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New FA Campaign Aims to Boost Female Participation Across All Levels of Football

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“There is space for every girl and woman in football.” That was the message delivered by England goalkeeper Mary Earps as the Football Association launched its new “Made for This Game” campaign, aiming to build on the momentum behind women’s football in the UK. Unveiled on International Women’s Day, the campaign is designed to expand

participation in the sport, not just on the pitch, but across coaching, refereeing, and leadership roles.

Backed by a visible rise in engagement across the sport, the FA's latest figures show a 56 percent increase in girls and women playing football, an 88 percent jump in the number of female coaches, and a 113 percent surge in women qualifying as referees. Officials say these figures are evidence of a shifting landscape, but they also recognize that barriers to access remain in schools, clubs, and communities across the country.

The campaign includes a series of national initiatives, among them the “Biggest Ever Football Session,” a grassroots event set to take place in schools across England. The goal is to give girls of all ages the chance to play in a welcoming environment. In parallel, the FA is placing greater emphasis on showcasing alternative routes into the game, highlighting refereeing, coaching, and behind-the-scenes roles as vital parts of the ecosystem.

Community groups and grassroots clubs are already stepping up. Local programs offering women-only sessions and inclusive mixed training opportunities are providing accessible ways for newcomers to get involved. Clubs such as Lewes FC, which have committed to equal budgets for their men’s and women’s teams, are also being held up as models for sustainable equality in the sport.

The FA’s four-year “Reaching Higher” strategy has set a clear target: by 2028, 90 percent of schools should be offering equal football access to girls. That goal reflects a broader acknowledgment that without structural support, proper facilities, trained staff, and investment, the sport risks leaving behind the very communities it seeks to uplift.

As public interest continues to grow, boosted by record-breaking attendances and national team success, the challenge now is to translate enthusiasm into permanence. For Earps and the FA, the mission is clear. The women's game is not a passing moment; it is a growing movement. Ensuring there is space for every girl and woman in football is not just a message, but a commitment they intend to deliver.