



# MEDIUM TERM STRATEGY

2024/2025 - 2026/2027

A 3 SEASON PLAN FOR GROWTH

# A Foreword from The Trustees.

As Trustees of The Wheelchair Football Association (WFA), we are delighted to present our Medium Term Strategy (MTS) that runs from season 2024/2025 through to season 2026/2027, marking the beginning of an ambitious journey to grow and develop our sport of Powerchair Football, for our wonderful community.

It has been crafted with the insights and aspirations of our players, volunteers, supporters, and partners, reflecting a collective vision that champions the transformative power of our game.

You'll notice a deliberate switch from talking in 'years' to 'seasons' – we want our community to have full transparency of what we are focused and working on, and importantly, where we will be, come season 2026/2027 (when we celebrate our 20<sup>th</sup> season of National League competition), fostering a model of accountability across the Association.

This is more than just a plan for growth; it's a pledge to nurture a community where everyone belongs and can thrive through the power of Powerchair Football.

*WFA Trustees*

WFA Trustees











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## A Fresh Strategy

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# An Introduction to Powerchair Football.

Here at The WFA, we believe everyone can play a part in changing lives through the passion and spirit of Powerchair Football.

Powerchair Football is a unique sport that provides opportunities for people with a high level of physical disability to access the game of football. It is one of the very few active team participation sports for people who use powered wheelchairs.

The sport is fast-paced, dynamic and very enjoyable to watch. Due to its unique nature, Powerchair Football allows people of all ages, disabilities and genders to compete together.

## Inclusivity is at its core.

Powerchair Football enables disabled people to take part in regular activities and provides them with competition - something that the majority will never have, or rarely, experienced before due to their disability. As a result, it builds key life skills such as teamwork and communication.

However, it doesn't just provide sporting opportunity - Powerchair Football creates a great social opportunity for the players and their families as they experience the highs and lows of participating in the nation's favourite sport. It brings strangers together, many of whom have similar stories and life experiences, creating friendships and bonds which last a lifetime.





# The WFA, Who We Are.

**The Wheelchair Football Association (WFA) is a national charity with a mission to govern and grow the sport of Powerchair Football in England.**

The Football Association (FA) recognises The WFA as the sports lead organisation, and they sanction the laws of our game. We work closely with them and are an established disability delivery partner aiming to support the wider disability football game nationally, raising its profile and increasing participation.

Currently, The WFA is led by an executive committee made up of trustees, leading on the governance and direction of the organisation. A National Development Manager and National Development Officer lead the operational running of The WFA, focusing on growing the game at a Grassroots level.





# A Brief History of The WFA.



## 2005

Established in 2005 to support people in wheelchairs playing football, The WFA was initially a voluntary organisation. The WFA focused on raising awareness, providing guidance to potential new clubs, and establishing a national competition.



## 2009

As the number of clubs increased, The WFA recognised the need to expand the capacity of volunteers to grow the game. In 2009, the Association began applying to funding sources to secure funds to employ an officer to continue developing the sport and expanding the services we provide to our members.



## 2012

In 2012, The WFA became a registered charity (Charity Number: 1146230), and in 2015, it successfully completed the process of becoming a Charity Incorporated Organisation (Charity Number: 1161260).



## 2013

Highly successful Football Foundation and Sport England funded projects in 2010 and 2013, respectively, resulted in the national growth of the format.



## 2016

In 2016, The FA sought to preserve the infrastructure of disability football and subsequently provided funding to the WFA to support staff retention and operational delivery.



## 2024

In 2024, and for the first time ever, The WFA National League (Premiership and Championship), alongside every Regional League, became England Football Accredited Leagues.

### Development of The WFA Crest

2005



2020



# The WFA, by Numbers.



**110**

Registered Teams



**721**

Active Players



**40**

Affiliated Clubs



**2 National Leagues**

A Premiership & Championship comprising 24 teams in total



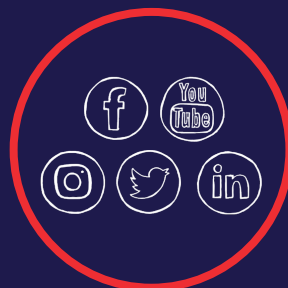
**1 National Cup**

A prestigious cup competition with a final televised on TNT Sports



**6 Regional Leagues**

Accredited Grassroots Leagues located across England



**10K+**

Followers across social media



**60K+**

Views of our National League streaming



# What We Do.

The WFA deliver and promote the sport of Powerchair Football to enrich the conditions of life for our members and assist with integration into the game of football and society.

As the lead organisation for Powerchair Football in England, we provide the following areas of support:



## Safeguarding our Sport

Ensuring the safeguarding of all players through our policies, systems and procedures.



## Knowledge and Expertise

Regarding the format, both internally for members and externally with partners and supporters.



## Club Development

Establishing new and sustaining existing clubs.



## A Full Competition Pathway

Comprising of six Regional Leagues, a two-tiered National League and National Cup competition (of which the final is currently televised live on TNT Sports).



## Powerchair Talent Pathway

Support The FA with the delivery of their Powerchair talent pathway, enabling young players to reach their potential and represent England.



## Education

Education and courses to support the wider Powerchair Football workforce.



## Awareness

Engagement with wider sporting and disability organisations to raise awareness of our format and our organisation, and share best practice to help grow others.

A Fresh Strategy,  
Doing what we do,  
**BUT EVEN BETTER**





# Medium Term Strategy (MTS) Map on a Page.

<p><b>OUR MISSION</b></p>	<p><b>GOVERN &amp; GROW</b></p>				
<p><b>OUR VISION</b></p>	<p>Championing opportunities for diverse abilities to play, learn and grow through the power of Powerchair Football</p>				
<p><b>OUR CORE FOUNDATIONS</b></p>	<p><b>SAFETY, FIRST.</b></p>	<p><b>OPPORTUNITY.</b></p>	<p><b>INCLUSIVITY.</b></p>	<p><b>COMPETITION.</b></p>	
	<p>In everything we do and promote. Be a catalyst for change across football.</p>	<p>Provide continuous opportunities for individuals to fall in love with and benefit from Powerchair Football.</p>	<p>Be a beacon for positivity and inclusivity throughout our structure.</p>	<p>Create the spirit of competition in order to facilitate participant growth and improvement.</p>	
	<p><b>OUR WINNING FORMULA</b></p>	<p><b>PEOPLE.</b></p>	<p><b>PROCESS.</b></p>		<p><b>CULTURE.</b></p>
		<p>At the heart of our success are the People — dedicated athletes, passionate volunteers, and unwavering supporters — who bring vibrancy and commitment to our mission and vision, each bringing unique strengths and perspectives that enrich our community.</p>	<p>The Process involves our strategic approach, procedures and systems, ensuring that we maintain high standards of excellence in everything we do. This includes fostering an environment of continuous improvement and ensuring accessibility and safety for all.</p>		<p>The Culture is one of inclusivity, respect, and teamwork, creating and nurturing a supportive atmosphere that celebrates diversity and empowers individuals to achieve their full potential.</p>
<p><b>OUR SUCCESS MEASURES</b></p>		<p><b>GOVERN.</b></p>		<p><b>GROW.</b></p>	
	<ul style="list-style-type: none"> <li>- Mature, responsible, accountable &amp; safe governance.</li> <li>- Even stronger membership, club and community links with more added value to all.</li> <li>- Playing a part in developing and innovating the global game.</li> </ul>		<ul style="list-style-type: none"> <li>- Promoting and developing awareness of the sport to the widest possible audience via education, advocacy and technology.</li> <li>- Increasing access &amp; participation right across the sport.</li> <li>- Cultivate and create sustainable, engaged and vibrant partnerships across the game.</li> </ul>		

# OUR **MISSION**

## Govern & Grow

**“To govern and grow the sport of Powerchair Football in England.”**

# OUR **VISION**

**“Championing opportunities for diverse abilities to **play, learn and grow** through the power of Powerchair Football”**



# Our Core Foundations. Our Moral Compass.



## Safety, first.

In everything we do and promote. Be a catalyst for change across football.



## Opportunity.

Provide continuous opportunities for individuals to fall in love with and benefit from Powerchair Football.



## Inclusivity.

Be a beacon for positivity and inclusivity throughout our structure.



## Competition.

Create the spirit of competition in order to facilitate participant growth and improvement.

# Our Winning Formula.

## People + Process + Culture.

Our winning formula is encapsulated in the synergy of our **People, Process, and Culture**.

At the heart of our success are the **People** – dedicated athletes, passionate volunteers, and unwavering supporters – who bring vibrancy and commitment to our mission and vision, each bringing unique strengths and perspectives that enrich our community.

The **Process** involves our strategic approach, procedures and systems, ensuring that we maintain high standards of excellence in everything we do. This includes fostering an environment of continuous improvement, and ensuring accessibility and safety for all.

The **Culture** is one of inclusivity, respect, and teamwork, creating and nurturing a supportive atmosphere that celebrates diversity and empowers individuals to achieve their full potential.





# Our Leadership Expectations.

## Passionate + Exceptional + Resilient + Forward-thinking.

**Leaders** who demonstrate a deep care and empathy for our sport and those who play it.

**Leaders** who are gifted at what they do and have the capacity to bring it to the sport, playing their part with painstaking excellence.

**Leaders** of sterling worth that can ride any storm and navigate challenges successfully.

**Leaders** who have an appetite for future focus, growth and becoming even better.

# Our Success Measures.

## Govern

- Mature, responsible, accountable and safe governance.
- Even stronger membership, club and community links with more added value to all.
- Playing a part in developing and innovating the global game.

## Grow

- Promoting and developing awareness of the sport to the widest possible audience via education, advocacy and technology.
- Increasing access and participation right across the sport.
- Cultivate and create sustainable, engaged and vibrant partnerships across the game.



“We have an absolute responsibility to lead the Association with painstaking excellence; for the benefit of our wonderful community. Nothing less.”

*Dean Williams*

Dean Williams  
WFA Chairperson

Chairperson Dean Williams trying out Powerchair Football



# Our Goals 2026-2027.

## What we will look like...

### Govern & Grow

- Celebrating the 20th season of the National League. National League weekends are being run at a future-proofed venue with the capacity to meet our growth agenda. Event style format.
- A suite of technology is in place that offers a consistent and best-in-class broadcast package and experience of streaming, commentary, and club, player, and fan engagement.
- A thriving, expanded, and inclusive pyramid for Grassroots Powerchair Football where The WFA enables and supports clubs across the game to develop, whether affiliated or recreational, in terms of their competitive presence.
- A comprehensive suite of learning opportunities is available for our athletes to access around personal and professional development. Our 'More Than Just Football' programme.
- Be a catalyst in advocating for the rights and needs of individuals with disabilities, actively working to influence societal perceptions about disability through the spirit of Powerchair Football.
- A clear and effective fundraising strategy in operation, which fosters ease of giving.
- Strong and medium-long-term sustainable commercial partnerships and stakeholder relationships are in place, creating even more opportunities for growth.
- Patrons, Ambassadors and Influencers actively promote the sport widely. Philanthropic relationships with key and selected individuals.
- A diverse board of trustees championing equality, diversity and inclusion, boasting the right balance of specialist skill sets and independence, having achieved an externally recognised standard of governance.
- Addition of key defined roles within the Association to help robustly sustain, create and drive the future state of Powerchair Football.
- A thriving and successful relationship with The FA Para Talent Team that is highly contributory to the success of Team England in future international tournaments.
- Playing a significant role in helping shape and innovate the game on the international stage.
- Supporting, where possible, the growth of other Para Football disciplines.

# The Lead Up to 2026-2027.

## Key Focal Areas/Dependencies.

### Govern

- Working with The FA to further enhance safeguarding standards and procedures.
- Constitutional, key policy, procedures and working committee review, readying the sport for future growth.
- Greater voice for the playing community to influence decisions and the future.
- Maintaining the National League as an England Football Accredited League, supporting and guiding Regional Leagues and their clubs to maintain the standard.
- Working with international partners, authorities and other Powerchair nations to support the growth of the international game.





# The Lead Up to 2026-2027 Continued.

## Key Focal Areas/Dependencies.

### Grow

#### National League

- Scoping of a future-proofed venue with the capacity to meet our growth agenda for National League weekends.
- Further development of a high-quality broadcast offering. A resilient, robust and consistent streaming and commentary package.
- Recruiting new talent to enhance performance across the National League both on and off the court.

#### Respecting our Pyramid

- Stronger and more defined relationships with regional and non-league clubs and their associated County Football Associations, particularly regarding sustainability. Clarity of relationship with The WFA sharing best practices across our pyramid.
- Clubs, members, and players growth. Focus on areas/counties with no or limited provision – providing greater geographical coverage across England. A seventh Regional League in the East of England is up and running.
- Formalising a chair/equipment loan support scheme for new clubs with clear expectations and guidelines.
- Scoping of potential County Powerchair Football representation in conjunction with the Regional Leagues.

#### Promoting the Game

- Active promotion of the game to under-represented societal groups to increase involvement and embodiment specifically within our sport.
- Identification and induction of Patrons, Ambassadors and Influencers to actively promote the sport.
- Identifying and launching a formal season on season 'Powerchair Football Week' dedicated to raising awareness and showcasing what we do, the beauty of our game, and how others can get involved and contribute.
- Development of the 2 on 1 Powerchair Football Podcast, consistently bringing enhanced knowledge and engagement into the game.

#### Social and Digital Presence

- Clear, planned, consistent social and communications strategy with stronger media relationships and presence.
- A new website, digital and social proposition, purpose-built with functionality and capability to engage across our audiences and grow our sport.

## Commerciality and Partnerships

- Enhanced relationships with our partners to drive efficiency towards our goals and growth targets.
- A full commercial offering is available across the sport for partners with clear expectations.
- Launching of a commercial 'Powerchair Football Team Building' proposition for businesses and organisations.

## Athlete, Coach and Workforce Development

- Growing and retaining our existing internal talent throughout our sport. Scoping of Continuing Professional Development (CPD) courses and opportunities for The WFA workforce to improve across key roles, including the potential to digitalise selected programmes.
- Development of our 'More Than Just Football' programme – a suite of development and learning opportunities for our athletes to access.
- Coach education provision – the creation of a new coach educational proposition for existing and new coaches, enhancing the quality of existing coaching and bringing new coaches into the game.

## Stakeholder Relationships

- Thriving relationships throughout The FA across all departments, specifically with Grassroots and Para Talent teams, supporting the delivery of their objectives and goals.
- Enhancing our relationships with the other Para football disciplines, actively offering to share best practices.





# Our Social Impact and Responsibilities.

## Internal

- **Empowerment & Confidence:** our members increase their self-esteem, gain a sense of achievement, and experience personal empowerment through Powerchair Football.
- **Health & Well-being:** encouraging physical activity through Powerchair Football greatly benefits our members' overall physical health and mental well-being.
- **Skill Development:** our game supports the development of teamwork, leadership & strategic thinking.
- **Community & Support Networks:** creating a supportive social community, connecting players, families, staff & volunteers through their shared experiences.
- **Equality, Diversity & Inclusion (EDI):** Powerchair Football advocates and fosters an environment that values diversity and inclusion, promoting opportunity for all, regardless of ability.

## External

- **Changing Perceptions:** through participation in Powerchair Football, we challenge any stereotypes and misconceptions about disability.
  - **Community Engagement:** we engage with communities at local, regional, and national levels, building a sense of unity and cooperation.
  - **Advocacy & Awareness:** we raise awareness of the importance of accessibility in sports, highlight success and advocate for the rights and needs of disabled people.
  - **Inspiring Others:** our members are a source of inspiration for disabled and non-disabled people alike.
  - **Partnerships & Collaboration:** we collaborate with other public, private, and third-sector organisations to promote inclusivity in sport, health, and well-being.
  - **Economic Impact:** we contribute to the local economy through our events and actively support the growth of adaptive technology, equipment, and services.
  - **Global Influence:** we work to set examples for other countries and organisations, aiming to influence the creation of similar structures and associations to benefit the sport of Powerchair Football on an international scale.
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A Fresh Strategy,  
Doing what we do,  
**BUT EVEN BETTER**



# MEDIUM TERM STRATEGY

A 3 SEASON PLAN FOR GROWTH

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