

INSPIRATIONAL & FIT FOR FUTURE FACILITIES



Introduction

Football is the largest participation team sport in Wales – with the greatest demand delivering over £550m social, economic and health benefits – but suffers from the biggest facility shortfall and poorest quality facilities.

Wales has fallen way behind, and we are now on a mission to address the current investment gap across the country.

This vision outlines our plan to modernise facilities across Wales and deliver:

- Improved playing, volunteer & spectator experiences;
- Enhanced physical and mental wellbeing through stronger community focussed clubs;

- More environmentally sustainable facilities;
- Meet the fast-growing needs of the female game;
- Over £100m increased Social Return on Investment;
- World leading national facilities that support the development of international players;

Join us on our journey to bring inspirational, fit-for-future facilities to communities across Wales.



The FAW's 'Our Wales' Strategy Pillars

This vision feeds into the overall FAW 'Our Wales' strategy - outlining the case for improving football facilities in Wales & the positive impact this will bring to all levels of the game.

Wales on the world stage.

A flexible, inclusive & appealing offer.

A diverse, skilled & engaged football family.

Inspirational & fit-for-future facilities.

Clear and effective pathways for progression.

A sustainable association for the future.

Participation Growth

Inclusive, quality facilities meeting wider community needs and tackling inequalities.

Environments for Her

Female friendly facilities to support the targeted growth in numbers of female players.

Stronger, Sustainable, Community Focussed Football Clubs

Community clubs as wellbeing hubs with their own home facilities and access to Artificial Grass Pitch hubs or training areas.

Stronger Strategic Clubs

Strategic clubs competing in the top tiers of the men's and women's domestic pyramid, raising standards and promoting a higher profile domestic game.

Meeting National Team Needs

Delivering high-performance facilities expected by professional players and meeting international competition requirements.

Environmentally Friendly & Financially Sustainable

More environmentally friendly and financially sustainable facilities.

Our Purpose

- To make the compelling case for football's facility needs.
- To outline our vision for football facilities at all levels of the game.
- To set out the rationale for continued investment to deliver our vision.
- To inform the future and effective use of resources.
- To establish new, shared visions and plan with our Local Authority and National Partners.



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1. THE BIGGEST DEMAND & NEED FOR FACILITIES

The size and scale of football in Wales.



Football.

The largest participation team sport in Wales.

There are:

-  **811 Registered Football Clubs**
-  **Over 103k Registered Players**
-  **Over 7.7k Teams**
-  **Over 20k Volunteers**

The latest adult survey data also reports 87k adults playing regularly, with a further 47k wanting to play more - the highest demand amongst all sports and games.

(National Survey for Wales 2022-23)



THE BIGGEST DEMAND FOR FACILITIES*

A development in, and improved access to, more artificial grass pitches alongside greater access to, and better quality, grass pitches is essential to improving the experience for existing players and deliver growth particularly in female players.

Football is the 2nd most popular activity with 64% of young people participating.

22.9% of young people participate in football clubs.

43% of young people would like to play more football.

The Social Return in Investment from football

£553.14m

Total impact of current participation



Social

£83.965m

Economic Impact of Social Benefits

£144.925m (2026)



Economy

£263.482m

Direct Contributions to the Economy

£267.885m (2026)



Health

£205.691m

Healthcare Savings from Football Participation

£250.781m (2026)

£663.69m

Total impact of projected participation if demand is met



2. THE CASE FOR ACTION

Poor facilities are the number one issue affecting people playing the game.

COULD ALL
SPECTATORS
REMAIN BEHIND
THE BARRIER
DURING GAMES

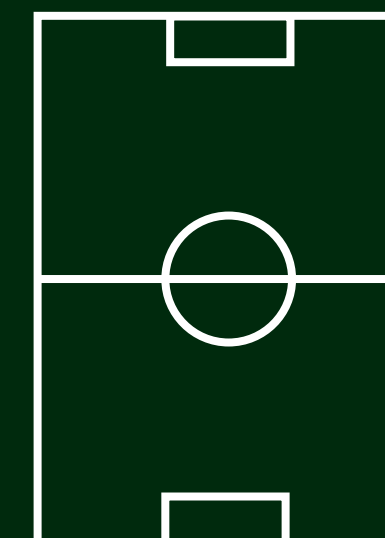
PLEASE
RESPECT
THE FIELD





Only 21% rate pitches as good.

Only 23% rate their changing rooms as good.



Less than 1 in 3 clubs in Wales own or lease their facilities.

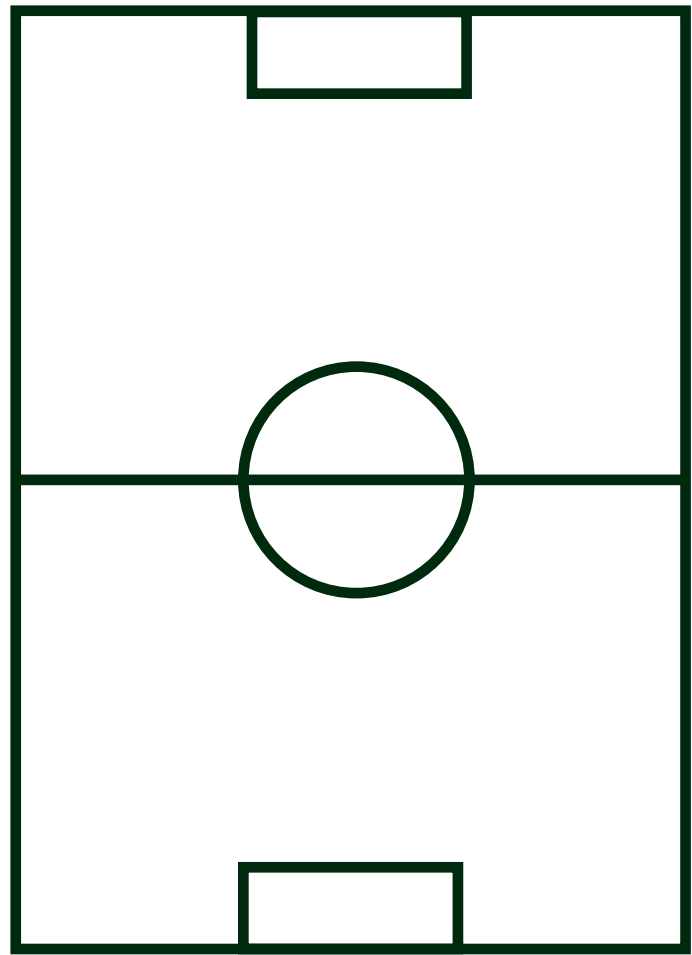
54% stated that artificial pitches are difficult to access.

OUR BIGGEST FACILITY CHALLENGES

Overuse of existing grass pitches with **60% used** for matches.

The need for access to an additional **30% pitches**, with **60% of clubs** needing access to more than 1 pitch.





SIGNIFICANT PITCH CHALLENGES

Current Position



The average number of teams using a pitch is 5, although in some areas, this figure is over 8 teams per pitch.

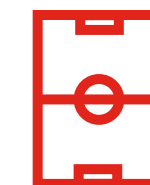


1 in 5 games are cancelled due to increasingly wet weather and localised flooding resulting from climate change.



There are currently 1,400 full sized grass pitches. However a significant number of these are not available for community use i.e. not maintained, or on education sites and not accessible.

Target Position



Community club access to educational facilities is essential to address needs.



Well-managed, accessible, full sized artificial grass pitches (3G) are also able to support as many as 10 times more use than grass pitches.



A good community pitch accommodating no more than three teams (4-6 hours of usage) per week.



Ensuring everyone has access to quality, inclusive and sustainable facilities.

Impact



“The support has been invaluable in taking the club’s facilities to the next level and will benefit everyone involved.”

Eva Bredsdoff, Club Secretary at Welshpool Town FC - recipients of funding totalling over £100,000 to develop new grass pitches

“Our new 3G pitch is now supporting so many groups and organisations in the community and will continue to do so for years to come. The support has allowed our community to thrive.”

Carl Williams, Club Secretary at Ystradgynlais AFC - recipients of funding of over £200k to develop a new small-sided 3G pitch



“We’ve now got a safe space to play and that’s really important when you’re trying to engage with the community around you. Football gives them opportunities they wouldn’t usually have.”

Irfan Shah BEM, CEO of Frentford Clubs, Ilford - recipients of a grant of over £700k to develop a brand-new full-size 3G pitch

3. COMMUNITY AND CLUB FACILITIES

The requirements for our community and club facilities to meet the current and future demand for our game.

WELCOME TO
RHAYADER TOWN
FOOTBALL CLUB

Our vision for All Clubs: Community Club Homes

To support stronger and community focussed clubs that are fully inclusive and environmentally sustainable, with active partnerships require facilities that includes:

- **Quality grass pitches** for training and matches, at least 80% meeting the good standard* desired for community football.
 - Where appropriate, complementary **small-sided artificial training areas** to support training and high numbers of girls and juniors teams.
 - Modern, **welcoming and inclusive changing facilities** for players and referees - female friendly facilities, with positive imagery, social areas and community wellbeing spaces.
 - Multi-functional **meeting and social spaces** to enable community partnerships.
- In addition, for clubs participating in FAW leagues:
 - LED floodlights enabling more mid-week games to attract new audiences.
 - High quality and sustainable 'stadium' pitches .
 - More attractive spectator facilities and improved stadium safety.

*Based on the Grounds Management Association's (GMA) programme targets for community football.



Club Model

To deliver our vision for all clubs to have their own home grounds, we have identified facility models that recognise the need for different facilities for small, medium and large clubs.

Large Club (20 + teams)

- 1 club owned home ground with access to additional satellite facilities where appropriate
- Clubhouse including multi-purpose space and multiple changing areas
- 3 full-size grass pitches
- Up to 6 junior pitches
- Small-sided artificial training pitch

Medium Club (6 - 19 teams)

- 1 club owned home ground
- Clubhouse including multi-purpose space and changing areas
- 2 full-size grass pitches
- Up to 3 junior pitches
- Where appropriate, small-sided artificial training pitch

Small Club (1 - 5 teams)

- 1 club owned home ground
- Changing areas
- 1 full-size grass pitch
- 2 junior pitches

**A visual representation of the facilities
required for a medium sized club**



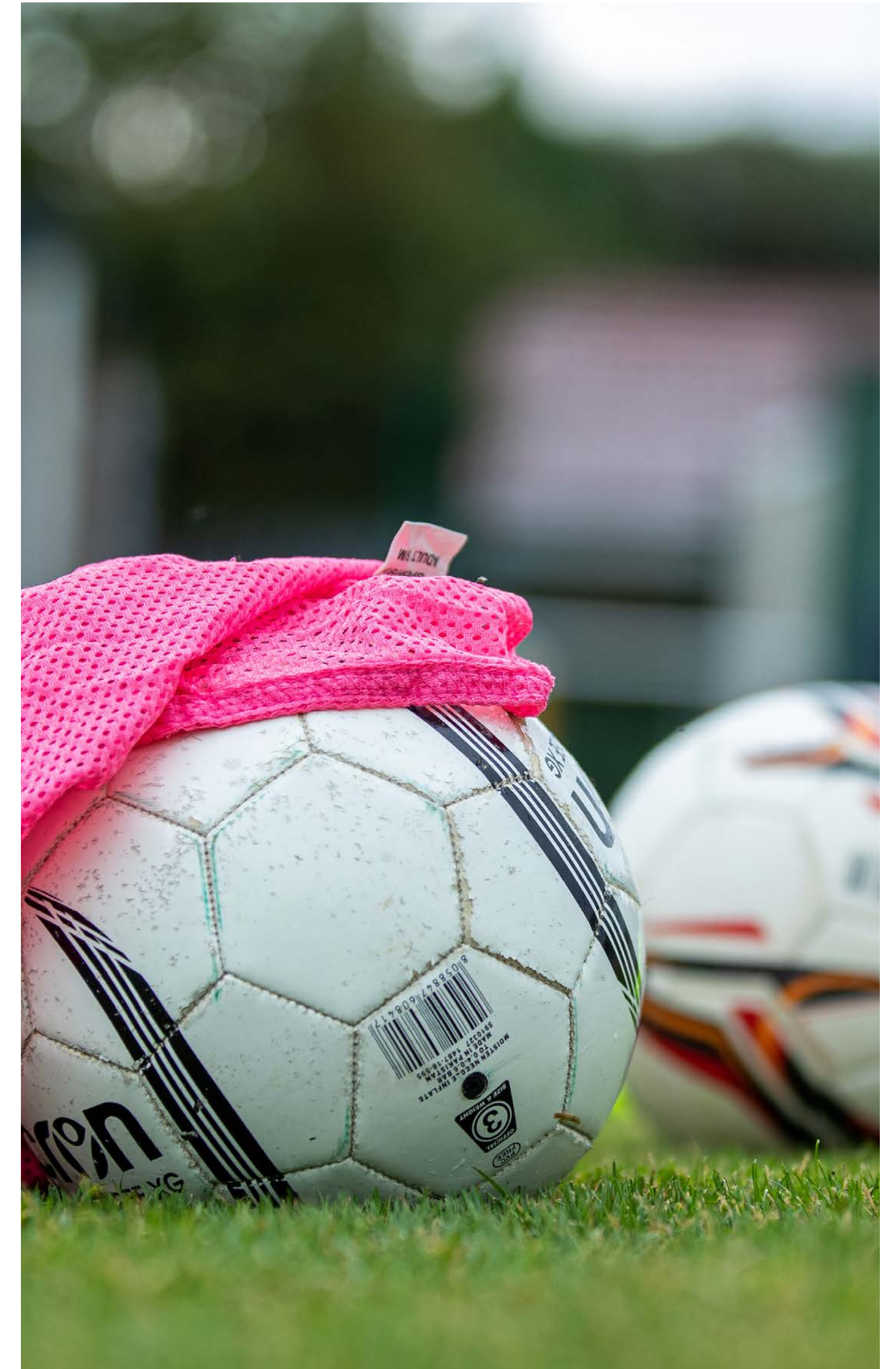


Artificial grass pitches are crucial to ensure access to consistent and quality playing opportunities

Our Future Facilities Vision: Strategic Grass Pitch Club Hubs

Where appropriate, we aim to see multi-pitch sites, or senior domestic grounds, acting as central league venues at priority, strategic locations to include:

- Multi-pitch sites, often found in large, urban communities, developed and improved as central league venue hubs.
- Strategic grounds, that meet different FAW Licence criteria, evenly distributed across each Local Authority area, that can be shared by promoted clubs.



**A visual representation of the facilities
required at our multi-grass pitch hub sites**



Our Future Facilities Vision

Strategic Artificial Pitch Club Hubs

Artificial Grass Pitch (currently 3G) Hubs are a priority to support club, league and recreational activity:

- Based on a target of 4-5 catchment clubs and local leagues sharing a full sized artificial grass pitch (3G) our goal is to see:
 - **220 community club hubs**, based at strategic artificial grass pitches (including Football and Rugby shared pitches).
 - This equates to a need for over 90 additional artificial grass pitches just to meet current training and match play needs.
- These will be designed to create:
 - Shared **club training and league fixture hubs** underpinned by a hub management group responsible for maximising use by priority groups/clubs.
 - **Female focused artificial grass pitch hubs** where current barriers to regular participation are removed.



A visual representation of the facilities required at our artificial grass pitches



Strategic Club - Domestic League Aims

- **Our Ambition** is also to transform Wales' strategic club facilities creating an exciting offer and higher profile attracting bigger audiences and more revenue.
- **Our Goal** is to improve the matchday experience of players, officials and spectators, whilst developing stronger and more sustainable clubs and to **particularly deliver this for our women's game.**
- **Our Aim** is to help clubs meet promotion criteria for the higher League allowing for an active pyramid.



Environments For Her Aims

- Doubling female participation by creating 100% equal access for women and girls.
- The FAW has developed 'Environments for Her', a player led resource that supports providers with key hints, tips and methods to ensure every female player across Wales, can play football without fear, in a positive and inclusive environment.
- This will be helped by:
 - Developing female-focused hubs.
 - Transforming pavilions to create more welcoming facilities, with positive imagery, social areas and community wellbeing spaces, separate changing for female referees, and appropriate toilet provision.

 Target number of 100 clubs with 10 female teams or more.

 At least 22 female focused artificial grass pitch hubs, equivalent to 1 per LA.

 All artificial grass pitch hubs to have one dedicated female only training night per week.





Ensuring access to facilities that are fit for purpose and cater for the needs of women and girls

4. NATIONAL FACILITIES

Our vision for facilities to support our national team's performance at the highest level in UEFA and FIFA competitions.



High quality facilities are essential to:

- Inspire and support higher standards of training supported with the best, latest technology.
- Ensure we provide the same world class facilities to both our male and female squads.
- Attract and retain the best future players and managers.

FAW's national facilities are vital to:

- Provide high-performance facilities to meet the needs of all national squads including providing high-quality support services and media and commercial activities.
- Educate our coaches, officials and wider workforce.
- Effectively administrate the game from grassroots and domestic to the international game.
- Deliver quality and fit for purpose stadium facilities across the country to host UEFA club competitions and FIFA & UEFA Tournaments.

FAW National Facilities Investment Aims

- Overcome shortfalls in our national facilities where they fail to meet emerging requirements, and better respond to the needs of the international and national game, achieving more successful international teams and helping Cymru qualify for World and European Championships.
- Continue to upgrade our national centres - maximising the benefit of the FAW's initial investment.





High quality facilities provide the best environment for players to perform on the world stage

5. OUR ROADMAP FOR DELIVERY

Our approach to delivering our vision.



Delivering the Vision

Local Authority shared visions

- Partnership agreements with all 22 Local Authorities to deliver community club and hub female football action plans

Community Focussed Schools

Improved access and investment in better school facilities including:

- Improved grass and artificial pitches enabling partnerships between the school, local clubs and leagues
- Off-pitch multi-use facilities serving community sport clubs as well as meeting school needs

Multi-sport approach

- Facilities that benefit football and other sports i.e. over 100 shared football and cricket sites and a target of 250 full sized 3Gs Rugby and Football Hubs for Clubs

More Access and Better Quality Grass Pitches

- Introducing a Grass Pitch quality assessment and training programme in partnership with the Grounds Management Association

Transformation of the current '3G' landscape into a future environmentally sustainable map of artificial pitches

- Transformation plan to address the environmental impact of rubber infill and escalating construction and replacement costs

A five Year, rolling investment plan to deliver the funding required for the long-term vision

A target investment figure of at least £10m per annum.



The FAW & Cymru Football Foundation



The Cymru Football Foundation was established in 2022, as a dedicated vehicle for facility development and to deliver Inspirational and Fit-for-Future Facilities through its funding programmes. It invested over £6m in its first year developing facilities that contribute to the agreed priorities.

An independent charity, working closely with the FAW, the Cymru Football Foundation is committed to working together with partners to develop outstanding facilities that enrich communities by prioritising investment in facilities that:

- Improve experiences & environments enabling participation, growth and retention.
- Meet wider community needs and tackle inequalities.

- Enable stronger and sustainable community focussed clubs.
- Double the number of women and girls playing through Inspirational and Fit-for-Purpose Facilities.

Future investment that supports the FAW's, and its Partners' Facility Visions, will be delivered via the Cymru Football Foundation.



Experiences & environments that enable participation, growth and retention

6. OUR FACILITY INVESTMENT NEEDS

The investment required to deliver our vision and provides inspirational and fit-for-future facilities at all levels of the game.

£498 Million Estimate including:

£159m on upgraded grass pitches.

£176m on new and upgraded pavilions.

£121m on small and full sized artificial grass pitches (3G).



Facility Investment Needs

Type of Facility	Current Facility Picture (Estimate based on facility reviews to date)	Target Position	Estimated Facility Costs (Excl VAT)
Grass Pitch Upgrades and Equipment Needs	1.5k pitches - Less than 33% good	80% - over 1.2k to be good	£159m
Pavilion Upgrades	c477- Less than 33% good	80% - over 380 to be good	£56m
New Pavilions		160 new club homes/female friendly and community hubs	£120m
Artificial Grass Pitches (3G) Full and small sized	132 3G and 76 2G (Short-Pile) Full Sized AGPs and 82 Small Sized 3Gs	88 additional full sized AGP Hubs and 152 small sized 3G pitches	£121m
Domestic Game Stadium Improvements	Strategic Domestic Game Grounds	Ground Upgrades to meet FAW, UEFA and FIFA requirements	£27m
Inspirational and Sustainable National Facilities	3 Centres	3 Centre Upgrades	£15m
Total Est Cost	Estimate cost with no allowance made for VAT, inflation and replacement of AGP carpets every 8-10 years		£498m

Summary Vision

- Provide accessible, quality facilities, on and off the pitch, for more, and better, player and volunteer experiences.
- Support the wider community by developing facilities that meet their needs and satisfy future demand, maximising partnership opportunities.
- Develop future facilities that are environmentally responsible, sustainable and cost-effective.
- Strengthen strategic club facilities that support robust club businesses, enabling a strong membership and volunteer base, as well as providing appropriate training and competition opportunities.
- Ensure that every girl and woman has the same opportunity as every boy and man to play football, both at school, and in their communities, or at club level.





A Shared Vision Together

DIOLCH



**THANK YOU FOR
YOUR SUPPORT**

