



THE FA AND BUCS WOMEN'S LEADERSHIP PROGRAMME

SUMMARY IMPACT REPORT

This report provides an overview of the impact of The FA and BUCS Women's Leadership Programme on its participants from its inception in 2019 to 2024.



CREAS
SPORTS CONSULTING



PARTICIPANT FEEDBACK ON WLP

100% of all alumni have said that they would recommend the FA and BUCS Women's Leadership Programme (WLP) to prospective participants.

98% of all alumni have said that the FA and BUCS Women's Leadership Programme (WLP) either met or exceeded expectations.

100% of WLP participants agree that it is important that programmes like this exist.

The WLP alumni overwhelmingly encouraged prospective applicants to apply for the programme, highlighting its transformative impact and the unique opportunities it offers. Here's a summary of their advice:

Take the Leap

- *"Take the leap and apply—it will truly change you for the better."*
- *"Just go for it, it will change your perspective on life and equip you with skills that will benefit you for life."*

Personal and Professional Growth

- *"It's an opportunity for self-development like no other."*
- *"This programme will change your life in the most positive way!"*
- *"It's a once in a lifetime opportunity that you will not regret."*

Networking and Connections

- *"You will leave the programme feeling more inspired and empowered than ever to achieve your goals, whilst having met like-minded people and becoming a part of a really special network."*
- *"Do it—you meet like-minded people, you get pushed outside your comfort zone, and you build so many skills."*

In essence, the alumni strongly recommend applying to WLP, emphasising that it's a unique, life-changing experience that offers both personal growth and professional opportunities.



IMPACT ON THE GAME FROM WLP

Alumni of the Women's Leadership Programme are already having a significant impact on the football, sport and higher education sectors through their employment at the following organisations...



Within these organisations alumni hold a vast array of roles with many based in sport and football development, whilst others are lecturers, performance coaches, PE teachers etc.

80%

agree that 'WLP has opened my eyes to the range of opportunities available in the football industry.'

86%

agree that 'completing WLP has supported me to build a stronger network in the football industry.'

81%

agree that 'completing WLP has prepared me to undertake a role in the football industry.'

14 out of the 15 Cohort 5 participants surveyed are clear on the future opportunities in football they would like to be a part of.

WLP has had a profound impact on the career journeys of its alumni. For some, it has been *"instrumental in making [them] aware of opportunities to work within football and equipped [them] with the skills to be successful in applying for roles."*

For many, WLP was not just a programme but a transformative experience that *"opened doors and started conversations with prospective employers,"* helping them *"believe in [themselves] when applying for different roles in the footballing industry."* As one participant summed up, *"WLP was crucial in building a network who have supported me to fulfil my career ambitions and continue to do so."*



IMPACT ON THE WLP PARTICIPANTS

WLP impact in numbers...

92%

agree that 'WLP positively contributed to my professional/personal development.'

90%

agree that 'completing the WLP has improved my ability to connect with people through the quality of my communication and influence.'

88%

agree that 'WLP has increased my awareness of the leadership qualities needed to inspire people.'

88%

agree that 'WLP improved my ability to develop effective collaborative relationships with stakeholders from different backgrounds.'

85%

agree that 'after completing WLP, I am more confident in myself and what I can accomplish.'

81%

agree that 'WLP has made me more able to plan activities, set goals, manage and organise resources and my time.'

80%

agree that 'WLP has opened my eyes to the range of opportunities available in the football industry.'

78%

agree that 'WLP has encouraged a love of life-long learning and reflection for developmental action.'

WLP impact in words...

A Life-Changing Experience

The impact of WLP is summed up in the words of one participant: *"Life-changing. It opened doors for me that I didn't know existed. The level of personal support was like nothing I had experienced before. It's exactly what young people need to believe in themselves and realise that anything is possible."* Another echoed this sentiment, saying, *"It's impacted me more than I thought possible. A truly one-of-a-kind experience, and I'm forever grateful."*

Empowerment and Inspiration

The programme's focus on leadership, self-reflection, and personal development has inspired participants to step into their potential. *"WLP has made me more confident, resilient, and reflective, and helped me make connections that will last,"* another participant shared, encapsulating the transformative power of the programme.

In short, the FA Women's Leadership Programme is not just a programme—it's a *"life-changing"* journey that equips women with the tools, confidence, and network to thrive both personally and professionally in the football industry.





THANK YOU

CREAS Sports Consulting LTD. would like to thank everyone who participated in the impact reporting of The FA and BUCS Women's Leadership Programme



If you have any further questions about the report, please reach out to Emma Clarke at emma.clarke@creas.co.uk