAW B Licence**
- **Phil Davies – FAW C Certificate**
- **Tija Richardson – FAW C Certificate & studying B Licence in June 2021. Tija also plays for Swansea City Ladies in the Welsh Premier Womens League and has played European football for both Swansea City Ladies and Cardiff Met Ladies.**
- **Mike Cooling – FAW C Certificate & enrolled for B Licence in September 2021**
- **Caitlin Owen – FAW Leaders Award. Caitlin also plays for Briton Ferry Llansawel Ladies in the Welsh Premier Womens League**
- **Kyle Morris – FAW Leaders Award**
- **Carly Thomas – FAW Leaders Award. Carly also plays for our ladies**
- **Mark Jones – FAW Leaders Award**
- **Owain Watts – FAW Leaders Award**
- **Jenna Clark – FAW Leaders Award. Jenna also plays for our ladies**
- **Carys Mainwaring – FAW Leaders Award. Carys also plays for our ladies**
- **Lowri Wareham – FAW Leaders Award. Lowri also plays for our ladies**
- **Chris Wright – FAW Leaders Award**



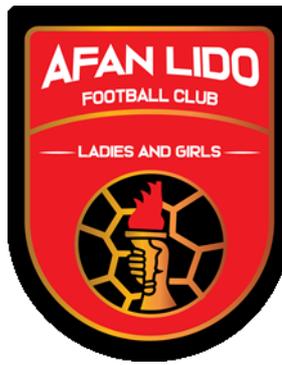
## **The Future**

**Female football is growing at an impressive rate in Wales. With a 50% growth in participation since 2016 to early 2020, the Football Association of Wales (FAW) has set the target of 20,000 players by 2024. With ladies football now gaining regular highlight slots on the BBC nationally, and the Wales national team now having all their games on BBC Wales, along with S4C's Sgorio showing highlights of a selected Welsh Women's Premier League game each week, there is more opportunity than ever for girls to fall in love with the game.**

**From the StatsWales Pupil Level Annual School Census (PLASC) data provided in January 2020, there are approximately 4,285 girls attending primary and secondary schools in Port Talbot, and only 3% to 4% of these are currently affiliated to local clubs, of which there were only two before we started. There are 13 primary schools within a 3 mile radius of Afan Lido Ladies & Girls F.C., and many more within a 10 mile radius, and the opportunities for girls within these schools to play football is minimal at best. Furthermore, there are also 4 comprehensive schools within a 3 mile radius of the club. There is a massive potential for these girls to partake in football and we feel it is imperative at this point in time for our football club to play its part in supporting girls in our community to be physically, socially and emotionally well.**

**Aside from providing our weekly training sessions and Huddle sessions, we would like to be able to partner with schools in our area, to provide support to encourage and enable more girls to start playing. This could possibly be in the form of drop-in sessions at the school, the provision of equipment, or the funding of a teacher from the school to undertake the foundation FAW Leaders Award, which can be performed online in a few hours. This would enable the qualified teacher to provide highly structured and positive coaching at any time throughout the school week.**

**It is a desire of ours to build the club as a community hub, partnering not just with players and their families, but with local businesses and most importantly schools. We see the refurbishment of the AstroTurf as of benefit not just to our ladies and girls teams but to the community as a whole. Our plan to completely renovate and refurbish the AstroTurf and surroundings from its current state into a FIFA QUALITY certified 3G synthetic pitch and secure location, will safeguard it as a place for local children and adults to have a safe environment to excel in sport at a top class venue, fit for the 21<sup>st</sup> century not just for our teams but for the whole community.**



**We would look to let all local schools and other community groups to use it during the day up to 5pm, free of charge. Then in the evenings all the local clubs would be able to rent, but at a more cost effective rate than the two 'super-schools' currently do. Weekends would be available for boys' football on a Saturday with girls' football on a Sunday, providing all year round access to a first class facility.**

**It is our intention as we gradually build the club to have age groups at every year from under 7 to under 16, then an under 19 age group below the ladies team, who we are planning to be in the Orchard Welsh Premier Women's League in the coming few years (having won promotion in their inaugural season). Things have moved quicker than we ever expected which has been a huge achievement, and with a small core of volunteers we are fully committed to taking this club to the top of Welsh women's and girls football.**

**There was a study conducted by UEFA and the University of Birmingham, United Kingdom, published in April 2017, which looked into the effect football has on the psychological and emotional state of girls. The research looked at the impact football has on self-confidence, self-esteem, well-being, feelings of togetherness, motivation and life skills compared to other sports. The most powerful message to emerge from the study was that wherever they live, whatever their stage in the game, girls who play football are more confident than girls who don't play sport but also girls who play football are more confident than girls who play other sports. We want to use football as an outlet for any girl in Port Talbot and the wider area to be able to play in a fun, safe and enjoyable environment.**