

# YOUTH CONFERENCE 2025

COLLIERS PARK

**PAWB**  
**EVERYONE**



# INTRODUCTION:

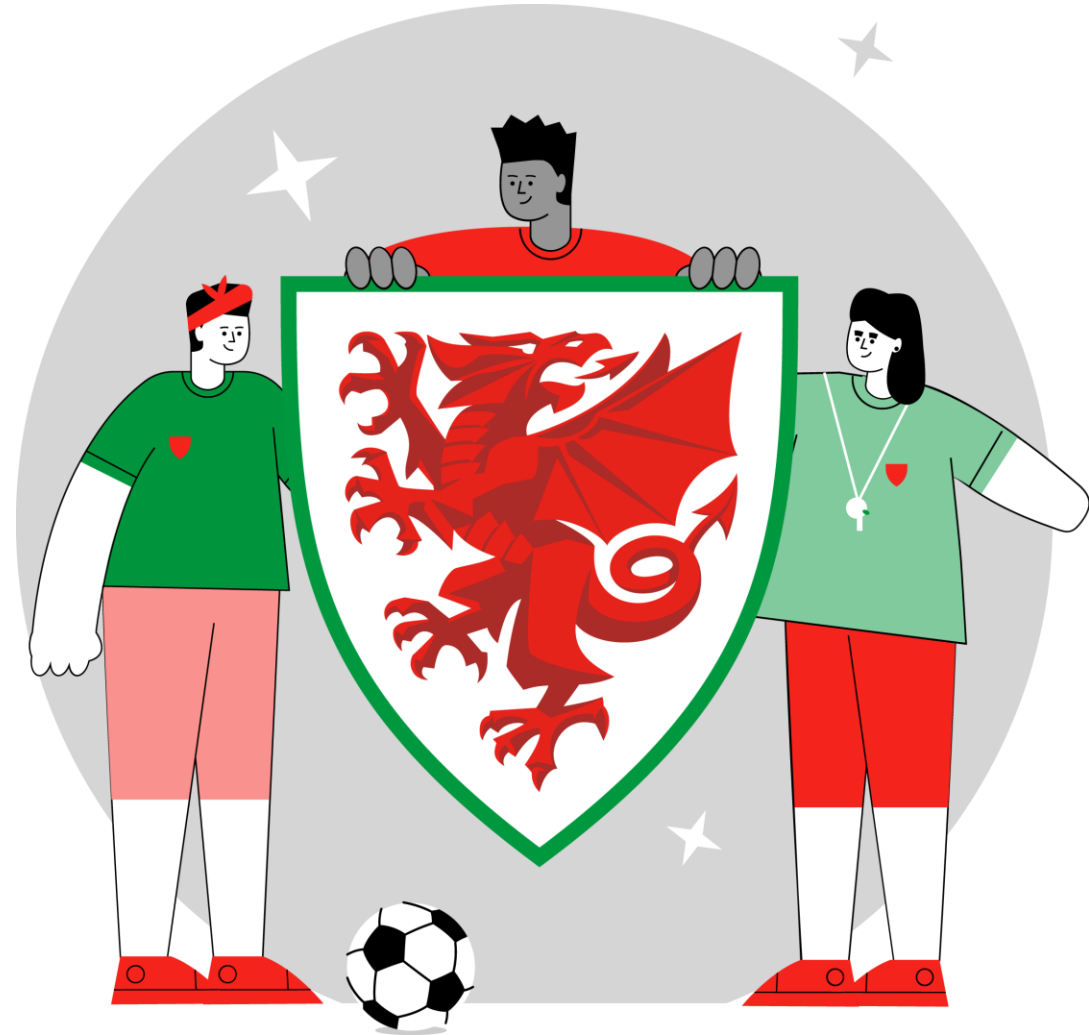
At the Football Association of Wales, we believe in the power of young people. Young people aren't just the leaders of the future but have the drive, skills and ideas to make a positive change in football today.

The FAW Youth Conference is an opportunity to challenge yourself to expand your leadership potential in football while developing your skills and knowledge through a range of workshops, activities and talks.

The conference will provide a great networking opportunity to meet like-minded ambitious young people who aim to positively impact the game in their community and obtain a job in football in the future.

This Programme includes all the relevant information for this year's Youth Conference. We hope you enjoy the Conference and take away many key lessons and skills to help progress you further in your journey in sport.

**Jason Webber – Senior Equality, diversity, Inclusion & Sustainability Manager – 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:

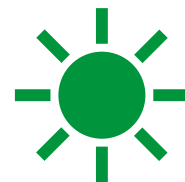
If you are traveling by bus the nearest station is Gresford Roundabout,  
Garden Village (7 min walk)



# 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 will be provided on arrival.

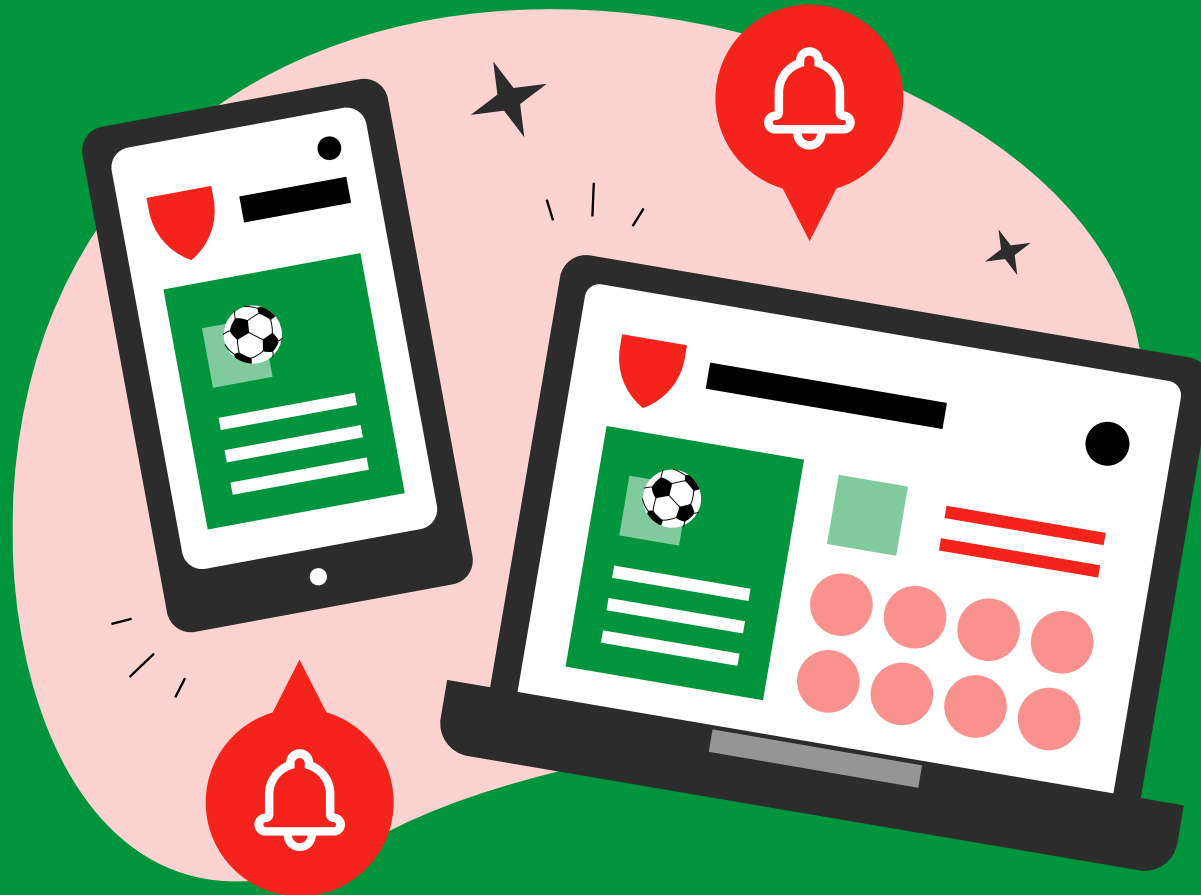


If you require medication, please ensure you bring this and have it on you at all times.



Sports Kit and boots suitable for 3G surface.

# AGENDA



# AGENDA:

**9AM** – Arrival & Registration

**9.30 – 9.45AM** – Welcome & Overview

**9.45 - 10AM** – Guest Speaker

**10 – 10.30AM** – Icebreaker Activity

**10.30 – 11.15AM** – Hidden Roles in Football (Workshop)

**11.15 - 11:30AM** – Break

**11.30 – 12.30PM** – Youth Leadership & Sustainability (Workshop)

**12.30 – 1.30PM** – Lunch

**1.30 – 2.15PM** – Leading the Game “ Youth Voices & Leadership in Football” Panel Discussion

**2.30 – 4.30PM** – Football & Esports (Practical)

**4.30-4.45PM** - Close



# SESSION INFORMATION



# SESSION INFORMATION:

## THE HIDDEN ROLES OF FOOTBALL WORKSHOP (10:30-11:15 PM)

The “Hidden Roles of Football” workshop is designed to equip participants with the necessary knowledge and skills to effectively apply for various roles within the football industry. Whatever the role aspiration having a well-crafted CV and application can greatly enhance the chances of success. This workshop will be delivered by the FAW’s HR Manager Hannah Hopes and aims to provide practical guidance on creating impressive resumes, cover letters, and applications tailored specifically for football-related positions; as well as exploring the roles in football you may not know existed.

### SPEAKERS

Kate Shale – HR Advisor at the Football Association of Wales

# SESSION INFORMATION:

## YOUTH LEADERSHIP & SUSTAINABILITY (WORKSHOP) (11:30 -12:30 PM)

In the 'Sustainability Workshop' you'll work in teams to make the most environmentally friendly club possible! With a range of different possibilities and options to equip your 'dream' club for the future, you'll be given time to think of how you would design and develop in a way that helps nature and saves water whilst also reducing climate change!

The session will be delivered by Ed Jackson and Caitlin McMillan, members of the FAW National Youth Council who both have experience working in sport sustainability."

### SPEAKERS

Caitlin McMillan – FAW National Youth Council Member

Edward Jackson – FAW National Youth Council Member

# SESSION INFORMATION:

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

During the lunch break, all attendees are encouraged to use this time to network with other attendees, speakers and guests.

We will also be joined by a number of FAW staff members, partners and volunteers 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 following on from the “Hidden roles in football” Workshop.

# SESSION INFORMATION:

## LEADING THE GAME “ YOUTH VOICES & LEADERSHIP IN FOOTBALL” PANEL DISCUSSION (1:30-2:15 PM)

Football is more than just a sport — it's a platform for leadership, empowerment, and change. This panel explores how young people are stepping up as leaders on and off the pitch, how their voices can shape the future of the game, and what structures exist (or need to exist) to support their personal and professional development. With insights from players, coaches, youth leaders, and advocates, the discussion will spotlight real stories, challenges, and opportunities for youth leadership in football.

### SPEAKERS

Kevin Ratcliffe (Former Cymru International)

Begw Elain (National Youth Council Member)

Robert Earnshaw (Former Cymru International)

Mia Roberts (Host/Wrexham AFC Commentator)

# SESSION INFORMATION:

## FOOTBALL ACTIVITY & ESPORTS (2:30-4:30 PM)

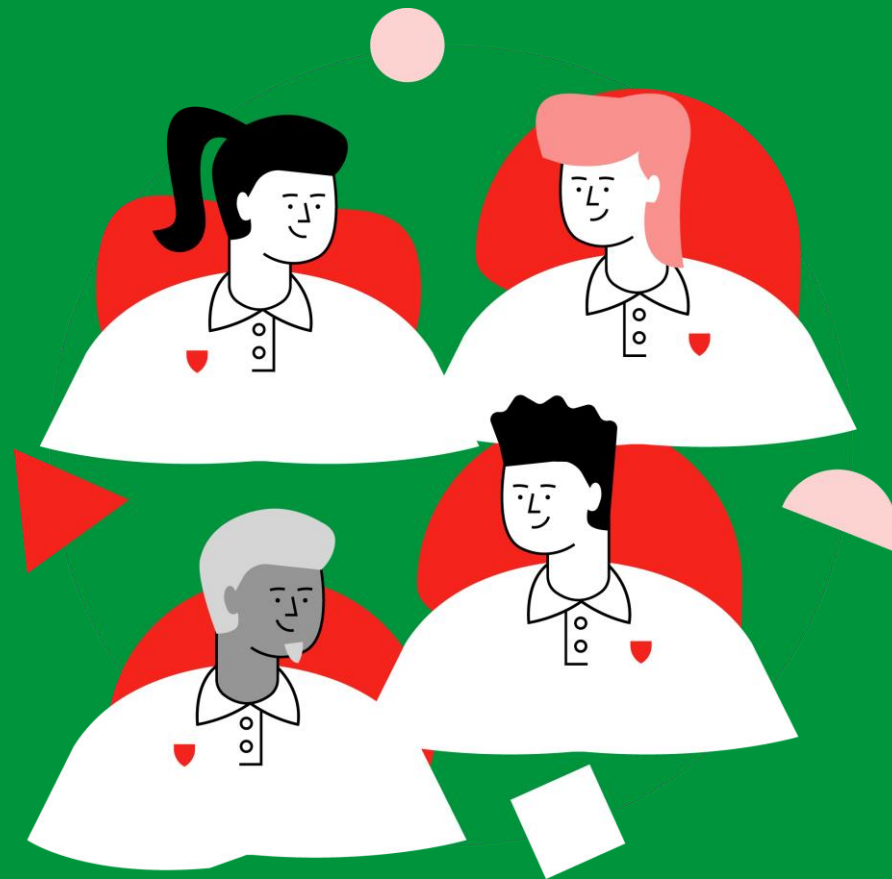
To close the Youth Conference there will be an opportunity to learn from a number of FAW staff across all areas of the game. This session will provide an opportunity for attendees to learn on the pitch skills with our coach education team, effective events management with our participation officers, as well as learning the basics of what it takes to be an official in the game. We encourage attendees to try out all areas of this activity to engage with all areas of the game and learn new skills.

As well as this, attendees will be introduced to Esports Wales through an insightful presentation and interactive session around video gaming, where attendees will get to play either Rocket League or EAFC. Emphasis will be on inexperienced players learning the games, whilst if there are experienced players in attendance these will be designated as coaches and have a short timescale to pass on their knowledge as efficiently as possible.

### **DELIVERERS:**

FAW Match Officials Department  
FAW Grassroots Department  
FAW Coach Education Department  
Esports Wales

# SPEAKERS



# SPEAKERS:

## **KATE SHALE: HR ADVISOR - FA WALES.**

Kate has been with the FAW since November 2018, first starting as the Executive Assistant to the CEO before taking on a new challenge as HR Advisor at the end of 2022. Kate loves a spreadsheet and enjoys finding new ways to streamline the HR function at the FAW so that we work more efficiently. Kate also enjoys engaging with staff to see how we can improve the employee experience and continue making the FAW a better place to work.



# SPEAKERS:

## EDWARD JACKSON: NATIONAL YOUTH COUNCIL MEMBER- FA WALES.

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.



# SPEAKERS:

## CAITLIN MCMILLAN: NATIONAL YOUTH COUNCIL MEMBER - FA WALES.

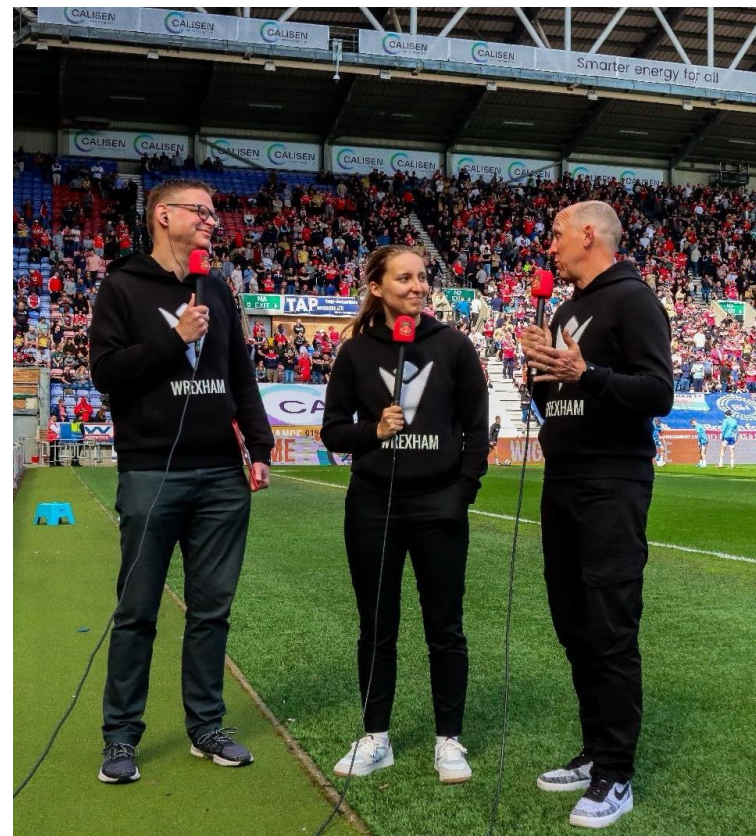
Caitlin is a sport sustainability specialist with experience across both high performance and grassroots level. Passionate about how sport can be used as a catalyst for change and the importance of ensuring facilities are futureproofed, her aim whilst participating in the Youth Council is to increase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



# SPEAKERS:

## MIA ROBERTS: - PANEL HOST – FAW NATIONAL YOUTH COUNCIL

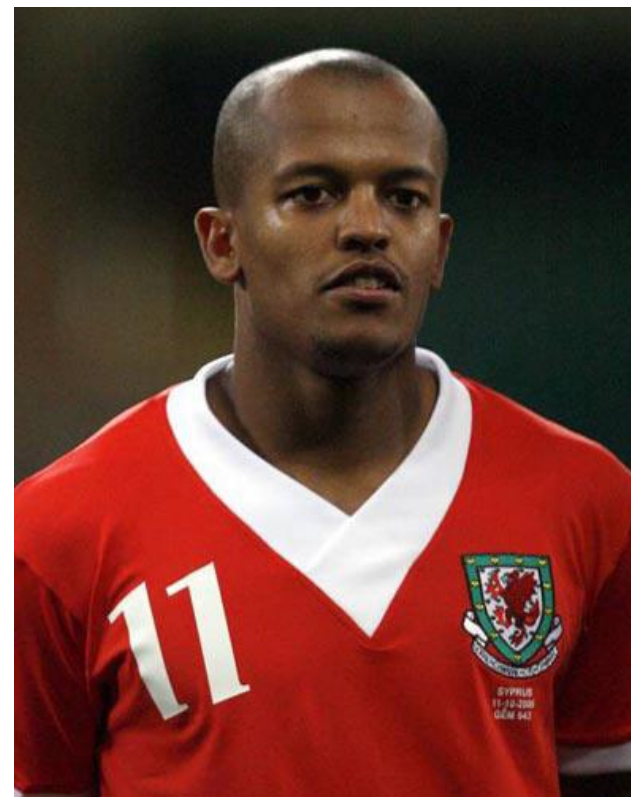
Mia has always been football obsessed and is currently involved in the sport in a number of different ways. She currently plays in the Adran North for Llandudno as well as a International Football Business degree in Manchester at UCFB. Mia has recently undertaken a role at Wrexham AFC her hometown club 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 Be Mentoring programme in 2024.



# SPEAKERS:

## ROBERT EARNSHAW: FORMER CYMRU INTERNATIONAL PLAYER

Robert Earnshaw is a Welsh former international footballer who played as a forward. He is the only player to have scored a hat-trick in the Premier League, all three divisions of the English Football League, the League Cup, the FA Cup, and for his country in an international match. He played 59 times for Cymru scoring 16 goals, the most famous perhaps being on his debut where he netted the winner against Germany in 2002. Since retiring Rob has become a UEFA Pro licensed coach, pundit, Her Game Too Cymru champion and a leading voice in anti-racism discussions across the country.



# SPEAKERS:

## BEGW ELAIN: NATIONAL YOUTH COUNCIL VICE CHAIR – FA WALES

Begw has volunteered at her local Club since a young age. She has vast experience of sitting on committees, 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.

As well as this Begw has recently completed the UEFA/AIPS Young reporter programme as one of just 12 young journalists chosen from all across the world.



# SPEAKERS:

## KEVIN RATCLIFFE: FORMER CYMRU INTERNATIONAL PLAYER

Kevin Ratcliffe is a Welsh former professional footballer who spent most of his career playing for Everton.

Making 359 appearances for Everton, scoring 2 goals. Ratcliffe was also a common feature in the Cymru squad throughout 1980's and early 1990's, making 59 appearances for his country.

Kevin since retiring has become an FAW Ambassador, and also works within the world of media for BBC Sport.



# SPEAKERS:

## JOHN JACKSON: CEO – ESPORTS WALES

John is proud to serve as the CEO of Esports Wales, where his mission is to elevate Wales as a leader in the global esports scene. Esports has always been more than just a passion for John— and he sees it as a way to bring people together, create opportunities, and showcase the incredible talent we have in Wales.

Esports Wales is the national body for esports (professional video gaming) within Wales, and looks after esports in all of its forms and disciplines throughout the nation. This covers the entire scene from the grassroots level all the way up to our national teams. Esports Wales operates as a non-profit and aims to improve the standard of Welsh esports and increase its level of awareness in Wales.



# SPEAKERS:

## EUAN INGRAM: HEAD OF NATIONAL ESPORTS – ESPORTS WALES

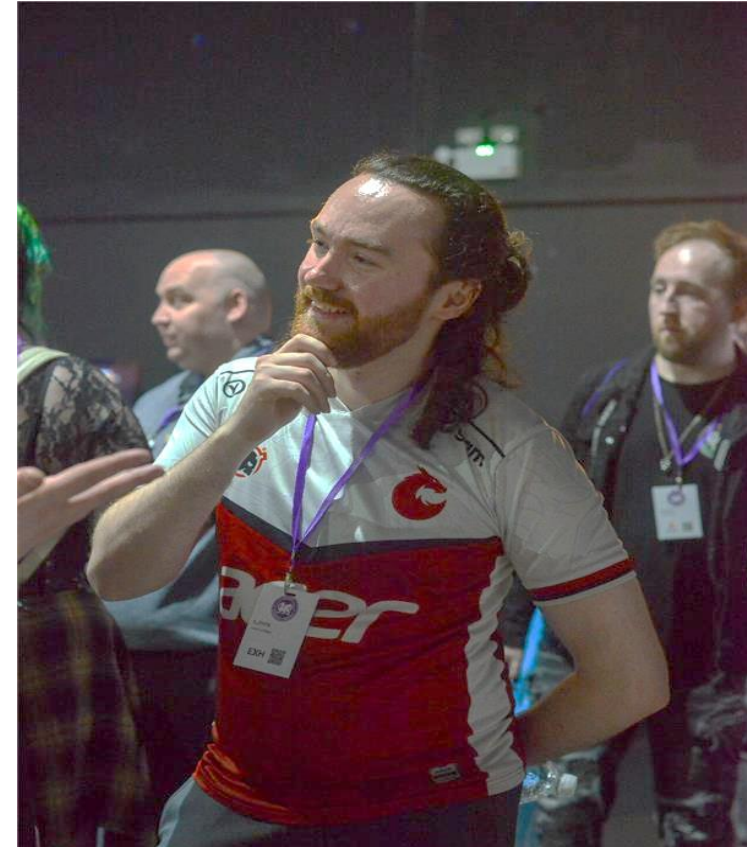
Euan is the Head of National Esports at Esports Wales. Having had a 8 year professional esports career as a player and coach, including playing World Championships and winning a Commonwealth gold medal for Wales, Euan now utilises this practical experience to spearhead the operations and development of Wales' national esports teams.



# SPEAKERS:

## LEON HOLLIS: PROJECT COORDINATOR – ESPORTS WALES

Leon works as a project coordinator for Esports Wales and has been bringing their vision to life; elevating the industry to new heights. Leon is someone who both competes and is incredibly immersed in the content creation side of the industry and loves showing aspiring individuals the pathways Esports Wales has forged for them to achieve their dreams!



# SPEAKERS:

## JOSEPH GIBSON:

My name is Joseph Gibson and I have recently entered my 8th season as a referee. I retired from playing football at 25 years of age due to injury after previous playing for Lliswerry and Newport YMCA as well as being the first ever Newport County AFC under 16's academy captain and representing Gwent schools in the English schools championships at Bramall Lane.

My football career was cut short by injury but I still wanted to be part of the game that I have always loved. I was very apprehensive about refereeing at first, but my knowledge of the game as a player has helped me to become a better official over the years and I am learning more and more through my journey.

I currently operate in the JD Cymru leagues (Cymru South and Ardal South East) and the Adran Premier league.



# **SPEAKERS:**

**ANDREW LEWIS: CLUB DEVELOPER FAW**

# **SPEAKERS:**

**MARK: CLUB DEVELOPER FAW**

# GRASSROOTS DEPARTMENT

**WEDNESDAY 21<sup>ST</sup> AUGUST – COLLIERS PARK**



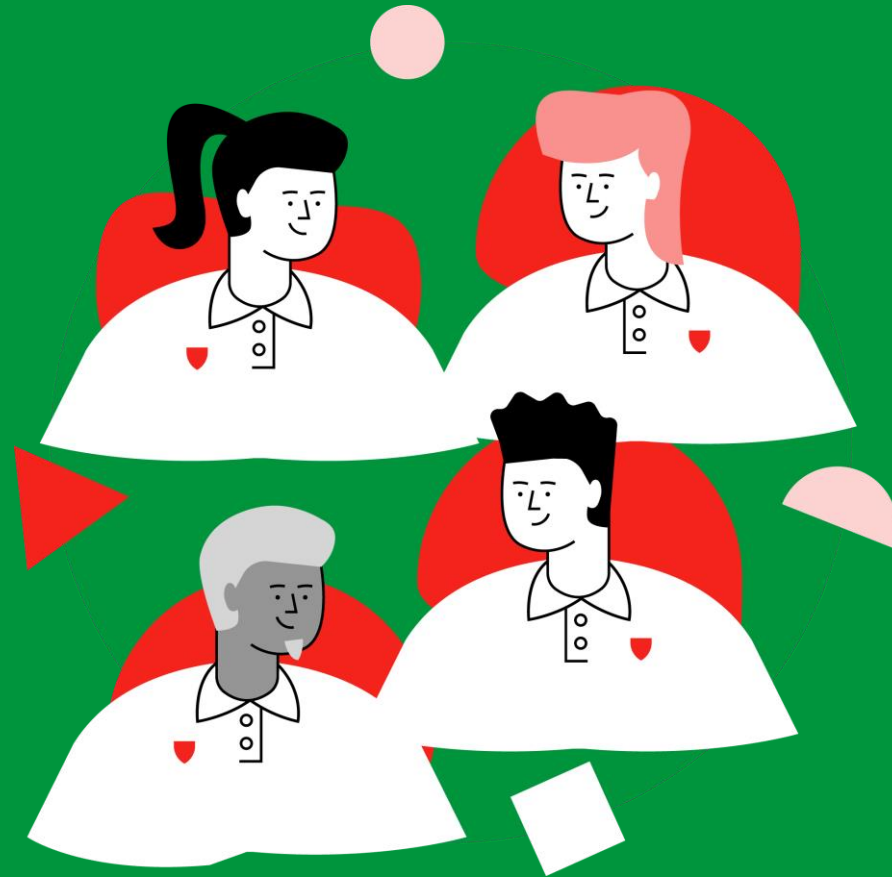
**EMMA ROBERTS**  
**PARTICIPATION OFFICER**  
**NORTH WALES COAST**  
**[EROBERTS@FAW.CYMRU](mailto:EROBERTS@FAW.CYMRU)**



**MARK BULL**  
**CLUB DEVELOPER**  
**CENTRAL WALES**  
**[MBULL@FAW.CYMRU](mailto:MBULL@FAW.CYMRU)**



# 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 Football Association of Wales in 2022. She works at the FAW as an Equality, Diversity, Inclusion & Sustainability Executive advancing and delivering on the FAW's EDI and Sustainability programmes, including the overarching EDI PAWB Strategy.

Over the last 3 years Carys has been leading on the FAW's Be Football Mentoring and Youth Council programme which has seen significant success with several mentees obtaining roles at the FAW and throughout the football industry.

She previously headed up the LGBTQ+ Cymru supporters' group "The Rainbow Wall along with Swansea City's Proud Swans.



# MEET THE TEAM:

## AMELIA BARNES – SAFEGUARDING COORDINATOR

Hiya, I'm Amelia and I work as a Safeguarding Coordinator for the Football Association of Wales. I was a part of the Be Football Mentoring Programme last year and I'm also a grassroots volunteer for a local girls football club!



# MEET THE TEAM:

## LISA SANGER: DEVELOPMENT OFFICER – CHILDREN IN WALES

Lisa is an experienced practitioner having built an extensive knowledge through working with children, young people and their families over the last 13 years. In her role at Children In Wales she works closely with the Football Association of Wales in taking a children's rights approach with their Youth Engagement work, ensuring that young people have a voice in Wales through the FAW's Youth Councils and Youth Ambassador Programme.



# MEET THE TEAM:

## SOPHIE BIRT: YOUTH ENGAGEMENT WORKER – CHILDREN IN WALES

Sophie is a Youth Engagement Officer at Children in Wales, dedicated to empowering young voices and creating positive change. She is currently involved in the project “Building Voices” in partnership with the FAW. Previously to this Sophie worked with Duffryn Community Link which is a charity dedicated to working with young people to create youth clubs, outreach programmes and other engaging activities to support wellbeing. Previous engagements have also included working with Newport Live where Sophie led on projects working with primary schools across Newport, coaching sports and promoting benefits of staying active.

Sophie always hold family close to her core values and loves being a mum and step mum to 3 children. She also loved playing netball, organizing mixed charity events and supporting cancer charities through these events to help with cancer research.



# 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.

### IOAN MATTHEW-JONES:

Ioan has proven he is a leader in all areas of his footballing career thus far. He was named coach of Llanfairpwll Teir with teams from U 12's all the way through to U16's level. During this time Ioan completed his C Licence, as well as the FAW Safeguarding, First Aid and Leader's courses.



# MEET THE TEAM:

## FAW YOUTH COUNCIL

### 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



### AMARA NEALE:

Amara is an avid football fan, having been a Cardiff City FC fan for as long as she can remember, as well as being a registered player at Barry Town FC. She brings a wealth of experience with her to the Youth Council as she currently is a member of Cardiff's Children and Young peoples advisory board, which aims to help Cardiff become the first UNICEF child friendly city in the UK.



# 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.



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### 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.

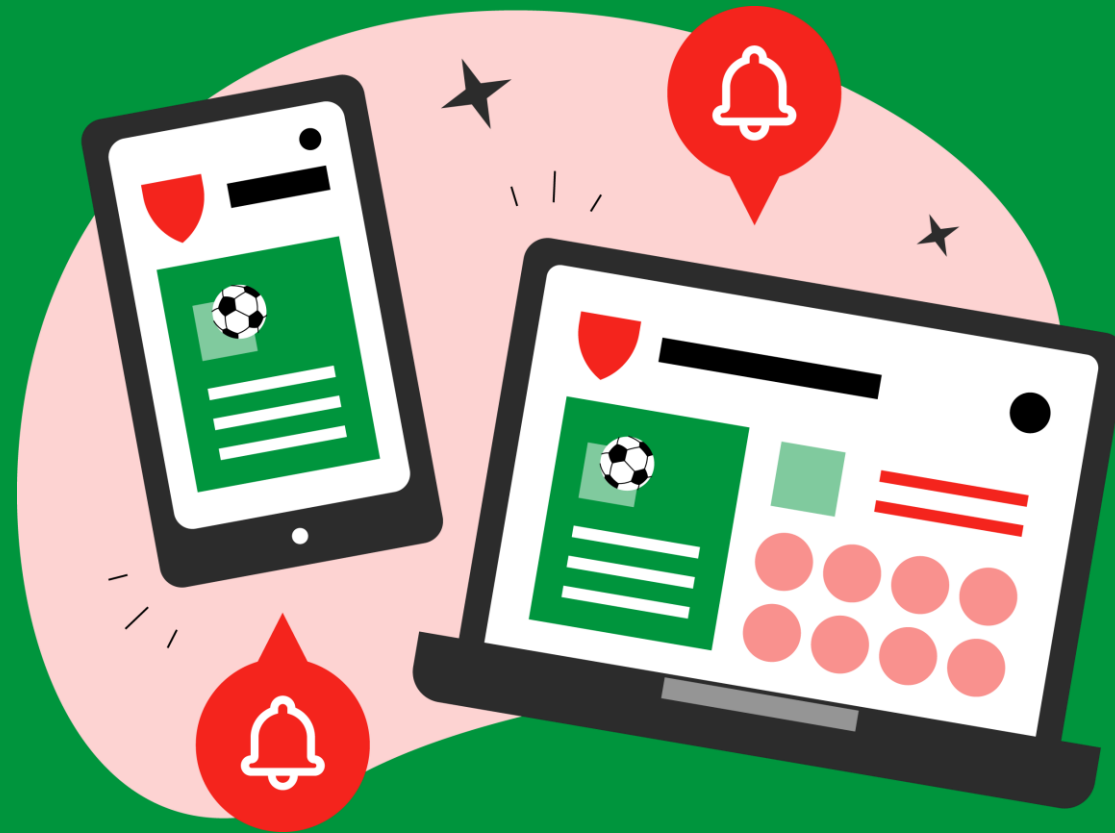
If at any time you feel uncomfortable throughout the duration of the Youth Conference, please reach out to the Designated Welfare Officer who will be attending the days with us and are ready to support you.

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

During the event, we will have a welfare and safeguarding lead Amelia Barnes

If you have any concerns, please speak to them throughout the event or you can message 07483 336083 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 our live Slido Q&A and more.

## Announcements & Questions

We will be using the platform Slido during the National Youth Conference to share announcements and provide the opportunity for participants to ask any questions.

You can access the Conference Slido page via the Conference web APP or at <https://app.sli.do/event/2rRKXnZu7T4fbLyPQeR1Sa> where you can ask any question during the event days. You can also join by visiting [www.slido.com](http://www.slido.com) entering the code **6029269**

If you require assistance with the web APP or Slido, 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](mailto:cingram@faw.cymru)

Tel: 07393014286

Jason Webber

Email: [jwebber@faw.cymru](mailto:jwebber@faw.cymru)

Tel: 07971423761

FAW PAWB

Website: [PAWB.Cymru](http://PAWB.Cymru)

Email: [PAWB@FAW.Cymru](mailto:PAWB@FAW.Cymru)

Safeguarding

Email: [safeguarding@faw.co.uk](mailto:safeguarding@faw.co.uk)



YOUTH