



sports



data



PEPSICO



GAME
IALS

BEAT
SYNDICATION

KEYNOTE

WOMEN IN FOOTBALL
BE INSPIRED
CONFERENCE
2023

In partnership with
BARCLAYS



**WOMEN IN
FOOTBALL**

In partnership with

 **BARCLAYS**

**ANNUAL
REPORT
2022-23**



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This report covers the period **January 2022** to **May 2023**,
reflecting an alteration in Women in Football's financial year
to begin on 1 June.

To download further copies of this report,
visit womeninfootball.co.uk/report2023.html

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Sportsbeat | sportsbeat.co.uk
Be Inspired 2023

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INTRODUCTION

Ebru Köksal | Chair, Women in Football

Welcome to Women in Football's annual report for 2022–23. Whether you are an individual member of WIF, a representative of one of our corporate members and partners, or another stakeholder in the football industry or you're coming to the report for another reason, thank you for your interest in our organisation.

The timespan covered by this report – January 2022 to May 2023 – has been a period of tremendous growth and activity not only for our organisation but for women's football and for women working in the football industry more widely.

Our mission at WIF has always been to represent women working in all roles in and around the industry, including both the men's and women's games.

On the pitch, the current buzz of excitement around women's football has certainly led to increased opportunities for WIF to extend our membership and our reach – furthering the cause, I hope, of gender equality, and bringing wider benefits to football.



**WOMEN IN
FOOTBALL**

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Some of the projects you will read about here have been borne directly from this recent upsurge of activity. We are delighted to have established new relationships with excellent organisations such as PepsiCo, Heineken and Sportsbeat, and to have deepened our existing relationships with others. More importantly, we are excited about the possibilities these will open up for our members in terms of career development.

Off the pitch, we are seeing WIF members – and especially alumnae of our Leadership Course in partnership with Barclays (see page 37) – securing more leadership positions in the industry. The link between more diverse boards and higher performance has been widely discussed, and we look forward to more positive outcomes at clubs and other organisations where more women play senior roles.

In order for this trend to continue, accurate monitoring is vital. To this end, I would like to see clubs in the Premier League and other senior competitions make data widely available on the composition of their boards.



Other aspects of WIF's work over the 2022–23 period build upon relationships of longer standing, and we are deeply grateful to our lead partner Barclays for three more years of their invaluable support. It is satisfying, too, to continue our work with partners such as The Adecco Group and Mishcon de Reya, and take these associations to another level, and to strengthen our ties with the FA, Premier League and other key stakeholders.


For these and all other positive recent developments around WIF, I would like to thank our wonderful staff for their outstanding work and my colleagues on the board for their ever-insightful guidance.

I hope this report gives you a strong grasp on the contributions being made by Women in Football to this exciting period of opportunity for the game. If it leaves you inspired to reach out to us with a view to collaboration, or simply to find out more, then we look forward to hearing from you.

A woman with dark, wavy hair is speaking into a microphone. She is wearing a dark blazer over a blue and white patterned top. Her right hand is holding the microphone, and her left hand is raised with fingers spread. The background is a blurred red and white wall with the hashtag #WIF visible.

#WIF

WOMEN IN FOOTBALL BE INSPIRED CONFERENCE 2023

In partnership with
 BARCLAYS



DAY 2:

THE WOMEN'S GAME



“

The link between more diverse boards and higher performance has been widely discussed, and we look forward to more positive outcomes at clubs and other organisations where more women play senior roles.

”



Dawn Airey and Kelly Simmons OBE join Jacquie Oatley MBE at the **2023 Be Inspired** Conference in partnership with Barclays

FOREWORD

Yvonne Harrison | CEO, Women in Football

WHIRLWIND.

If I had to choose one word to sum up my time since joining Women in Football, that would be it. In March 2022, within a few weeks of starting the job, I found myself on stage at Wembley in front of hundreds of WIF members at our inaugural Be Inspired Conference in partnership with Barclays, receiving the grilling of my life from the manager of Chelsea Women.

What an introduction to the membership, and once Emma Hayes OBE had finished with me, it was time to look ahead to WEURO 2022. What a championship that was – and something that brought real value and joy to members of our community! I'm proud of what resulted from the partnerships we built with huge brands in Heineken and PepsiCo (see pages 27-35), of the support extended to so many women through our mentoring and coaching programmes.



And as the Lionesses achieved that incredible win, the whirlwind showed no sign of slowing down. Within a few hours of celebrating in London with a group of WIF members, I found myself trying to piece together what it would all mean for the future of Women in Football – in the glare of the breakfast TV cameras!

“

I hope you feel inspired to play a part in our story

”

But closer to home, I'd also like to celebrate the stunning achievements of our small team at Women in Football during the 18 months or so since I came on board. Please read on through this annual report to find out more about those increasingly fruitful corporate partnerships, the amazing Be Inspired Conference, and the many other strands of our work delivering impact to both our members, and the industry.

I'm grateful for the ongoing support and guidance of our Directors, which has enabled us to strengthen the WIF team with talented new additions over recent months (see page 16), and whose expertise continues to inform our work from month to month.

“

The best WIF news of all since I joined came in January 2023, when we were able to confirm a renewal of Women in Football’s agreement with our wonderful lead partner Barclays.

”

On behalf of all of us at WIF I’d like to extend our warmest thanks to Tom, Christos and the rest of the Barclays team for all that they do – and all that they enable us to do.

As we continue to work for gender equality in the football industry, I hope you find this report a useful document of Women in Football’s position at the present moment – and I hope you feel inspired to play a part in our story as it continues to unfold. As we look to the year ahead, far from blowing itself out, the whirlwind continues to roar!



A WORD FROM OUR SPONSOR

BARCLAYS UK

Tom Corbett | Managing Director, Sponsorships and Media

We at Barclays are delighted to extend our ongoing and highly rewarding relationship with Women in Football – as lead partner to the organisation as a whole, as well as two wonderful ongoing events in WIF's Leadership Course and Be Inspired Conference.

For more than two decades the name of Barclays has been closely associated with the growth of football at all levels across England and the UK. As well as seeing the Premier League become the most-watched sports league in the world, we've been the driving force behind programmes such as LifeSkills and the Barclays Community Football Fund, which have had a positive impact on the everyday lives of fans and communities.

Latterly we became the first title sponsor of the FA Women's Super League (FAWSL) and FA Women's Championship, enabling the professionalisation of the women's game in England. And the Barclays Girls' Football Schools Partnership aims to give girls in England equal access to football in schools – a target that looks set to be achieved in 2024.

Our partnership with Women in Football is a vitally important aspect of the work we do in supporting equality and inclusion across the game more widely. It's a source of great pleasure and pride for my colleagues and I at Barclays to see WIF go from strength to strength.



**WOMEN IN
FOOTBALL**

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This progress is evident not only in the numbers – where we see Women in Football's membership and reach achieving tremendous growth year on year – but, more importantly, in the work being done on the ground.

That means more women empowered through the Leadership Course and networking events, more internship and mentoring opportunities, and more #GetOnside pledges of support for equality in the game – every single one making a difference.

Congratulations to Ebru Köksal, Yvonne Harrison and the whole team on another successful year for Women in Football. We look forward to even greater things in the future!



WIF members at the Barclays FA WSL Reading v Manchester United match

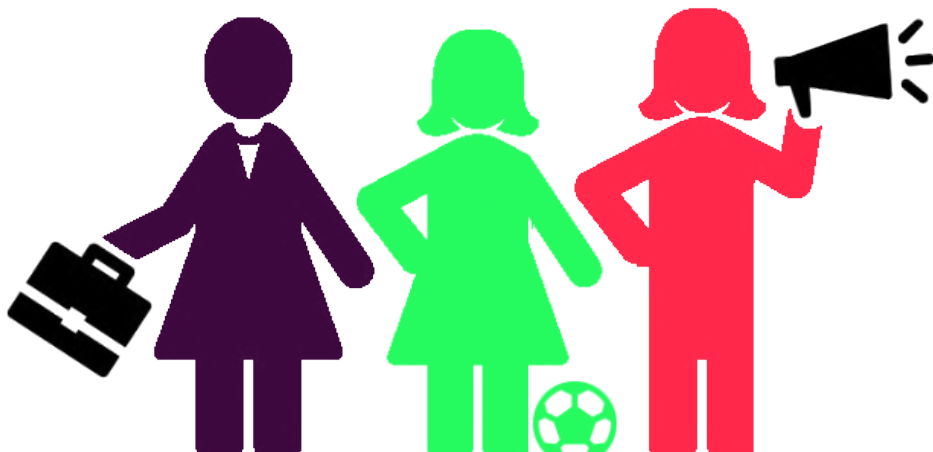


SO, WHO ARE
WOMEN IN FOOTBALL?

“

We are a professional network of **women**, **men** and **non-binary** people working in and around the football industry who are dedicated to driving women in football forward.

”



We're a **vibrant**, **growing** and **engaged** member community who are working towards change on an institutional level, because harnessing the best talent, whatever it looks like, is fundamental to the success of the industry.



In partnership with
 **BARCLAYS**

With the backing of our lead partner Barclays, we support women to hone and fortify their talents and abilities through our leadership course, coaching, workshops and networking opportunities. We throw open the doors for more diverse talent, leading campaigns on gender equality and working with football employers on how they can become more gender-inclusive, and most of all, we are dedicated to working together to transform the industry.



CELEBRATING WOMEN'S ACHIEVEMENT

We celebrate success and champion female talent in a bid to change attitudes towards women in football, bringing about positive change and driving football forward together.

CHALLENGING DISCRIMINATION

Improving women's representation at all levels of the game by challenging discrimination, lobbying for change and eliminating negative attitudes towards women working in football.

SHARING PROFESSIONAL EXPERTISE

Women are vital to the success of football, both now and in the future. By sharing knowledge and expertise, we are supporting and encouraging more women to get involved across the board.



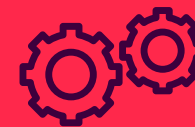
SINCE OUR LAST ANNUAL REPORT...

Women in Football has become a bigger and busier organisation. This means our team, too, has grown both in number and expertise, so that we can keep on top of everything.

MOVERS & SHAKERS

Over the winter of 2022-23 we recruited Lisa Pool as Senior Commercial Manager with Amy White as Partnerships Manager. Both have settled into the team wonderfully well.

Lisa's commercial brief has allowed Michelle Dorgan to focus entirely on the role of Head of Marketing and Communications. Dan Taylor, who joined in 2021 on a short-term contract, has made himself indispensable and become a permanent addition to the team as Marketing and Communications Officer. Meanwhile we've said goodbye to Miriam Pederson-Smith, who stepped down as Head of Membership and Client Services.



As we've become busier and busier, the cogwheels have continued to turn smoothly thanks to the organisational expertise of Sarah Collins, who joined as Project Manager in July 2022 and later became Client Services Manager. Louise Matthews' role has changed from Administration Manager to Business Support Manager. Last, but certainly not least, after a long absence we've recently been delighted to welcome back Sarah Gordon-Jones as WIF's Events Manager.

Find out more about our team at womeninfootball.co.uk/about-us

THANK YOU & CONGRATULATIONS

A big thank you goes to our board of directors, for their invaluable guidance and wisdom throughout 2022-23; likewise, our committee members and ambassadors whose input and support helps to carry the WIF message far and wide.

Finally, speaking of those directors, huge congratulations to both Jo Tongue MBE and Paul Barber OBE, who in our previous annual report were simply Jo Tongue and Paul Barber. Both have since been elevated in the UK's 2023 New Year Honours for services to professional football, and we could not be prouder to boast such distinguished figures among the members of our board.



BARCLAYS

sky sports

Premier League



PROFESSIONAL GAME OFFICIALS

#WIFBeInspired

WOMEN IN FOOTBALL

REINFORCE



MEET THE WIF TEAM



YVONNE HARRISON

CEO



SARAH COLLINS

Client Services Manager



MICHELLE DORGAN

Head of Marketing & Communications



SARAH GORDON-JONES

Events Manager



PETE GREEN

Communications Manager



LOUISE MATTHEWS

Business Support Manager



LISA POOL

Senior Commercial Manager



DAN TAYLOR

Marketing & Communications Officer



AMY WHITE

Partnerships Manager

BOARD OF DIRECTORS



EBRU KÖKSAL CFA

Chair,
Women in Football



PAUL BARBER OBE

Chief Executive & Deputy Chairman,
Brighton & Hove Albion FC



PROF. SUE BRIDGEWATER

Director of the Centre for Sports
Business, University of Liverpool



BEN CARTER

Chief Marketing Officer,
CarWow



MONIQUE CHOUDHURI

Managing Director, Versify Consulting;
Former Non-Executive Director, Brentford FC



LIZ ELLEN

Director & Founder,
Livida Sport



LUNGI MACEBO

COO,
Birmingham City FC



LISA PARFITT

Co-Founder,
The Space Between



JANE PURDON

Author, Consultant
& former WIF CEO



KELLY SIMMONS OBE

Women's Professional Game Director,
The FA



JO TONGUE MBE

CEO,
Tongue Tied Media

IN CASE YOU MISSED IT...

The recent work done by [Women in Football](#) and covered in this report builds on the foundations laid down by our team and our community in 2021.

This was a time of transition and along with the wider world, we looked to re-adjust and adapt to a context reshaped by the Covid-19 pandemic, retaining aspects of our online activity while returning to face-to-face events.

#GETONSIDE

The big story of the year was #GetOnside – our high-profile campaign to level the playing field for women and girls in football. Launched in September 2021, #GetOnside attracted pledges of action from vital grassroots organisations and county FAs as well as huge names like Barclays, Sky Sports and Premier League football clubs.



1,000,000

IMPRESSIONS



211

PLEDGES

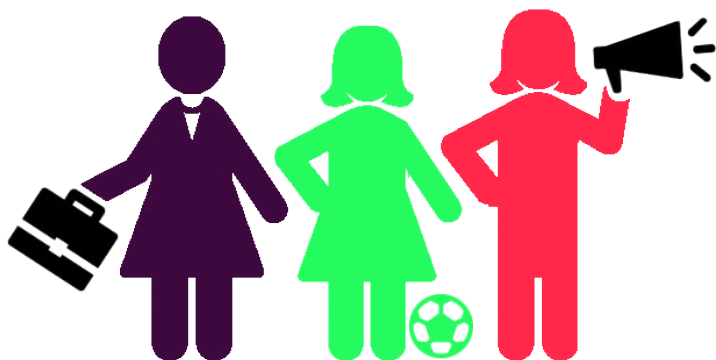


Our launch content generated more than 1 million impressions on Twitter, with 670,000 views of the launch video in the first two weeks of the campaign. Continuing into 2023, new pledges are being made every month - at the time of writing, the total stands at 211!

CORPORATE MEMBERSHIP PROGRAMME

2021 was also the year when our Corporate Membership programme went live. Brighton & Hove Albion FC became Women in Football's first corporate member, soon followed by Onside Law, the Premier League and Premier League Charitable Fund, Sky Sports, TEAM Marketing and Southampton FC. Since then we've welcomed a number of new members to the scheme (see page 44 to find out more)

EQUALITY, DIVERSITY AND INCLUSION



We continued to support equality around the game by making a submission to the government's Fan-Led Review of Football Governance, calling for a whole-game strategy on equality, diversity and inclusion. After some delay, the recommendations of the review are soon to pass into legislation.

CALL FOR ACTION AGAINST ONLINE ABUSE

Alongside other key football stakeholders, we also took part in a four-day social media boycott to call for action against online abuse, and restated our support for players taking the knee to protest against racism and inequality.

ONLINE AND OFF



In the online space we launched 'B is for Black', a series of online discussions around the careers of black women coaching and playing the game. A sequence of interview features on our website, meanwhile, highlighted the contribution of women working at the men's EURO 2020 (2021) tournament.

Offline (but very much on point) we brought together WIF members again for face-to-face events at Brighton & Hove Albion FC and Manchester's National Football Museum.



CHANGE AT THE TOP

Finally, we welcomed Yvonne Harrison as Women in Football's new CEO, replacing Jane Purdon who chose to step down from the role but remains a valued member of our board. With the first Be Inspired Conference in partnership with Barclays just three months away (see page 21), Yvonne was set for a baptism of fire...

WIF TIMELINE 2022-23



JANUARY

Yvonne Harrison joins WIF as new CEO

MARCH

First ever Be Inspired Conference in partnership with Barclays (see p21), hosted at Wembley Stadium.

Almost 300 attendees wowed by speakers including Emma Hayes OBE and Kelly Smith MBE

MAY

LHH joins forces with WIF for the Champion Your Future workshop, offering career planning support for female footballers

JULY

England host and win UEFA Women's EURO 2022

WIF x PepsiCo partnership launches, offering coaching qualifications for WEURO 2022 volunteers

Manchester City FC join WIF as a corporate member

2022

FEBRUARY

Launch of second film promoting the #GetOnSide campaign (see p25), produced by Shoot the Company

WIF is an official partner of the inaugural Arnold Clark Cup, won by England after matches against Canada, Spain and Germany

APRIL

WIF welcomes the UK government's announcement accepting recommendations of the Fan-Led Review

London networking event for WIF members at talkSPORT HQ with a panel featuring Hope Powell CBE

JUNE

Members sing the praises of fellow women in football via #QueenOfWIF social media series

Heineken promotions raise funds for Women in Football mentoring programme

OCTOBER

Ex-player Claire Rafferty opens up about eating disorders in a WIF interview for World Mental Health Day

Release of third #GetOnside campaign film from Shoot the Company

DECEMBER

WIF joins media diversity working group with TAGS, BCOMS and Sports Media LGBT+

SEPTEMBER

Top law firm Mishcon de Reya becomes WIF's Official Legal Partner

NOVEMBER

With Kick it Out, the Football Supporters' Association and others, WIF calls on UK Prime Minister Rishi Sunak for tougher action against online abuse ahead of the men's World Cup

MARCH

Second highly successful Be Inspired Conference in partnership with Barclays, again at Wembley but this time over two days – star guests include Anita Asante and Jill Scott MBE

Barclays and WIF announce an extension of their partnership for a further three years

The Adecco Group and Sportsbeat join WIF's roster of fantastic partner organisations ([see p45](#))

WIF launches 'Celebrating Women Every Day' campaign

2023

JANUARY

Lisa Pool and Amy White join the WIF team as Senior Commercial Manager and Partnerships Manager respectively

MAY

WIF launches new survey of members and community

WOMEN IN
BE IN
CONFERENCE

WOMEN IN FOOTBALL
BE INSPIRED
CONFERENCE

In partnership
with **BARCLAYS**

**WHAT GLASS
CEILING?**

BE INSPIRED

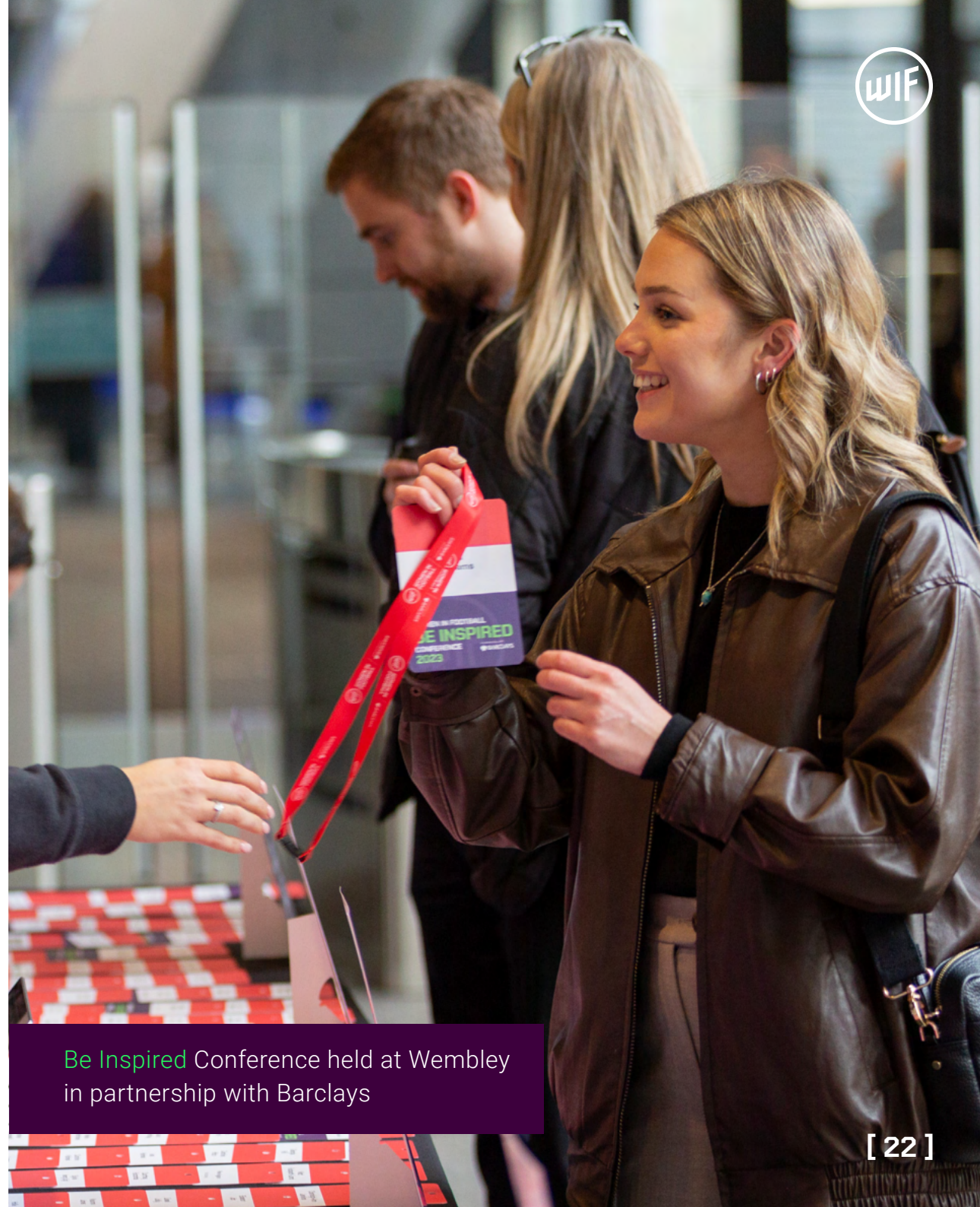
BE INSPIRED

It's more than an event. It's not just a conference. It's an outpouring of enthusiasm, of generosity, of conviction. Some people tell us it's a kind of revelation. However we describe the Women in Football Be Inspired Conference in partnership with Barclays, we can't quite sum up how special it is.

The seed was sown in 2021 when our lead partner Barclays (who else?!) made a pledge to our #GetOnside campaign to facilitate a 'careers day' for WIF members. With our event specialist friends at Road3, we set about securing a venue and speakers and conveying to our community that something was in the pipeline.

Before we knew it, it was a glorious day in March 2022 and we were at Wembley Stadium, among a multitude of Women in Football members and a star-studded line-up of guest speakers and panellists at the first Be Inspired.

Demand for tickets vastly outstripped supply, and when the feedback forms came back they consistently highlighted one downside: that a one-day conference just wasn't long enough.



Be Inspired Conference held at Wembley in partnership with Barclays

So when Be Inspired returned a year later, it was in a two-day format, the second day – in partnership with the FA Barclays Women's Super League and Women's Championship – focusing specifically on the women's game.

Once again the event proved a roaring success. Delegates have said it's unlike any other conference they've been to. The levels of passion and the sheer openness of attendees to get chatting and sharing, to stay in touch and help each other up – it's all been remarkable.

Making Be Inspired 2024 even better than the previous event is surely the mother of all 'big asks' – but we're already working on it.

If your organisation would be interested in joining us at Be Inspired 2024 – as a sponsor, running a stall, or in some other way – please email our Senior Commercial Manager Lisa Pool via info@womeninfootball.co.uk

HOSTS & KEYNOTE SPEAKERS



ANITA ASANTE

Bristol City WFC coach,
pundit & former Lioness



CLARE BALDING

CBE

Broadcaster



EMMA HAYES

OBE

Manager, Chelsea WFC



HAYLEY MCQUEEN

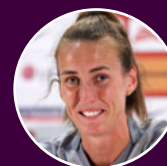
Lead anchor,
Sky Sports News



JACQUI OATLEY

MBE

Broadcaster



JILL SCOTT

MBE

Former Lioness &
WEURO 2022 winner



KELLY SMITH

MBE

Former Lioness



FERN WHELAN

EDI Executive, the PFA;
former Lioness

SUPPORTING ORGANISATIONS FOR BE INSPIRED 2022 & 2023



“

What a day!
Thank you @WomeninFootball
for asking me to be part of the
#WIFBeInspired conference.
I feel re-energised from such
an inspiring day & I learnt
some really valuable things
from other panels 🙌

”

ANITA ASANTE

@NicenNeetz



#GETONSIDE

Launched in September 2021, Women in Football's high-profile #GetOnside campaign continues to attract new pledges of action every month, each one helping to rebalance gender equality in football.

From 130 pledges at the launch of the campaign, the total now stands at a remarkable 211, made by 172 different organisations and individuals.

Some are national and international media organisations, offering paid internships for women aiming to break into broadcasting. Some are top-flight clubs, shining a light on the vital work done by the women on their staff. Others are providers of kit and training equipment, offering free products for grassroots women's teams. Then there are the individual pledgers, offering mentoring for women targeting careers in various branches of the football industry.

#GetOnside pledges come in all shapes and sizes, then. But they have one thing in common: they all make a real difference.



Like what you see? Joining the #GetOnside family is a great way to show the world that your organisation is serious about gender equality. So if you're interested in making a pledge, we'd love to hear from you. Email joinus@womeninfootball.co.uk and we'll take it from there.

211
PLEDGES



172
ORGANISATIONS



#GETONSIDE PLEDGES

PEPSICO

pledge to partner with Women in Football to enable 45 aspiring female coaches to gain their Introduction to Coaching Football level 1 FA badge

BARCLAYS

pledge to support the careers of more women in the industry by committing to a further 3 years as lead partner of Women in Football

THE FOOTBALL WRITERS' ASSOCIATION

pledge to elect three new members, including at least one female, to the Book Committee to increase diversity within the judging panel

HEINEKEN

pledge to fund a Women in Football mentoring programme in each of the UEFA Women's EURO 2022 host cities

SPORTSBEAT

pledge to become Women in Football's official content creation and syndication partner, amplifying WIF's voice and message

ARETO LABS

pledge to provide women's football teams with free support to track, moderate and counteract online abuse

BIRKBECK SPORT BUSINESS CENTRE, UNIVERSITY OF LONDON

pledge to host bi-annual career events for female students interested in the football industry

LONDON FA

pledge to double the number of female referees in London



WHEN
FOOTBALL
CAME HOME

WHEN FOOTBALL CAME HOME

From the record attendances and TV audiences to Alessia Russo's backheel, from fun in the fan parks to Chloe Kelly's iconic goal celebration, the UEFA Women's EURO 2022 tournament was an unforgettable event for Lionesses fans.

For the Women in Football team it was also an opportunity to amplify our message, build new partnerships, and provide new opportunities for our members to advance their careers in the game.

HEINEKEN MENTORING PROGRAMME & '12TH WOMAN' FUNDRAISER

As the tournament kicked off at Old Trafford with England taking on Austria, we got together with Heineken to host a social evening for WIF members just down the road at Affleck & Brown. Heineken supported us further with two fantastic fundraising projects – a '12th Woman' T-shirt and a donation from sales, which resulted in a mentoring programme to support the careers of almost 100 women.



At WEURO 2022, Heineken's '12th Woman' T-shirt helped to raise funds for Women in Football



“

We're thrilled to launch this mentoring programme with Women in Football that will create a legacy for years to come in the host cities of the UEFA Women's EURO 2022 tournament.

”



STEPHANIE DEXTER

Heineken | Marketing Manager

August 2022

TESTIMONIALS

Tara Fenner | Mentee, Women in Football
Mentoring Programme supported by Heineken

“

As a woman involved in football for several years, I have battled a constant imposter syndrome and self-doubt. Gaining a place on this programme has been a complete game changer for me.

I was fortunate to have Charlotte Thomson as my mentor, who had shared a similar career journey. We created this safe space to share obstacles and challenges, provide solutions, and get creative.

Thanks to this programme and Charlotte's excellent supportive guidance and talent, we set and achieved goals I didn't think were even close to being a possibility for me a year ago. Charlotte and the programme have brought out the best version of myself, giving me a strong sense of identity, purpose, and confidence within the game. I now play a big part in Women in Football's inclusive and supportive environment.

”



TESTIMONIALS

Joanne Toomey | Mentee, Women in Football
Mentoring Programme supported by Heineken

“

As well as confidence building, I'm thrilled to have my mentor's support. Annie [Zaidi] is amazing and has really pushed me to think about how I'm planning my training sessions and what kind of coach I am. We have called and messaged each other frequently. Annie has even created warm-up sessions for my girls' team. Having the support of the mentoring programme has hugely built my confidence as a coach and even among the volunteer parent coaches (of which I am one) I feel that I am one of the seniors, due to this programme.

I think this has reflected back not just to my two u8 girls' teams but at club level to the academy training sessions where I'm directly training or visible to girls from age 5 to 16. This isn't just Women in Football – it's empowering future Women in Football too.

I know I'm very grateful to have found Annie, as our mindsets on female empowerment and football are very similar.

”





PEPSICO COACHING PROGRAMME

Meanwhile our partnership with PepsiCo gave a boost to women looking to build careers as football coaches. The soft drink and snack giant sponsored 45 places for aspiring female coaches on the Football Association's 'Introduction to Coaching' course, who also received access to group training sessions and networking opportunities.

And we weren't done there. In October we returned to BOXPARK Wembley with sports tech specialists Veo for 'Football came home', a celebration of the WEUROs with an all-star panel. As part of the link-up, Veo offered a big discount to WIF members on its Veo Cam 2, enhancing coaching facilities right down to grassroots.

So while Leah Williamson and her teammates were making history on the pitch, we were working hard to ensure some big wins for Women in Football members too.

West Kirby United under-8s sharpen their skills under the tutelage of WIF x PepsiCo coaching programme candidate Joanne Toomey
Photo: Simon Witcher

TESTIMONIALS

Varsha Patel | Women in Football Coaching Programme supported by PepsiCo

“

I was absolutely thrilled to be successful in securing one of the 45 places to undertake the FA introduction to Coaching Football qualification, thanks to the coaching bursaries sponsored by PepsiCo. Joining the programme with many like-minded aspiring coaches from across the UK was invaluable – with many mums working full-time jobs, juggling a family as well as learning to coach a team.

The webinars and workshops hosted by Paul, Sarah and special guests were hugely beneficial and have really helped with my confidence levels while developing my coaching network and knowledge, and fuelled my desire to pursue the UEFA C qualification. It's great that we can remain connected via the WhatsApp group, which again is a helpful sounding board for advice and tips!

I am so thankful for this opportunity, thanks to WIF!

”



“

We believe that the women's game should be just as valued and celebrated as the men's game, and this partnership with Women in Football is how we're hoping to make a meaningful and long-term difference to champion female participation at all levels.

”



FIONA TOMLIN

PepsiCo UK & Ireland | Chief Marketing Officer

July 2022



43 COACHES

have completed or are completing the FA's Introduction to Football Coaching course



15 COACHES

have registered their interest in completing the UEFA C Licence



100's OF PLAYERS

benefitting from newly qualified, passionate and more confident coaches





Coaching programme participant
Varsha Patel puts her skills to work
with Redwing Buzzards under-8s

THE WOMEN IN FOOTBALL LEADERSHIP COURSE IN PARTNERSHIP WITH BARCLAYS

With our lead partner Barclays, our team of experienced tutors and facilitators, and our staff on hand to make sure everything runs smoothly, WIF's highly acclaimed Leadership Course offers a uniquely powerful and transformative professional development opportunity for women.

The journey begins with a range of topics at levels 1 and 2 including self-discovery, boosting your confidence and effective leadership skills. Then at levels 3 and 4, we follow up with leadership in practice, personal branding, getting board-ready and planning your future. At level 3 we also undertake a psychometric profile and a 40-minute personal profile session.

The course runs several times a year, with face-to-face and online editions available. We operate a strict limit on places, to ensure a high-quality experience for delegates.

To support equality of opportunity in the football industry, Barclays provides bursary funding for a place on each course for black or Asian women or those from other underrepresented communities.



See our [website](https://womeninfootball.co.uk/career-development/leadership-courses) to find out more about the course, including fees and dates, and to register your interest in advance. Places are limited, and we don't want anyone to miss out.

womeninfootball.co.uk/career-development/leadership-courses

OUR LEADERSHIP COURSES

THE VENUES

- 📍 **BRIGHTON**
Brighton & Hove Albion FC
- 📍 **LONDON**
Barclays HQ
Charlton Athletic FC
Brentford FC
- 📍 **LIVERPOOL**
Liverpool FC
- 📍 **MANCHESTER**
Hotel Football
- 📶 **ONLINE**

THE STATS

Total attendees

137

Net promoter score

92.3%

“I genuinely don’t think I would have got the Academy Manager role without doing the Women in Football Leadership Course, so thanks WIF!”



DANETTA POWELL

Academy Manager (Operations)
Birmingham City FC



TESTIMONIALS

“I couldn’t have enjoyed the course more and feel the way it was organised and run was incredibly effective, particularly the breakout rooms, the sharing of materials in advance and after the sessions, and the recording of each session to watch back.”

“I have since applied the things we learnt about negotiating, which has helped me secure more contracts for next year.”

“Opened my mind to new pathways and new contacts. Apply my knowledge to the job, ensuring I am always looking to break that glass ceiling.”

“Amazing to hear the inspiring stories. I took inspiration from everyone and I’m in a much better place for it all.”

FACE TO FACE

There's more to WIF events than the bright lights of the Be Inspired Conference. Several times a year, at various locations, we'll hold a get-together for Women in Football members and supporters – on a more intimate scale, and hugely important as an opportunity for networking and to hear from expert speakers.

In April 2022 we came together in London at the offices of **talkSPORT**, whose presenter Natalie Sawyer hosted a panel discussion titled 'Female Allyship: The women behind great women'. They don't come much greater than former England manager Hope Powell CBE, whose reminiscences on overcoming adversity were both inspirational and moving for all members in attendance.

Then in June we convened at **Twitter HQ** to get an inside perspective on the social media giant's burgeoning relationship with football. It was also a chance to introduce some of WIF's supporters to star names from the game in Emma Hayes OBE and Kelly Smith MBE, and for our CEO Yvonne Harrison to share some plans with a new audience.



London networking event for WIF members at **talkSPORT HQ** featuring Hope Powell CBE

We love creating moments for Women in Football members to connect, so we've also arranged networking events like the one at [Liverpool FC](#) in April 2023 to link in with our [Leadership Course](#) (see page 37) taking place at Anfield. Now and again we'll set one up around a match – like in January 2023, giving our members a chance to socialise and watch Reading v Manchester United in the Barclays FA Women's Super League at the same time.

In short, if an opportunity arises for us to bring people together, we'll take it.

Sometimes we'll work with our corporate members or partners on an event – such as [the male allyship discussion at Manchester City FC](#) in February 2023, where around 100 employees of City Football Group heard from Yvonne and our director Ben Carter, who joined a panel with former pro player Jason Lee, now Senior EDI Executive with the Professional Footballers' Association.

There was also the [Champion Your Future workshop](#) in 2022, in partnership with LHH, where we provided support for female footballers looking to transition to post-playing careers.

If we mentioned every single WIF event here, you'd never reach the end of this report – so hit our website to find out more, and if you'd like to be involved in one then please reach out to our Events Manager Sarah Gordon-Jones via events@womeninfootball.co.uk

womeninfootball.co.uk/events



[Male allyship discussion](#) at Manchester City FC attended by City Football Group

HOW BIG IS THE WOMEN IN FOOTBALL COMMUNITY?

It depends how you look at it. As of June 2023 our membership numbers over 7,000 – that's the people who've signed up to join us on an individual basis.

Then there's our social media following. At the last count this was around 72,000 across our four main channels (Twitter, LinkedIn, Instagram and Facebook). The number crunching suggests that this is a highly engaged audience – our followers are especially keen on responding to and sharing our content, which means our social posts have recently received an average of over 480,000 impressions per month (November 2022–April 2023).

Let's not forget our corporate members and partners, whose employees would add several thousand more to the total. All in all, the WIF community is large and growing – and bear in mind that all these figures were taken before the 2023 Women's World Cup!

It's free to join WIF as an individual member – so if you're not already on board, head over to our website and sign up now!

womeninfootball.co.uk/join-us





>7,000

MEMBERS



72K

FOLLOWERS



480K AVG.

IMPRESSIONS

CORPORATE MEMBERSHIP

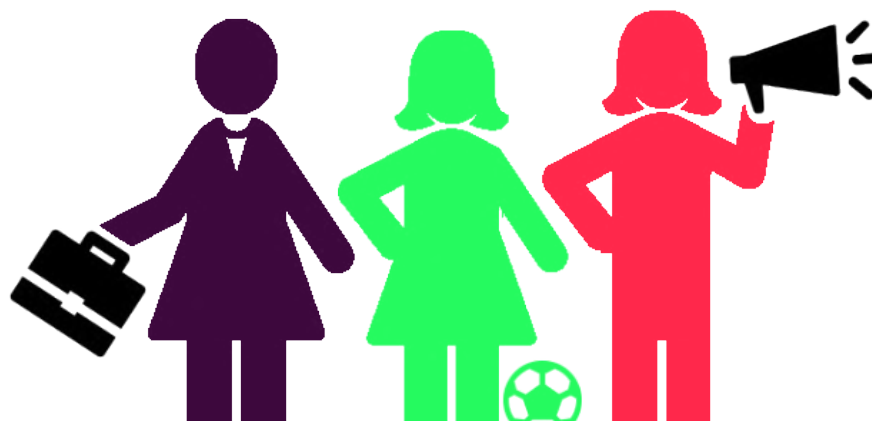


WIF Corporate Membership is for clubs, governing bodies, media, sponsors, and just about every other kind of employer in the football industry. In return for an initial fee, members can select from an extensive costed menu of expertise to create a bespoke programme suited to the needs and circumstances of their workplace.

Services on offer are in key areas ranging from assessment of organisation culture to fostering inclusive team dynamics, as well as providing support to the female workforce with group coaching, leadership courses and mentoring.

To find out more visit our website – and if you'd like to discuss joining the scheme, drop us a line on info@womeninfootball.co.uk.

womeninfootball.co.uk/corporate-members



WOMEN IN FOOTBALL'S CORPORATE MEMBERS

as of 1 June 2023



OUR OTHER PARTNERS

We've joined forces with a number of other organisations in order to enhance the services on offer to our members or further the aims of Women in Football in other ways.



WIF is working with this world-leading human resources brand to offer a programme of expert support for female players of professional and semi-professional status who are planning their post-playing careers

Mishcon de Reya

As WIF's official legal partner, top law firm Mishcon de Reya offers free advice for members in cases of discrimination in the workplace



WIF's official content creation and syndication partner is the principal provider of women's football coverage to UK media, and is helping to extend the reach of our message by securing media exposure for a range of WIF initiatives

WATCH THIS SPACE

There's plenty more to come from Women in Football in the year ahead. We've been busy planning events and partnerships around the FIFA Women's World Cup 2023, including watch parties for members who can't make it to Australia and New Zealand to get together and enjoy a networking brunch while following games on the big screen.

We'll be releasing the results of our 2023 survey of the WIF membership and community, which gauges the experiences and aspirations of women working, volunteering and aspiring to work in the football industry – and comparing these with the data from our last survey in 2020. There are sure to be some eye-catching findings, and we'll share them far and wide.

We're also thrilled to be looking ahead to the 2024 Be Inspired Conference in partnership with Barclays. We'll be back at Wembley in March for two more days of empowering discussion and togetherness, and we hope you can join us there.

Please keep an eye on our website and social media channels ([see back cover](#)) to stay updated – there's a lot going on and we don't want you to miss out!



Finally, thanks for reading, and we hope you like what you see. If you'd like to work with Women in Football, we would love to hear from you.

Drop us an email at info@womeninfootball.co.uk and we'll take it from there.





FIND OUT MORE



JOIN US



In partnership with
 **BARCLAYS**

womeninfootball.co.uk



WomeninFootball



Women-in-Football-Official



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