

YOUTH CONFERENCE 2026

COLLIERS PARK

PAWB
EVERYONE



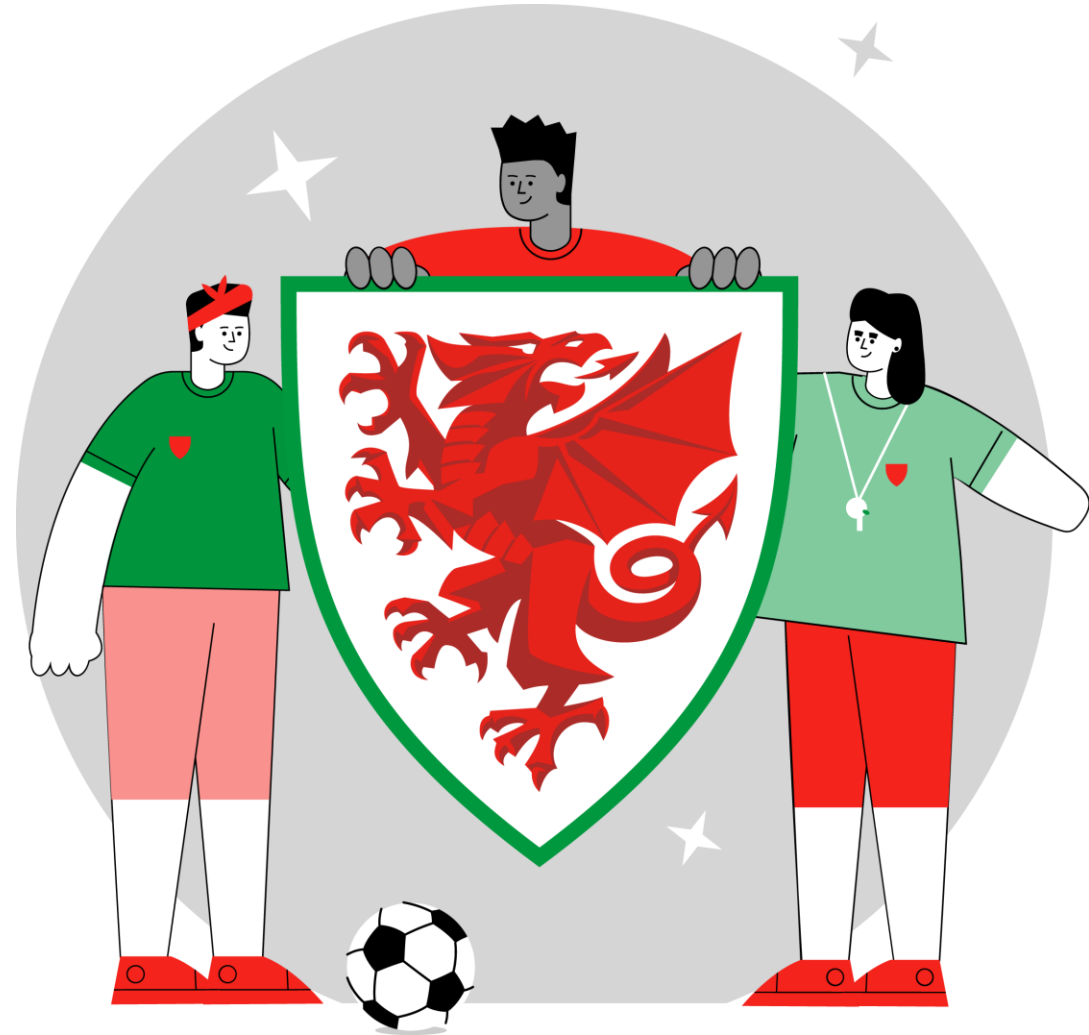
INTRODUCTION:

At the Football Association of Wales, we believe young people have the power to shape the future of Welsh football. Through opportunities like our Youth Conference, we're committed to creating spaces where young people can develop their skills, share their ideas and make a positive impact on the game.

The FAW Youth Conference is your chance to challenge yourself, learn from others and connect with like-minded young people who are passionate about football. Through a range of workshops, activities and discussions, you'll build your confidence, expand your knowledge and explore the many opportunities available within the game.

This programme contains everything you need to know about this year's Youth Conference. We hope you leave feeling inspired, equipped with new skills and ready to continue making a difference in football and your community.

**Carys Ingram – Equality, Diversity, Inclusion & Sustainability
Executive – Football Association of Wales.**



VENUE:

The FAW Youth Conference will take place at the FAW Office, Colliers Park in Wrexham.

Please remember that you need to arrange your own travel to and from the venue. If you require overnight stay, there is a Premier Inn situated next to the venue along with other hotel options nearby.

ADDRESS:

FAW Colliers Park,
Gresford,
Wrexham,
LL12 8PW

BY CAR:

From the A483, exit at the Gresford Interchange (Nantwich/A534/
Gresford/B5445), take the exit onto Chester Rd/B5445.
Colliers Park is next to the Premier Inn. Parking is FREE onsite.

BY TRAIN:

If you are travelling by train
the nearest station is Wrexham General (55 min walk).

BY BUS:

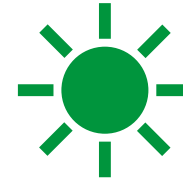
If you are traveling by bus the nearest station is Gresford Roundabout,
Garden Village (7 min walk)



WHAT TO BRING:



Please wear something comfortable and weather appropriate.



Sunscreen SPF15 (if required).



Food and drinks will be provided during the day and everything will be on-site.



You will be provided with an FAW notebook and pen.



A reusable water bottle.



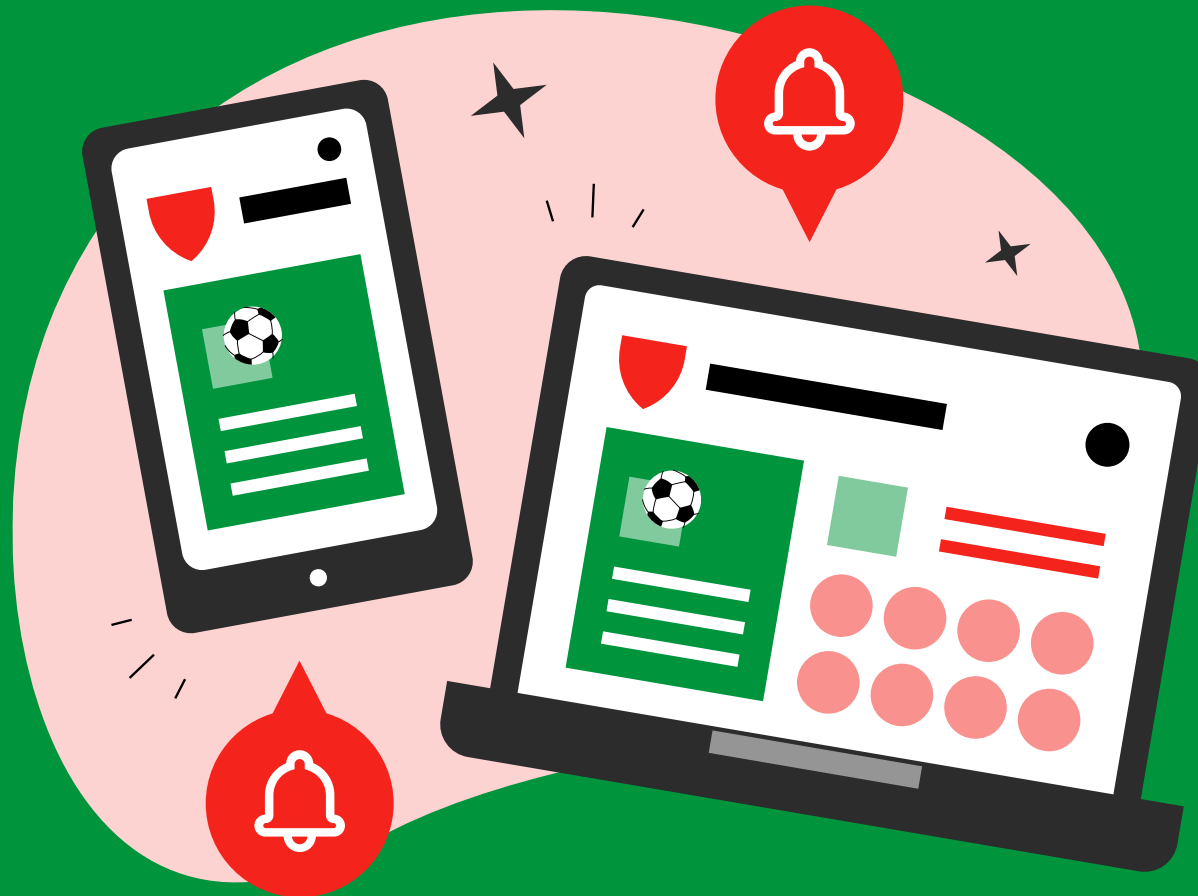
If you require medication, please ensure you bring this and have it on you at all times.



Sports Kit and boots suitable for 3G surface.



AGENDA



AGENDA:

8.45 - 9AM – Arrival & Registration

9.15 – 9.45AM – Youth Council Ice Breaker

9.45 – 10.15AM – Welcome & Overview

10.15 – 11.15AM – Designing Facilities Fit for Us Workshop with Cymru Football Foundation

11.15 - 11:30AM – Break

11.30 – 12.30PM – Media Workshop with Colab Cymru

12.30 – 1.15PM – Lunch

1.30 – 2.15PM – The Big Football Conversation (Carousel Panel)

2.30 – 4.30PM – Street Football & FAW Cicstart

4.30-4.45PM - Close



SESSION INFORMATION



SESSION INFORMATION:

ICE BREAKER (9:15-9:45 AM)

Get ready for an interactive football-themed challenge running throughout the conference! Complete fun activities, quizzes and skill-based challenges inspired by Welsh football, meet FAW staff and guest speakers, and test your knowledge of the game. Collect as many bingo squares as you can for the chance to win prizes, with one lucky winner taking home the official conference football signed by everyone attending. A great way to connect, explore the conference, and celebrate Welsh football together!

SPEAKERS

FAW National Youth Council



SESSION INFORMATION:

DESIGNING FACILITIES FIT FOR US (10:15–11:15 AM)

Young people are driving growth in Welsh football, with youth participation up 36% and disabled player numbers up 114% since 2022. Yet Cymru Football Foundation (CFF) facilities are often designed without young people's input.

This workshop gives delegates the opportunity to help shape future facilities. Using CFF's design principles, participants will explore how facility design influences young people's experiences and discuss ways to make spaces more inclusive and engaging. Attendees will also complete a short survey and take part in a discussion to help inform CFF's future work. The Cymru Football Foundation is the game's leading charity, working to improve football facilities across Wales so more people can enjoy the game. Find out more about the Foundation [here](#).

SPEAKERS

Allan James – Facility Investment Manager Cymru Football Foundation

Lisa Meredith – Head of Grant Management Cymru Football Foundation



SESSION INFORMATION:

PERSONAL AND PROFESSIONAL BRANDING WORKSHOP (11:30AM -12:30 PM)

Telling your story and creating your presence is your super power.

This session aims to deep dive into why your story and cause matters and how to stand out in a (saturated) crowd. There's no such thing as a stupid question in this workshop- this is a safe and practical session that will help you identify how you can cut through the noise to help your cause through storytelling and digital content planning and creation.

SPEAKERS

Jess Magness – S4C

Adrian Morgan Jones – Colab Cymru

Rhidian Evans – Colab Cymru

Rob Light –Colab Cymru



SESSION INFORMATION:

LUNCH AND NETWORKING (12:30-1:15PM)

During the lunch break, all attendees are encouraged to use this time to network with other attendees, speakers and guests; as well as undertake some of our activities available.

We will be joined by a number of FAW staff members who will be on hand to speak with attendees about opportunities to work and volunteer in football, as well as answer any questions attendees may have about progressing into a number of areas across the game.



SESSION INFORMATION:

THE BIG FOOTBALL CONVERSATION: PANEL DISCUSSION CAROUSEL (1:30-2:15 PM)

Step into The Big Football Conversation and meet the people shaping the game. In this interactive speed-networking session, you'll rotate between tables hosted by leaders from across the football world—from coaches and referees to media, administration, facilities, community football and more. Every 10 minutes is a chance to ask questions, hear real-life experiences and discover the many ways you can lead and build a future in football, both on and off the pitch.

SPEAKERS

FAW Youth Council
FAW Domestic Leagues
FAW Officials
FAW Safeguarding
FAW Facilities Team
Special Guests from across Football
And more!



SESSION INFORMATION:

STREET FOOTBALL WITH STREET FOOTBALL WALES (2:30-4:30 PM)

Street Football Wales will deliver a fun, engaging and inclusive session that showcases the values and ethos at the heart of our organisation, demonstrating how street football has the power to change lives.

Participants will have the opportunity to learn the unique rules of street football and experience what it is like to represent Wales at the Homeless World Cup. Through a range of fun, interactive activities they will develop an understanding of the format while discovering alternative pathways and opportunities to get involved in football.

We hope every young person leaves the session having had fun, learned something new, and feeling inspired, informed and empowered to take part in inclusive football opportunities within their own communities.

DELIVERERS

Beth Thomas – SFW

Charlotte Barrell - SFW

Caitlin Thomas - SFW

Wayne Ellaway - SFW



SESSION INFORMATION:

CICSTART PROGRAMME WITH FAW (2:30-4:30 PM)

Experience football through the FAW CicStart Framework, where the focus is on having fun, learning new skills and making sure everyone can play. You'll take part in a series of small-sided games that evolve as you play, with exciting rule changes and game adaptations designed to keep everyone involved, encourage teamwork and create more opportunities on the ball.

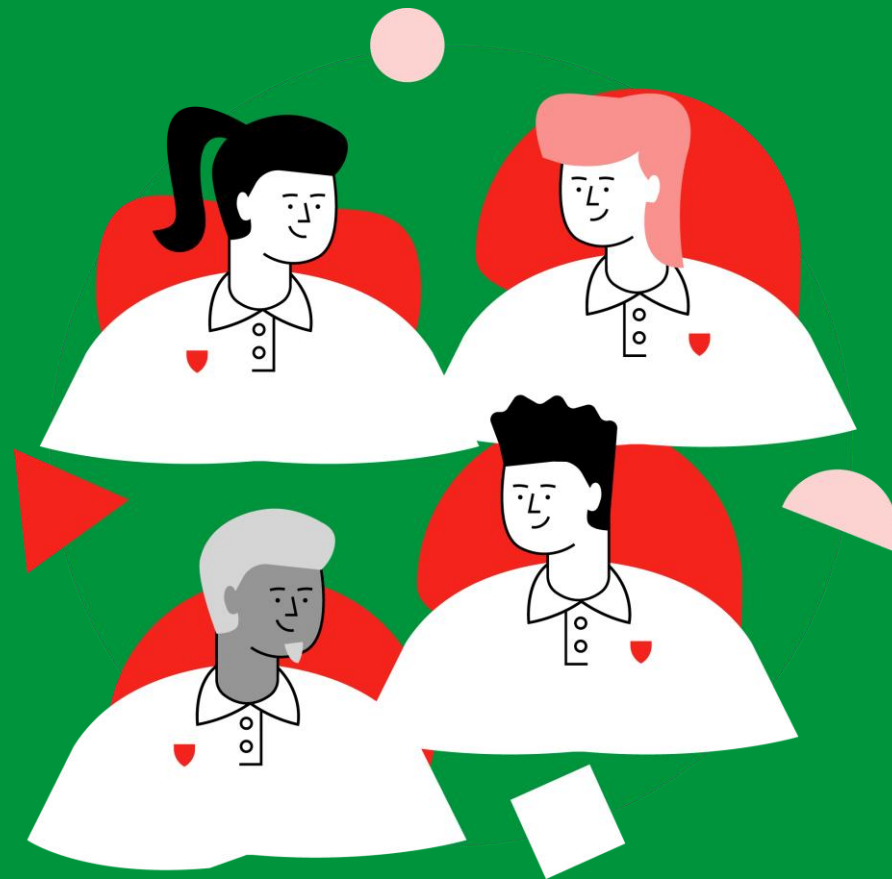
Throughout the session, you'll experience challenges such as Power Plays, Skill Scores, Fair Play points, and Game Guarantees, where every player has an important role to play. As the games progress, the rules may change to give different teams new opportunities, create exciting twists, or reward positive behaviours, helping you think, adapt and work together. By the end of the session, you'll discover how small changes to the game can make football more enjoyable, inclusive and engaging for everyone.

DELIVERERS

Emma Roberts – FAW Participation Officer
Laura Davies – FAW Participation Officer
Oliver Williams – FAW Participation Officer



SPEAKERS



SPEAKERS:

ALLAN JAMES: FACILITY INVESTMENT MANAGER – CYMRU FOOTBALL FOUNDATION.

Allan is a Facility Investment Manager at the Cymru Football Foundation, holding a national remit for the Fit-For-Future Facilities Programme, which provides major capital investment, previously awarding grants of up to £500,000 to Clubs, Community Organisations and Local Authorities to develop high-quality football facilities across Wales.

He played a role in developing the Local Football Facility Plans (LFFPs) for all 22 Local Authorities, shaping the strategic direction of facility development nationwide.

Having graduated with a Bsc (Hons) degree in Sports Coaching and Exercise Science, Allan has gained over 14 years of experience working in Sport, having previously worked in Rugby Union, volunteered in Netball and Badminton, and is a current Trustee at the Geraint Thomas Cycling Trust.



SPEAKERS:

LISA MEREDITH: - HEAD OF GRANT MANAGEMENT - CYMRU FOOTBALL FOUNDATION

Lisa is Head of Grant Management at the Cymru Football Foundation, with extensive experience in strategy, funding, partnership development, and programme delivery. For more than 20 years, she has worked in health and wellbeing, helping people and communities access the support, opportunities, and spaces they need to thrive. Passionate about reducing inequalities and creating positive change, Lisa works with partners across Wales to invest in projects that improve lives and strengthen local communities. She believes young people are powerful agents of change and is excited to connect, listen, and learn from the next generation of leaders.



SPEAKERS:

JESS MAGNESS: FORMER CYMRU INTERNATIONAL PLAYER

Jess is the lead on Digital Marketing Campaigns at S4C, where she helps bring brilliant stories to life and connects audiences with content that matters. With a career spanning behaviour change marketing, storytelling, content creation and digital marketing, Jess has worked across media, sport and the charity sector, creating campaigns that inspire, engage and make a real impact. Passionate about creativity, inclusion and finding fresh ways to reach new audiences, Jess is proud to have worked with the FAW on sessions for the Be Football campaign and Be Football mentoring. She'll be sharing practical insights on how great stories can spark conversations, build communities online and open doors.

Mae Jess yn siarad Cymraeg ac yn croesau sgwrs trwy'r Cymraeg neu'r Saesneg. Jess welcomes communicating in a way that works for you- Jess supports translation, BSL or any accessibility support.

Let's connect! Connect with Jess across socials: @jessmagness



SPEAKERS:

ROB LIGHT: CO-FOUNDER AND EXECUTIVE PRODUCER, COLAB

Rob Light is an award-winning Executive Producer and creative leader with more than 20 years' experience delivering major campaigns, branded content, live events and multi-platform productions. His work spans sport, tourism, culture and national storytelling, with clients including the FAW, UEFA, Visit Wales, Welsh Government, S4C and the BBC.

Rob has led creative teams on high-profile projects in Wales and internationally, including major Visit Wales campaigns, Team Wales activity and content surrounding significant sporting and cultural events. He specialises in taking an initial ambition and developing it into a clear, audience-focused creative approach that can work across film, broadcast, digital, social media and live environments.

As a panel contributor, Rob brings insight into creative leadership, brand storytelling, collaboration and how organisations can create content that builds a genuine emotional connection with audiences.



SPEAKERS:

RHIDIAN EVANS: CO-FOUNDER AND EXECUTIVE LINE PRODUCER, COLAB

Rhidian Evans is an experienced Executive Line Producer with more than 20 years' experience managing complex television, branded content, digital and live-event productions. He has delivered projects for major broadcasters, governing bodies, public-sector organisations and national brands, including work connected to the FAW and significant sporting events.

Rhidian specialises in turning ambitious creative ideas into deliverable productions. His expertise includes budgeting, scheduling, contracts, rights and licensing, logistics, health and safety, compliance and the coordination of large teams across multiple locations. He is also experienced in working with athletes, presenters, contributors, governing bodies and commercial partners in fast-moving, high-profile environments.

As a panel contributor, Rhidian offers a valuable perspective on careers behind the camera, the practical realities of delivering sports content and the range of production, operational and technical roles required to bring major football stories and events to audiences.



SPEAKERS:

ADRIAN MORGAN JONES: CO-FOUNDER AND EXECUTIVE PRODUCER, COLAB

Adrian Morgan Jones is an award-winning Executive Producer and Director with more than 20 years' experience across television, documentary, branded content, digital production and social-first storytelling. He has created and led content for the FAW, BBC, S4C, Welsh Government, Visit Wales and a wide range of national organisations and brands.

Adrian's sporting work includes football-led broadcast and digital projects, major tournament content and multi-platform coverage designed to connect supporters with players, teams and the wider culture surrounding the game. He combines editorial storytelling with a strong understanding of audience behaviour, helping shape ideas that can work across long-form programming, short-form video, social media and live events.

As a panel contributor, Adrian brings experience of creative careers, production leadership, working with talent and developing authentic stories that reflect modern Wales and engage audiences both inside and beyond traditional football communities.



SPEAKERS:

BETHAN THOMAS: CEO – STREET FOOTBALL WALES

Beth Thomas has dedicated her career to supporting young people in sport, helping them build confidence, resilience and a positive mindset both on and off the pitch. Through her work with athletes, coaches and organisations, Beth champions environments where every young person can thrive. At the FAW Youth Conference, she'll share practical advice and real-life experiences to inspire players and support parents on the football journey.



SPEAKERS:

CAITLIN THOMAS: SPORTS DEVELOPMENT MANAGER STREET FOOTBALL WALES

Caitlin Thomas is the Sports Development Manager at Street Football Wales, where she uses the power of football to create opportunities, build confidence and bring communities together. Passionate about making the game welcoming for everyone, Caitlin works to develop inclusive programmes that help people of all backgrounds enjoy football and reach their potential. At the FAW Youth Conference, she'll share how football can inspire positive change both on and off the pitch.



SPEAKERS:

WAYNE ELLAWAY: COACH AND FORMER PLAYER STREET FOOTBALL WALES

Wayne Ellaway knows first-hand how football can change lives. After overcoming homelessness and addiction, Wayne found hope and purpose through Street Football Wales, going on to represent Wales at the Homeless World Cup before becoming Head Coach of the Welsh squad. Today, he is passionate about helping others realise their potential, using football to build confidence, resilience and a sense of belonging. Wayne's story is a powerful reminder of how sport can inspire positive change on and off the pitch.



SPEAKERS:

CHARLOTTE BARRELL: MEDIA OFFICER STREET FOOTBALL WALES

Charlotte Barrell is a Media and Content Officer at Street Football Wales, where she brings football stories to life through photography, video and social media. She works closely with players and communities to capture inspiring moments and show how football can build confidence, create opportunities and connect people. Charlotte is passionate about using creativity and storytelling to celebrate the positive impact of the game both on and off the pitch.



SPEAKERS:

EMMA ROBERTS: PARTICIPATION OFFICER – FAW

Emma Roberts is a Participation Officer at the Football Association of Wales, where she is dedicated to creating opportunities for more people to enjoy football in safe, welcoming and inclusive environments. Working with clubs, schools and community partners across Wales, Emma helps develop programmes that encourage children and young people—particularly girls and underrepresented groups—to get involved, stay active and build a lifelong love of the game. Passionate about the power of football to bring people together, Emma believes positive experiences in sport can help build confidence, resilience, friendships and skills that extend far beyond the pitch.



SPEAKERS:

OLIVER WILLIAMS: PARTICIPATION OFFICER FAW

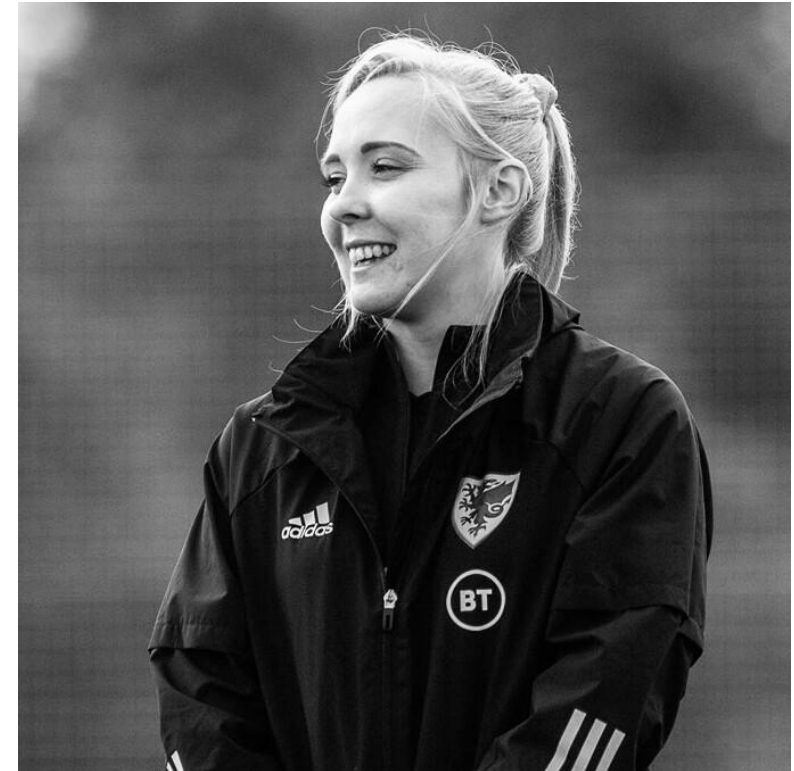
Oliver Williams is a Participation Officer at the Football Association of Wales, dedicated to growing the game by creating fun, inclusive and accessible football opportunities for children and young people across Wales. Through his work with clubs, schools and local communities, Oliver supports programmes that encourage participation, promote wellbeing and help young people develop confidence, teamwork and resilience. He believes football has the power to inspire, connect communities and create positive experiences that stay with young people long after the final whistle.



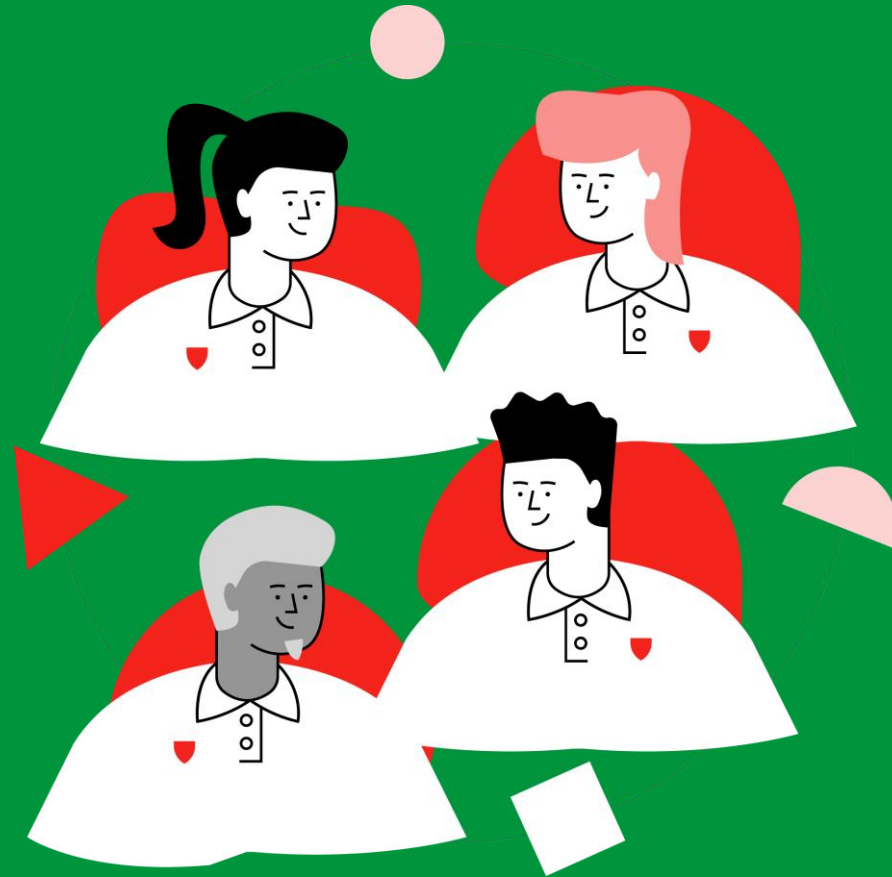
SPEAKERS:

LAURA DAVIES: PARTICIPATION OFFICER FAW

Laura Davies is a Participation Officer at the Football Association of Wales, where she is passionate about helping more children and young people discover the enjoyment and lifelong benefits of football. Working closely with clubs, schools and local communities, Laura supports inclusive opportunities that encourage people of all backgrounds to get involved, develop new skills and build confidence through the game. With a background in football coaching and player development, she is committed to creating welcoming environments where everyone can thrive, make lasting friendships and enjoy positive experiences both on and off the pitch.



MEET THE TEAM



MEET THE TEAM:

JASON WEBBER: SENIOR EDI&S MANAGER.

Jason is an expert and leader in Equality, Diversity, Inclusion & Sustainability who joined the Football Association of Wales in 2020. He works at the FAW as a Senior Equality, Diversity, Inclusion & Sustainability Manager.

He has been integral in advancing the FAW's Equality, Diversity, Inclusion and Sustainability Programmes towards being a global leader in sport and has extensive experience in educating and advising a wide range of stakeholders, along with delivering conferences and events for more than a decade.

Jason is a UEFA B Licence coach, having worked at Cardiff City FC Academy for over 10 years working with players such as Cymru Internationals Rubin Colwill, Mark Harris, Rabbi Matondo and Isaak Davies. He now is volunteering coaching a grassroots football team.

Jason is passionate about sharing his knowledge and experience with others and is committed to making football and sport inclusive and equal for everyone.



MEET THE TEAM:

CARYS INGRAM: EDI&S EXECUTIVE.

Carys joined the FAW in 2022 and is passionate about making football a place where everyone belongs. She leads the FAW's Be Football Mentoring and Youth Council programmes, helping young people grow their confidence, develop new skills, and take opportunities across football. Before joining the FAW, she co-led LGBTQ+ supporters' groups The Rainbow Wall and Swansea City's Proud Swans, championing inclusion both on and off the pitch.



MEET THE TEAM:

KATHRYN THOMAS – SAFEGUARDING EXECUTIVE

Hello, My name is Kathryn Thomas and I am a member of the Safeguarding Team at the FAW. My background is in safeguarding and education. I have been with the FAW for over a year, and this has been a very busy time as the department develops implements changes. I am learning more about football every day and now even fully understand the off-side rule!



MEET THE TEAM:

FAW YOUTH COUNCIL

ELEEZA KHAN (CHAIR):

Eleeza is passionate in breaking the stigma that girls like her, from her community, cannot participate in Football. She's already taking a leading role in this, most recently by qualifying as a grassroots level football referee. She is also taking a leading role in her community, volunteering with organisations such as the Cardiff Youth Service, SEF Cymru and ACE Cymru.

Eleeza has been a member of the FAW Youth Council since 2022 and is also the current Chair.

HARRISON CLAYTON (VICE CHAIR):

Harrison has been working in sport from 2016, the young sports leader of the year for Brecknock and Radnorshire (2017) found himself as a young ambassador representative on the Sports Wales Board from 2018-2019. Throughout the pandemic Harrison volunteered as an #IWILL ambassador and has gained experience in the digital promotion of the game, as well as planning and directing community sports projects.

Harrison has been a member of the FAW Youth Council since 2022 and is also one of the current Vice Chairs.



MEET THE TEAM:

FAW YOUTH COUNCIL

BEGW ELAIN (VICE CHAIR):

Begw has volunteered at her local Club since a young age. She has a vast experience of sitting on committee's, being an accounts officer and working her way to her most recent volunteer role with the Club as media officer. She has most recently been a part of the FAW's Be Football Mentoring programme where she has learnt key skills in confidence, communication and conversing in both English and Welsh.

Begw has been a member of the FAW Youth Council since 2022 and is also one of the current Vice Chairs.

JAC CHAPMAN:

Jac hit the ground running when first entering Welsh Football, becoming a player, qualified referee and UEFA B license candidate before the age of 18. Jac has also since become the first-ever Chair of the Sports Wales Youth Panel, as well as moving into a coaching role with both grassroots and academy teams.



MEET THE TEAM:

FAW YOUTH COUNCIL

MEGAN DAVIES:

Megan aims to be a part of genuine change and improvement in her time on the FAW Youth Council. She previously worked as a member of the Welsh Youth Commissioner Advisory Panel and created the Caerleon Youth Labour Party to highlight and empower young voices. Megan also worked as referee in the game in Wales, having completed her FAW refereeing course at the age of 14.



NICOLE SAMSON:

Nicole has played football from a young age and is a current player for TNS FC in the Adran Premier League, having played for the Club since 2015. Nicole also has experience off the pitch, as she is a current employee of Wrexham AFC. Her role includes multiple tasks, including involvement in the Club shop, stock taking, ticketing, memberships sales and enquiries. Nicole aims to elevate the voices of those in the game both on and off the pitch and would one day like to become a CEO of a Football Club in Cymru.



MEET THE TEAM:

FAW YOUTH COUNCIL

JACK GRIFFITH:

Bangor 1876 commercial and marketing assistant driving the clubs brand off the pitch : running the first online shop with orders as far as Australia as well as launching a podcast and overhauling the social media to over 13,000 followers on all platforms.

While at university studying business management in Manchester, Jack has been a part of the Manchester FA's young leaders academy working on cup finals and projects to enhance grassroots football in greater Manchester, also worked at Stockport County Football Club.



CARYS JAMES:

Born and bred and in Aberystwyth, Carys is an avid footballer playing for Aberystwyth Town Women's U19's, as well as volunteering in a coaching role for the Club. Passionate about politics and international relations, and the Welsh language, one of Carys' aims for the Youth Council is to reduce inequality in youth football in Wales - breaking down the barriers for the next generation.



MEET THE TEAM:

FAW YOUTH COUNCIL

MIA ROBERTS:

Mia has always been football obsessed and is currently involved in the sport in a number of different ways. She currently plays in the Adran North for Llandudno as well as a International Football Business degree in Manchester at UCFB. Mia has recently undertaken a role at Wrexham AFC her hometown club where she is a presenter on their pre match show as well as a co-commentator on the men's senior side home and away matches. She also took part in the FAW's BeMentoring programme in 2024.



EMMA THOMAS:

Emma is a passionate advocate for youth football, having represented Wales at WU15, WU16, and WU17 levels while playing for the FAW Girls Academy squad. With experience as both a player and coach, alongside studying a BTEC in Sport & Exercise Science, she is committed to increasing participation, promoting inclusion, and breaking down barriers in the game. As an FAW Football Leaders Award holder and former BE Football Influencer, Emma strives to empower young players and shape the future of Welsh football.



MEET THE TEAM:

FAW YOUTH COUNCIL

EDWARD JACKSON:

Ed is deeply passionate about sustainability and creating a better future for the next generation. As a former Wales Under 21's field hockey player, Ed used his platform as an athlete ambassador to visit primary schools across South Wales to teach children about the importance of staying active, eating well, and looking after their mental wellbeing. His long-term ambition is to become a policy maker, where he hopes to influence positive change for future generations in Wales and beyond.



ROSHEEN KHAN:

As a director of the Grange Pavillion Youth Forum, Rosheen also makes up one half of Wales' first Muslim female football referees, as well as a coach in her local community. Passionate about paving the way for young girls from ethnically diverse backgrounds, Rosheen plays a key leadership role in her community, previous school and with the FAW as one of two members to lead on youth voice at the Euro 2028 bid in Switzerland.



MEET THE TEAM:

FAW YOUTH COUNCIL

CAITLIN MCMILLAN:

Caitlin is a sport sustainability specialist with experience across both high performance and grassroots level. Passionate about how sport can be used as a catalyst for change and the importance of ensuring facilities are futureproofed, her aim whilst participating in the Youth Council is to increase opportunities for participation, particularly for those from a range of socio economic backgrounds, women and girls.



ALI ARSHAD:

Ali has been deeply passionate about football from a young age and continues to play the game at a competitive level. With experience coaching at the grassroots level, including leading an U12 team, Ali combines his on pitch knowledge with a strong commitment to community development. He has spearheaded numerous projects aimed at creating inclusive opportunities for young people both boys and girls to access and enjoy football. Through his work, Ali is dedicated to breaking down barriers and ensuring that every child has the chance to thrive through the power of sport.



SAFEGUARDING & WELFARE



SAFEGUARDING & WELFARE

CONFERENCE SUPPORT

Your safety and wellbeing is of the utmost importance to us and we want you to feel safe and comfortable at all times.

If at any time you feel uncomfortable throughout the duration of the Youth Conference, please reach out to the Designated Welfare Officer who will be attending the days with us and are ready to support you.

Ahead of the event, if you have any safeguarding or welfare concerns, please contact the FAW's Safeguarding team at safeguarding@faw.co.uk

During the event, we will have a welfare and safeguarding lead Kathryn Thomas.

If you have any concerns, please speak to them throughout the event or you can message 07483 488 083 and they will support you.



LINK UP WITH US



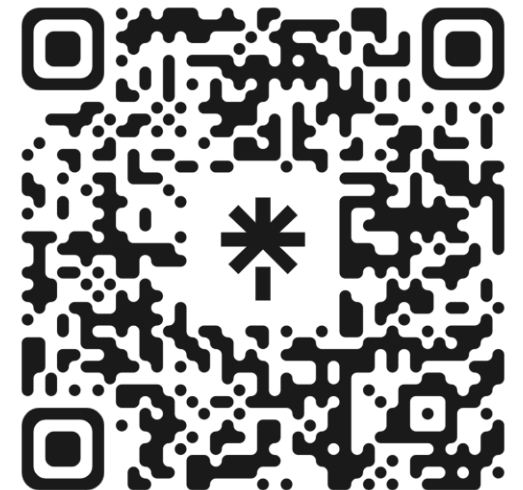
YOUTH CONFERENCE APP

Everything you will need during the National Youth Conference can be accessed on the Conference web APP.

This can be accessed by either scanning the QR code (below right) or by visiting: <https://linktr.ee/fawyouthconference>

The web app includes a link to download the Youth Conference Programme, information of our National Youth Council, access to follow our Football Association of Wales Social Media Accounts

If you require assistance with the web APP please [contact PAWB@FAW.Cymru](mailto:PAWB@FAW.Cymru).



FURTHER SUPPORT



FURTHER SUPPORT:

CONTACT

If you require any support, have accessibility requirements or have questions about the FAW Youth Conference please contact:

Carys Ingram

Email: cingram@faw.cymru

Tel: 07393014286

Jason Webber

Email: jwebber@faw.cymru

Tel: 07971423761

FAW PAWB

Website: PAWB.Cymru

Email: PAWB@FAW.Cymru

Safeguarding

Email: safeguarding@faw.co.uk



YOUTH