



**WALKING
FOOTBALL**
PART OF ENGLAND FOOTBALL



MOVING FORWARDS

THE FA'S GAMEPLAN TO SUPPORT
THE GROWTH OF WALKING FOOTBALL

A MESSAGE FROM JAMES KENDALL, FA DIRECTOR OF FOOTBALL DEVELOPMENT

The FA's Walking Football GamePlan 2024-28 sets out our ambitious plans to grow the game's most inclusive, exciting and fastest-growing format.

As football's national governing body, we believe The FA is uniquely positioned to unify Walking Football in England.

By listening to what the Walking Football community wants, and by working closely with the County FA network, we are putting into place a common framework to deliver the healthiest future for the game.

GamePlan 2024-28 is not about The FA owning the game. It's to make sure the game has the structure to grow for everyone, both now and long into the future.

This includes continually evolving the Laws of the Game to ensure a consistent experience across England, raising the profile of Walking Football and developing the robust infrastructure it needs and deserves.



James Kendall
The FA Director of Football
Development



WE'VE ALREADY MADE HUGE STRIDES...

The FA is proud to give Walking Football a unique platform for growth.

We have shown our commitment to Walking Football with national initiatives that bring the game together through local programmes that increase participation and with a number of exciting launches:



The FA Walking Football Cup

400+ teams competing across 35 County FA qualifiers and culminating with national finals at St. George's Park.



County FA Competitions

Over 40 competitions, including mixed and female only, bring regular fixtures for players who want to compete.



Just Play

A wide network of sessions across the country where players just turn up to play safely and inclusively.



TeamWalk

Local organising groups who come together to make Walking Football happen - recreationally and competitively, for men and women.



Referee Course

Prioritising the health and safety of players, recognising 'not walking', and managing physical contact.



Age UK Partnership

A programme which created 86 new Walking Football opportunities, delivering 2,800 sessions and engaging 1,833 older people.

WITH MORE BIG STEPS TO GROW THE GAME



INSPIRING POSITIVE CHANGE THROUGH FOOTBALL

What better demonstration of The FA's purpose than our plans for the growth of Walking Football across England?

The FA will grow and diversify Walking Football to ensure everyone has high-quality opportunities to play the beautiful game.

Building on our national [grassroots strategy](#) to unite communities, tackle inequalities and improve the health of the nation, The FA can give Walking Football a unified purpose to include everyone involved in the game.

"I can play at a good competitive level without the risk of injury, and I can play with good players who have played at a high level. It's amongst the best quality football I've ever played."

**Martin, Walking Football player,
Nottingham Reds**



PURPOSE AND VISION

Our purpose: Inspiring positive change through football
by **uniting communities, tackling inequalities** and **improving the health** of the nation.

Our vision: Grow and diversify the game
through a **valued** and **connected network** that **promotes high-quality opportunities** for all.

STRATEGIC PRIORITIES



**Connected
networks**



**High-quality
opportunities
for all**



**Boost
awareness
and appeal**

STRATEGIC DRIVERS

A valued workforce

Purposeful partnerships

Progress the game's governance





OUR SIX-STEP PLAN TO GROW WALKING FOOTBALL

On the following pages, you'll see our GamePlan 2024-28. This will deliver:

- More playing opportunities for more players.
- More competitive matches and casual sessions.
- More referees, and consistency on the Laws of the Game.
- More connections between providers across England.
- More commercial partnerships.
- More of your voices shaping the future of the game.

Together, we can give Walking Football firm foundations to grow and flourish in the future.



BE PART OF A CONNECTED NETWORK



**We'll harness your
passion and expertise**

By creating a network of local TeamWalk groups, we'll support County FAs in expanding Walking Football. At the same time, we'll expand TeamWalk online so you can access resources, connect and share best practice with others around the country.



**We'll connect with the
traditional game**

We'll align Walking Football with The FA's plans to create thriving sustainable community clubs. This will increase the number of Walking Football teams within both FA Accredited Leagues and Clubs, while improving access to Walking Football through the County FA network.



PROVIDE HIGH-QUALITY OPPORTUNITIES FOR ALL



We'll deliver a National Cup Competition

The FA Walking Football Cup will increase awareness of Walking Football, promote the game and provide high levels of competition for those teams that still want to compete.



We'll extend team-based Walking Football

Supported by our County FAs to provide good access to competitive Walking Football with regular regional and national leagues and tournaments.



We'll create more casual playing sessions

Not everyone wants to play high-level football. So we'll create more sessions where anyone can play safe and inclusive casual Walking Football.



"I love playing Walking Football – getting my friends back together, friends who have played football together since we were in our 20s."

Lisa, Walking Football player,
Chesham United Women



ENHANCE AWARENESS OF THE GAME



We'll raise the profile of Walking Football

An annual communications plan will promote the benefits of the game and help you reach new audiences. An annual Walking Football Week will showcase opportunities within the game – supported by FA-owned channels.



We'll support you in promoting the game

Walking Football will have a clear identity within England Football, backed by a suite of promotional resources to share with your local community.





DEVELOP A VALUED WORKFORCE



We'll create a pool of high-quality match officials

By launching a new referee qualification through high-quality referee developers – focused specifically on Walking Football – we'll improve consistency in officiating the game.

Ongoing training will ensure our match officials remain confident and competent, and identify those able to referee at regional and national levels.



We'll support the people who make the game happen

TeamWalk Learning will provide learning opportunities for local organising groups to support Walking Football facilitators.

We'll also reward Walking Football volunteers as part of The England Football Family.



CREATE PURPOSEFUL PARTNERSHIPS



We'll improve access to Walking Football

We'll explore future partnerships that enhance the accessibility of Walking Football. In doing so, we'll focus on historically under-represented communities and the health and well-being benefits of Walking Football.



We'll support the game's sustainability

We'll continue to identify and explore opportunities for competition pathways, and consult with the Walking Football community to ensure the game remains fit for purpose.





PROGRESS THE GAME'S GOVERNANCE



We'll create a regulatory framework

Through your voices, evidence-based trials and an annual review, we'll continue to ensure the Laws of the Game are fit for purpose and prioritise the health and safety of all players.



We'll ensure your voices shape the game

The FA Walking Football Advisory Group will ensure the game continues to be shaped by key grassroots stakeholders. The FA Walking Football GamePlan 2024-28 will be backed by an annual Walking Football State of the Game survey to help identify the key areas of future focus.



HOW YOU CAN HELP...

Walking Football needs you!

- Could your club offer team or casual Walking Football sessions, or expand what you already provide?
- Perhaps you could offer [Just Play](#) casual sessions?
- You can certainly share your voice and opinions on [TeamWalk Online](#) – it's a vibrant community.
- Consider contacting your local [County FA](#) TeamWalk to share your views.



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