



For All

THE FA NATIONAL YOUTH COUNCIL 2024/25 Impact Report

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MEET THE TEAM



FOR ALL



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OVERVIEW AND CONTEXT



The 2024/25 season was a highly successful year for The FA National Youth Council (FANYC) and the Youth Leadership space in general. The FANYC have made incredible steps to continue to represent the voice of young people in football around the country, and this report will provide a brief reflection on the 2024/25 season.

The FANYC's Vision, Mission, and Goal are as follows:

Vision

For all young people to have meaningful and inclusive opportunities to develop themselves and positively impact the football community.

Mission

Change the game to maximise the impact for all young people.

Goal

To diversify the representation of young people through inclusive opportunities and wholeheartedly caring about every young person's growth and development.

For the 2024/25 season, the FANYC's key objectives were as follows:

1. **Support and Develop our Network** - Inspire, empower, and provide a voice for all children and young people to influence change and develop a lasting legacy in football.
2. **Youth Leadership Development** - Develop individuals and the collective capacity of our Youth Leader network through the creation of meaningful opportunities and supporting their development.
3. **Governance and Decision-Making** - Facilitate the inclusion of young people in decision making across The FA, football and wider sport.
4. **Equality, Diversity and Inclusion** - Increase the diversity and inclusion on all Youth Leadership programmes, ensuring teams/programmes are representative and opportunities are inclusive.



WHAT WE'VE BEEN UP TO



Community Engagement Team

County FAs



of County FAs
were **engaged**



County FAs with
established Youth Councils

Regional Engagement Days

The FANYC Community Engagement Leads attended and co-delivered at 4 Regional Engagement Days this season - one for each region. They delivered a section on the workshop titled "Developing a Network of Valued Volunteers", focusing on the "Learning & Development of Young Volunteers" section. During the day, there were also other workshops delivered by FA staff, and it was a great chance for the Community Engagement Team (CET) to meet in-person with the staff at CFAs they'd been in contact with all season, and help to strengthen the relationship between The FANYC and the CFAs.

Maturity Matrix

Following feedback from CFAs during the 2023/24 season, the CET worked tirelessly to revise and develop the Maturity Matrix over the year. The new Maturity Matrix is designed to provide clarity to CFAs by introducing more defined steps within each of the 5 pillars.

The Maturity Matrix will be filled out via a Smartsheet from the 2025/26 season. From this, the CET will provide bespoke feedback about how to improve to each CFA based on the CET Regional Leads' working knowledge of their counties and the responses that they provide.

This process has been designed to be more meaningful and user-friendly for CFAs to ensure they can gain valuable support in addition to the one-to-one meetings between CET Regional Leads and CFA staff throughout the season.





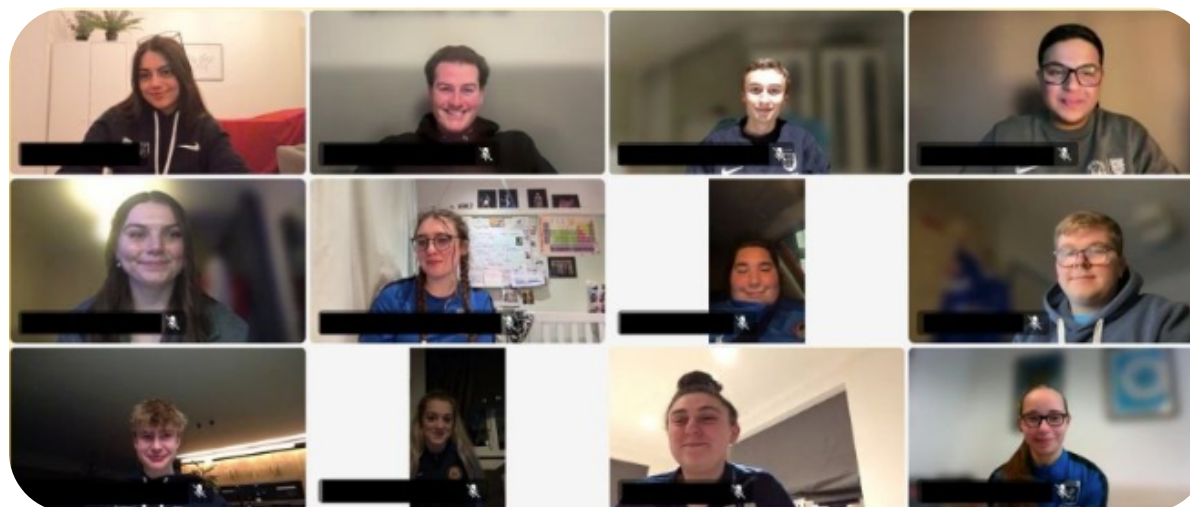
South East Regional Calls

The South East Regional Calls were two virtual sessions designed to bring together CFAs to network, share best practice, and collaborate on ideas. These calls were organised in a partnership between CFA Youth Councils (YCs) and The FANYC, reinforcing our commitment to collaborative working.

The first call, held in December 2024, led by Hertfordshire FA YC, brought together representatives from 6 CFAs and The FANYC team. Each CFA YC presented about their achievements so far in the season and outlined their goals for the remainder of the year. We also delivered a short presentation to explain our purpose and how we can best support CFA YCs, enabling us to spread our message and increase awareness around the ways we can help.

The second call, in March 2025, was co-led by Hertfordshire FA YC and Berks & Bucks FA Youth Network. This call again had 6 CFAs join, with some being different from the previous call. The session focused on reflective practice, with each attendee being asked to share three things from the season that they were proud of and one thing they'd like to improve going forward.

The level of engagement, openness, and collaboration across both calls was outstanding. These conversations not only showcased the incredible work being done by CFA YCs in the South East, but also created a sense of shared purpose between the different CFAs. Moving forward, we are excited to build on this momentum and continue to facilitate spaces where CFA YCs can learn from each other and create meaningful impact across football.





Club Youth Councils

With the introduction of the new Community Engagement (CE) Lead - Clubs & Leagues role, we were able to make considerable first steps in embedding youth voice further within clubs and leagues, beginning with connecting to internal stakeholders to identify opportunities where youth voice can be written into various pieces of governance.

Building on the Thriving Community Clubs work, a new framework has been developed to encourage clubs to establish and independently drive their own Youth Councils or, where this isn't viable, use league-level groups to maintain representation. This structure would enable those in areas with lesser youth voice provision to access a space where they can be involved with decision-making, increasing the input from youth voice nationally.

The proposal is now ready to be shared externally and tangibly actioned to a greater extent. One of the focuses for the 2025/26 season will be on implementing the framework, supporting the creation of new club and league youth councils, and expanding the network, led by the CE Lead - Clubs & Leagues.



Learning & Development Team

Regional Youth Network

The aim of the Regional Youth Network (RYN) is to support members within their individual football journeys by understanding their unique contexts and providing bespoke guidance around their next steps in the game.

Following a review of the 2023/24 RYN offering, The FANYC RYN Leads made a decision to focus more on the RYN members' journeys through the game from an individual perspective rather than looking at a holistic picture. We are committed to helping members grow both personally and professionally as Youth Leaders. By moving towards the more tailored approach of delivery, we have been able to connect with members on a much deeper level than ever before.

As of the end of the 2024/25 season, the RYN has **24 members** on the programme, with **3** of them being under 18. **33%** of members are from ethnic minorities, **38%** of members are non-male, and **14%** of members identify as disabled. In total, **71%** of RYN members come from a historically underrepresented group*.

24 members on the
Regional Youth Network

71% of members identify as
historically underrepresented

Youth Mentoring Programme

The Youth Mentoring Programme (YMP) was first launched during the 2022/23 season and is a structured initiative that pairs Youth Leaders with an FA member of staff to support their personal development and leadership growth. It nurtures meaningful relationships, promotes a growth mindset, and gives young individuals a safe space to set goals, build confidence, and amplify their voice. By encouraging open communication, resilience, and inclusion, the programme empowers Youth Leaders to take initiative and think creatively on how to develop themselves and others.

As per our commitment to develop our offerings year on year, for the first time ever, we opened applications for the YMP to Rising Leaders, with **5** Rising Leaders being successful in their applications.

There were **36 mentor pairings** formed during the 2024/25 season, which is a **29%** increase from the previous year.



36 mentor pairings formed
during 2024/25
(29% increase)

*This data is extrapolated from the Equality Monitoring form, which has been completed by 90% of the RYN.



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The FA Leadership Academy

The FA Leadership Academy is a 12-month learning and development programme, funded by the Premier League, which begins with a four-day residential. During the residential, participants take part in workshops and interactive activities designed to develop participants' leadership skills and provide them with a great foundation for the 12-month programme.

Following the residential, participants complete 6 learning and development (L&D) tasks, which consolidate and strengthen the learnings from the residential. Participants also attend calls with their FALA Mentor to support them in designing a project which aims to deliver positive change in their local football community. If participants complete 5/6 L&D tasks and attend 5/6 mentor calls, they will graduate during FALA at a graduation ceremony the following year.

The FALA24 cohort achieved a fantastic graduation rate, with **4 in every 5** participants graduating, completing a combined total of **238 tasks**. The most common project themes were Women's and Girls' Football with 17 projects, closely followed by Coaching with 15 projects.

A few stand out projects include: a Sunderland-based football participation programme for refugees; a podcast from Somerset which highlights inspirational females within football; a series of events designed to increase the number of young volunteers in Leicestershire, which successfully recruited **268** volunteers under the age of 25; and conferences for secondary school-aged girls to introduce them to football coaching based in London.



4 out of every 5

FALA24 participants graduated

238



tasks completed by
the FALA24 graduates





The FA Leadership Academy Continued

Each year, we also set ourselves a target of delivering “the best FALA ever”, and the commitment to make FALA25 even better than ever before really shone through, with the FALA25 residential breaking numerous records.

We received an unparalleled number of applications, with **over 100** Youth Leaders applying for the first time ever. These applications were also extremely diverse, with **over 70%** of applicants coming from a historically underrepresented group - a **73% increase** from FALA24 - and there being **30** County FAs represented. Following this, **61** Youth Leaders attended the FALA25 residential in July 2025, which yet again has never previously been achieved, making the FALA25 residential the biggest, most diverse FALA ever.

A notable addition to FALA25 was the introduction of funding from the Wembley Stadium Foundation (WSF) for projects. Thanks to the generosity of the WSF, FALA25 participants have the opportunity to pitch for up to **£500** towards their project, and graduates can apply for up to **£1500**, removing a significant barrier that Youth Leaders may face in their efforts to positively impact their communities. We are very grateful to the WSF for this incredible contribution.

In a volunteering space that has historically lacked diversity, bringing together so many Youth Leaders together from such a wide range of backgrounds is a fantastic achievement for us. The FALA25 cohort offered not only diversity of who they were, but also of thought, lived experiences, and ambitions for their projects. By creating this environment, we continue to challenge, and empower others to challenge, the traditional beliefs of who belongs in a leadership role within football.



103
applications for
FALA25

71%

of applicants identified as
being part of a Historically
Underrepresented Group



County FAs
represented in
FALA25
applications



61
participants attended
the residential

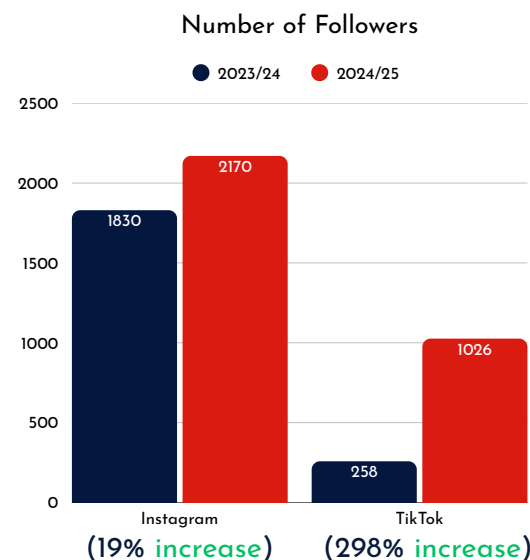


Insight, Inclusion & Communication Team

Social Media

The 2024/25 season has also been a successful year for our social media presence, with the team's pages experiencing significant growth compared to the previous year. Most notably, The FANYC TikTok has grown staggeringly by **almost 300%** to **over 1000 followers**, highlighting The FANYC's ability to capitalise on current social media trends and effectively spread our messages. Our Instagram page has also experienced growth by **around 20%**, enabling us to finish the 2024/25 season with over **2000 followers**.

We also understood the importance of having a professional platform where Youth Leaders around the country could connect with us. Therefore, spearheaded by The FANYC Marketing and Communications Lead, we created a LinkedIn profile in March 2025. Within 4 months, this profile gained almost **275 connections**, and has put the 2025/26 FANYC team in a fantastic position to grow the presence of young people in football on one of the fastest-growing professional social media platforms.



The Youth Leadership and Volunteering Community

The Youth Leadership and Volunteering Community (YLVC) is a dedicated online space for Youth Leaders aged 16-24 (and those supporting them) who want to grow as leaders and make an impact in grassroots football. It offers practical resources like the Youth Leadership and Volunteering Toolkit, insights into national programmes/ initiatives such as the FA National Youth Council, Regional Youth Network, and the FA Leadership Academy, enables Youth Leaders to ask questions and facilitate discussions, and is a platform for sharing stories, ideas, and best practices across the country.

Many blogs also share practical advice, lessons learned from local initiatives, and updates on youth-led projects and events. The content is designed to inspire, inform, and connect Youth Leaders who are passionate about shaping the future of football, while also offering ideas and strategies for adults supporting youth engagement in the game.

The brand-new England Football Learning & Development Compass Workbooks - a set of 8 workbooks based on 8 key behaviours identified by The FA in those thriving within the football workforce - were also launched on the YLVC this season, showing our commitment to improve the offerings on the YLVC.



The Youth Leadership and Volunteering Community Continued

One of the key highlights was the increase in the number and diversity of blogs written on the platform. During the year, we managed to post **57%** more blogs than we did during the 2023/24 season, with these blogs being written by a variety of people, from members of The FANYC writing about their experiences delivering workshops around the country to FALA24 participants describing their Youth Leadership journey and the impact of their projects.

By having such a rich range of blogs on offer, we have been able to reach and interest more young people, evidenced through the increased engagement on the YLVC.

Our efforts to keep progressing the YLVC have led to a significant increase in the engagement on the platform, with a **130%** increase in active users and a **71%** increase in views.



Latest News
My experience at the VE Day celebrations
Hi! My name is Ethan, and I am one of the Community Engagement Leads at the F...
8 Jul 2025



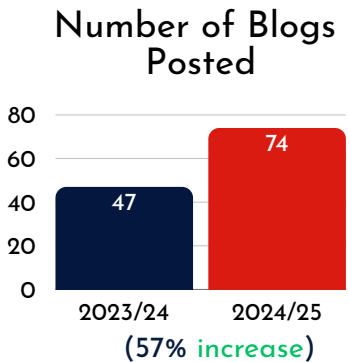
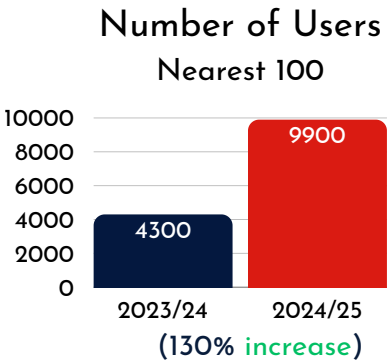
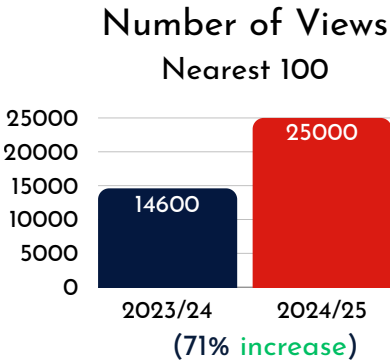
Latest News
Building Tomorrow's Volunteers Today: What I Analysed from 25...
When I first approached Asfordby Amateurs Ladies, Girls & Inclusive FC, a L...
8 Jul 2025



Latest News
From Malappuram to the FA: A Journey in Football Beyond the Pitch
From a very young age, I grew up watching all kinds of football matches in a plac...
2 Jul 2025



Latest News
How I Started Squad Girls: A Project to Keep Young Girls in Football
As a coach and football enthusiast, one of the most disheartening things I've wit...
25 Jun 2025



The FALA Effect

Since 2016, The FA Leadership Academy (FALA) has run every year and has had over 500 participants take part. However, there has never been any research undertaken to fully establish the impact that FALA has had on participants, or to identify how the projects designed and delivered by FALA participants has improved football within England.

Due to this, we decided to launch 'The FALA Effect' - a research project culminating in a report designed to identify the impact and legacy created by FALA and explore the personal and professional development experienced by alumni.

Following fieldwork that took place between May and July 2025, we were able to make the following key findings:

1. FALA develops the skills and confidence that Youth Leaders need to make meaningful change.
2. FALA creates pathways for young people in both the voluntary and paid football workforce.
3. FALA projects deliver lasting benefits, not only for communities, but for the young people themselves.

Some of the key figures include the following:



100%

described FALA as
a positive learning
experience



96%

said FALA
improved their
confidence



94%

agree FALA
increased their
aspirations in
football





WHAT WE'VE BEEN INVOLVED WITH

TheFA
LEADERSHIP
ACADEMY

Here are just a few of our highlights from 2024/25

The Greater Game Conference

Back in October 2024, Anoushka and Amit had the incredible opportunity to attend The Greater Game (TGG) Conference at St. George's Park. TGG is all about using the power of football to improve the health and wellbeing of young people across England. It was a fantastic experience to network with lots of volunteers and to further understand their experiences in grassroots football.

One of the highlights of the Conference, was when Anoushka got to sit down with former England Internationals Fara Williams and Izzy Christiansen to interview them about the importance of volunteers within their football journeys, and ways in which young people can get into football beyond playing.

All in all, the weekend was an unbelievable, once-in-a-lifetime experience that Anoushka and Amit never thought they would have had.



Rising Leaders Residential

Rising Leaders is a programme funded by The FA and delivered by The Association of colleges (AOC) Sport. This programme supports females in college from historically underrepresented groups to develop their knowledge and skills related to leadership in football.

This season, Tom, Katana, Alice, Anoushka, Ihsan, and Freya from The FA National Youth Council team all supported the programme as co-deliverers. As a Youth Council, we value Rising Leaders because the programme takes a caring approach to developing Youth Leaders, empowering them to create positive change within the football community. One participant this year said:

"This was the first time I felt like I belonged in football. It's helped me figure out what I want to do, and that I actually can do it".

This is absolutely fantastic to hear, and clearly demonstrates the wonderful impact that this programme can have on those who may have never had the opportunity to be involved in football otherwise



VE Day Celebrations

FA National Youth Council (FANYC) member, Ethan Scott, was fortunate enough to take part in the VE Day Concert at Horse Guards Parade in London in May 2025. It was the final piece of the VE Day celebrations that commemorated the 80th anniversary of the end of the Second World War.

Ethan was really proud to represent The FANYC at such a prestigious event, and was even more fortunate to be able to invite his grandmother to accompany him. Ethan's great-grandfather fought in the Second World War, and even though Ethan was only able to meet him a few times, Ethan's great-grandfather served as a great inspiration for him throughout his life.

When Ethan joined The FANYC in September 2024, he never expected that his role would have led to this wonderful experience, but he is very grateful to The FA, and all those who have supported him along the way.

BUCS Club Committee Leaders Days

During November 2024, Alice, Anoushka, Amit, Steph, and Ethan from the team had the pleasure of delivering workshops at the BUCS Club Committee Leaders events in Manchester, Birmingham, and Southampton, on the topic of Youth leadership.

The event consisted of workshops and activities for students in University Football Committees to give them the tools and confidence to go back to their university and make a positive impact. As well as our Youth Leadership session, there were action planning sessions, opportunities to network and learn from other universities, and an amazing workshop to learn more about equality, diversity and inclusion from Kick it Out. The students came away inspired and prepared to use everything they have learnt within their university settings.

Our workshop was based around learning about youth leadership, providing resources to develop themselves as leaders, and opportunities to get involved in the youth leadership space. There were insightful conversations surrounding the qualities of a leader, difference between youth leadership and leadership, and opportunities for Youth Leaders to lead. We also delved into the Compass Workbooks and worked through a page of the Providing Leadership Workbook, looking at their personal brand. We're excited to see the incredible impact these leaders will have this season and beyond, utilising the resources and network around them.



FOR ALL

Include Summit

In October 2024, Alice, Steph, Tom, Anoushka, and Ethan had the amazing opportunity to attend The Include Summit - the UK's largest diversity and inclusion conference in sport.

The day was full of inspiring discussions around equality, diversity, and inclusion across numerous platforms, and the team were so grateful to have had the opportunity to be in a room with so many motivational people who are creating positive change for all, across several sports.

Throughout the day, the team was able to hear from like-minded individuals dedicated to making sports more inclusive and equitable, and every discussion, workshop, and panel was extremely captivating.



Speaking at The FA Council

The FA Council brings together representatives from across the game to approve strategy, influence policy, and oversee the governance of football in England. The Chair of The FANYC has a seat on the Council and ensures that the youth voice is represented at the highest decision-making level of the organisation.

During the 2024-25 season, the Council focused on several significant areas, including:

- Updates and discussions on new strategies for safeguarding, volunteering, and equality, diversity & inclusion (EDI).
- Briefings on the UEFA EUROs present and future and major tournament delivery.
- The implications of the Supreme Court ruling on transgender participation in football, and its impact on grassroots pathways.

Through FA Council representation, we continue to uphold our commitment to ensuring young people are not only informed about national governance, but also have their concerns and experiences heard in areas of policy that directly affect their involvement in the game.



FOR ALL

The FA
LEADERSHIP ACADEMY



FOR ALL

- What do you believe in?
- What are you good at?
- Where could you improve?

Please see Building Personal
Capability Compass Workbook -
pg. 6-11

CONCLUSIONS



The 2024/25 season has marked a pioneering year for us, caused by our unwavering commitment to empowering young people and leaving a lasting legacy in football. Across all four of our strategic objectives, the work delivered by the team has grown our influences, extended our reach, and highlighted the voices of Youth Leaders across the country.

Support and Develop our Network

We **strengthened our engagement** with County FAs (CFAs), with **87%** now **actively connected** with the Community Engagement Team and **30** having **established Youth Councils** or equivalent. By attending and delivering conferences such as The FA's Regional Engagement Days and Leicestershire & Rutland's Youth Empowerment Event, **we role modelled** how young people can lead to inspire change both locally and nationally. Further to this, the development of a **revised Maturity Matrix** further demonstrates our commitment to **supporting CFA Youth Councils** to develop with practical, tailored tools.

Youth Leadership Development

Our **development offerings** are now at an all-time high. The Regional Youth Network has **thrived under a more personalised approach**, supporting **24** Youth Leaders from diverse backgrounds through this season. The Youth Mentoring Programme expanded significantly with a **29%** increase in pairings, including, for the first time, Rising Leaders. Alongside this, The FA Leadership Academy continues to break boundaries, achieving the **most diverse and largest cohort** to date and with **4 out of every 5** FALA24 participants graduating. Together, these efforts highlight our ability to **progress young people's confidence, motivation to achieve, and leadership ability**.

Governance and Decision-Making

Young people are now **more meaningfully embedded** within decision-making structures across football than ever before. We have continued to **provide a youth voice** on The FA Council, and this year, we have been involved with key panels such as the Barclays Girls' Football Schools Partnership Awards. These contributions from us **ensure that youth perspectives are central** to shaping the future of the game and are **not overlooked**. The voice of Youth Leaders has become a **respected part of conversations** around the strategy that football takes and volunteer engagement nationally.

Equality, Diversity, and Inclusion

We continue to lead by example in ensuring that **representation and inclusion are built into every segment of our work**. With **over 70%** of FALA25 applicants from historically underrepresented groups, and a **continued push to diversify** those involved with our programmes, we are moving ever closer to a **more representative set of leaders** within football. Our involvement in events such as The Include Summit reinforced **our commitment to inclusive behaviour**, while our communications work - including a **298%** growth on TikTok - allowed us to **engage a wider, more diverse audience** across digital platforms.

In summary, 2024/25 was a year of meaningful progress, deeper connection to our network, and increased representation within football. We have not only delivered on our objectives but laid a strong foundation for future FA National Youth Councils. By continuing to champion youth voice, inclusivity, and self-development, we are changing the game together for the better.



We would like to close by saying a special thank you to The FA Council, the Chair of the FA, Debbie Hewitt MBE, and the CEO of the FA, Mark Bullingham, for giving us the platform to ensure The FA continues to benefit from youth voice.

Thank you also to all of our partners who continue to support us in ensuring youth voice is embedded throughout football.

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