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| BRIEF NAME | Adran Premier Strategy – Consultant Engagement |
| BRIEF DATE | 3 rd February 2025 |
| CLIENT | <p>The Football Association of Wales</p> <ul style="list-style-type: none"> • Jack Sharp – Head of Domestic Football • Nick Davies – Senior Domestic Football Manager |
| INTRODUCTION TO THIS BRIEF | <p>In December 2024, the Cymru Women’s National Team achieved a historic milestone by qualifying for the UEFA Women’s European Championships 2025. This marks the first time Cymru Women have secured a place in a major international tournament—a testament to the growing strength and potential of women’s football in Wales. Building on this unprecedented success, the Football Association of Wales (FAW) is committed to ensuring a legacy that positively transforms the domestic game.</p> <p>The Adran Premier serves as the pinnacle of women’s football in Wales, comprising of eight competitive clubs. To further elevate the league and capitalize on this historic achievement, the FAW seeks to engage an experienced external consultant specializing in high-performance women’s football.</p> <p>The consultant will be tasked with conducting a comprehensive review of the current state of the women’s game in Wales. This review will form the foundation for the development of the FAW’s inaugural <i>Adran Premier Strategy</i>, a visionary plan designed to shape the next six years of elite women’s football in Cymru. The strategy will aim to enhance performance standards, foster sustainable growth, and build upon pathways that inspire the next generation of players, coaches, and fans.</p> <p>By aligning domestic structures with the success of the national team, the FAW aspires to position the Adran Premier as a leading league within European women’s football for innovation and development.</p> |
| OBJECTIVES | <p>The primary objectives of this initiative are as follows:</p> <ul style="list-style-type: none"> • Comprehensive Analysis and Review of the Current Adran Premier Landscape Conduct an in-depth evaluation of the Adran Premier, encompassing all aspects of the league’s structure, operations, and performance. This analysis will provide a clear understanding of the current state of the league, including its strengths, areas for improvement, and opportunities for growth. • Strategic Recommendations for Future Development Deliver actionable and forward-looking recommendations that |

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| | <p>align with the Football Association of Wales' (FAW) long-term vision and ambitions for the Adran Premier. These recommendations will be shaped in collaboration with the FAW at the outset of the project to ensure alignment with organizational goals and the broader aspirations for women's football in Wales.</p> |
| <p>OBJECTIVES 1</p> <p>Comprehensive Analysis and Review of the Current Adran Premier Landscape</p> <p>Completed by July 2025</p> | <p>The Football Association of Wales (FAW) seeks an independent review to form a critical component of the research and insights phase for the Adran Premier. This review will play a pivotal role in guiding the strategic decisions that underpin the development of a comprehensive league strategy.</p> <p>Key areas of focus for the review include:</p> <p>League Quality Evaluate the overall standard of the Adran Premier, including the competitiveness of matches, infrastructure, coaching, and player development pathways, to identify areas for enhancement and alignment with best practices in elite women's football. It is also vital that the leagues connection to the wider football pyramid is considered.</p> <p>Community and Fan Engagement Assess the league's connection with its communities, players, and fans, examining its visibility, accessibility, and ability to inspire and engage audiences across Wales.</p> <p>Commercial Landscape Analyse the current commercial ecosystem surrounding the Adran Premier, including sponsorship, broadcasting opportunities, and revenue streams, with the aim of identifying opportunities to ensure sustainable financial growth and broader market appeal.</p> <p>The review will utilise a combination of quantitative and qualitative research methods, drawing on data analysis, stakeholder interviews, surveys, and case studies to provide a comprehensive understanding of the league's current state.</p> <p>As part of the deliverables, a detailed report documenting the findings, insights, and evidence-based recommendations will be produced. This report will serve as a vital resource in shaping a forward-thinking strategy that advances the league's quality, strengthens its community impact, and establishes a robust commercial foundation for long-term success.</p> |

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| <p style="text-align: center;">OBJECTIVES 2</p> <p>Strategic Recommendations for Future Development (to be discussed at the beginning of the project)</p> <p>Completed by October 2025</p> | <p>Building on the research and insights gathered to evaluate the current state of the Adran Premier, the FAW seeks external expertise to ensure the development of the league’s strategy aligns with future best practices.</p> <p>The selected consultant will play a key role in translating insights into actionable solutions, ensuring the strategy reflects cutting-edge approaches in women’s football. This process will involve:</p> <ul style="list-style-type: none"> • Incorporating Global Best Practices Benchmarking against leading women’s football leagues and applying relevant learnings to elevate the Adran Premier’s competitiveness, infrastructure, and operational standards. • Tailoring Strategic Content Developing strategy components that address the FAW’s ambitions while reflecting the unique cultural, social, and economic context of women’s football in Wales. • Driving Sustainable Growth Designing recommendations that foster long-term sustainability, from player development pathways to league operations, fan engagement, and commercial growth. |
| <p style="text-align: center;">CHALLENGES</p> | <p>The Adran Premier primarily consists of part-time teams:</p> <ul style="list-style-type: none"> • Four clubs operate with entire squads on professional contracts, following a semi-professional model. • Three clubs maintain a mixed approach, combining professional and amateur players. • One club operates with a fully amateur squad. <p>Financial Framework: The league operates within a constrained financial structure, limiting growth opportunities.</p> <p>Player Pool: A small and centralized talent pool leads to frequent player movement between clubs.</p> <p>Player Development: Few clubs possess strong and sustainable player development pathways.</p> <p>Branding and Visibility: Women’s teams often lack prominent branding and visibility</p> |

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| | <p>Staffing: Most clubs lack full-time staff. Those with dedicated personnel often combine roles, such as a Head of Women’s and Girls’ Football doubling as a team manager.</p> <p>Professional Pyramid: The professional structure across Tier 1 and Tier 2 remains fragile and in need of further reinforcement.</p> |
| BUDGET | To be discussed at interview stage |
| TIMELINES | The FAW has established clear timelines for the project, which is scheduled to commence in March 2025 . Objective 1 must be completed by the end of July 2025 , while Objective 2 is to be finalised by the end of October 2025 . These deadlines are integral to the successful delivery of the project and should be factored into all planning and implementation processes. |
| NEXT STEPS | <p>The deadline for submitting expressions of interest is Friday, 7th March, 5pm. Prospective candidates are required to prepare and submit a comprehensive slide deck that outlines their proposed approach to completing the outlined work within the specified timeframe. The slide deck should include a detailed methodology and any other relevant information that demonstrates the feasibility and efficiency of delivery.</p> <p>Submissions are to be emailed to Jack Sharp, Head of Domestic Leagues - jsharp@faw.cymru.</p> <p>Interviews will be held on Friday 14th March, with the project launching on Monday 31st March.</p> |