

# WOMEN'S FOOTBALL MAGAZINE



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# Welcome

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# Welcome

Welcome to the sixth issue of The Women's Football Magazine.

It has been such an exciting month of women's football that it has been hard to keep up. From Women's Champions League to WSL games, SSE Women's FA Cup third-round qualifiers and the first round of Continental Cup, there has been a lot going on.

We have content from all the competitions and some summaries just to remind everyone what has been going on.

Internationals are back now as well with Scotland beating Belarus on Thursday night and Wales set to face Russia on Tuesday October 24 as they both look for qualification for the Women's World Cup.

Mo Morley is ready for her first game as interim manager of the Lionesses as they get ready to face France, who they beat in the European Championships this summer, on Friday.

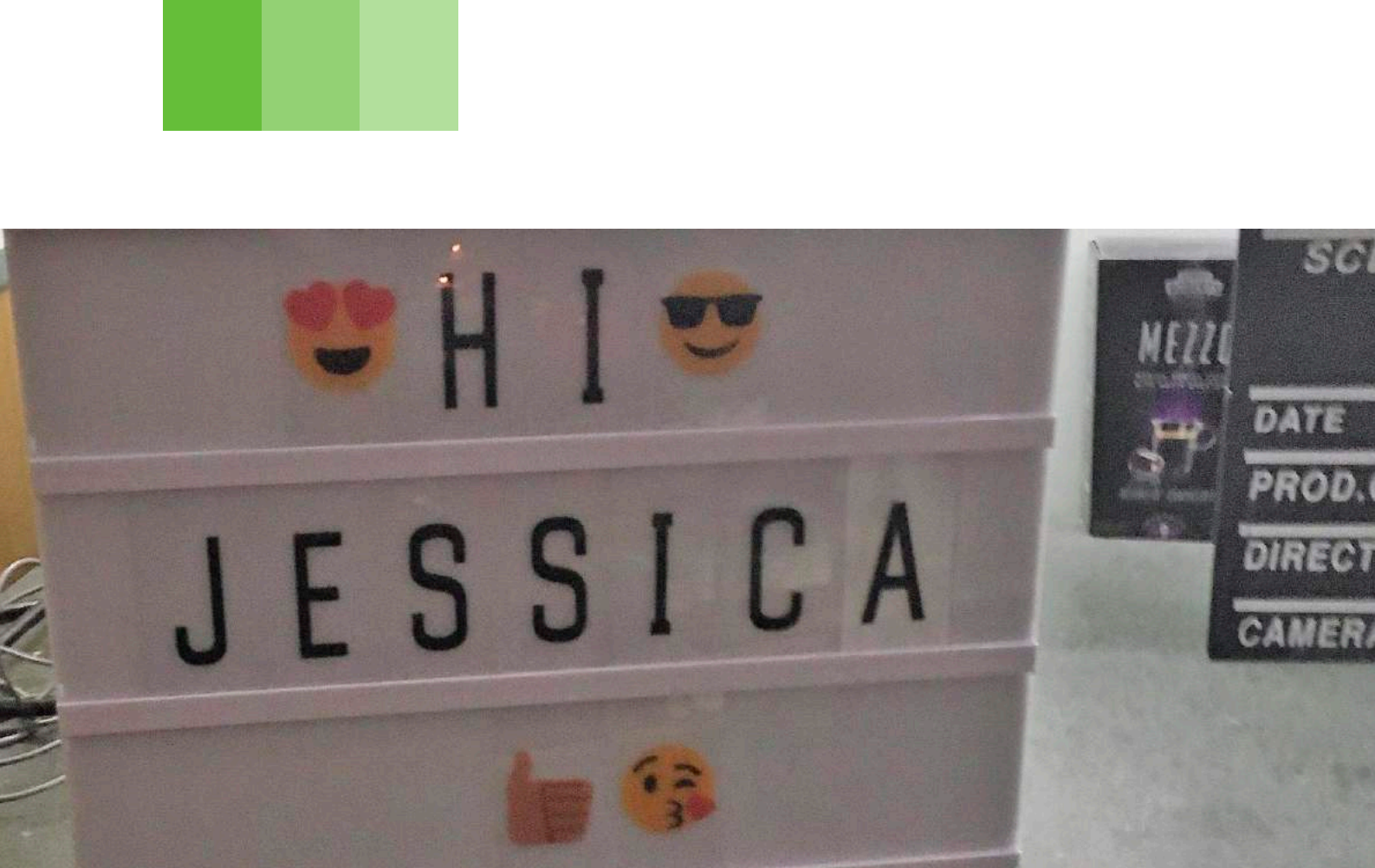
Good luck to all the teams involved and we hope you all enjoy the issue!

Helen Rowe-Willcocks  
Editor









## About My Month

I would like to start this month's chatter with a massive CONGRATULATIONS!

On Monday we got the very exciting news that our Chief Sports Reporter has got engaged! So congratulations to Jess and Anu and wishing you many happy years together.

Now on to the football... it has been a busy month with Champions League, Continental Cup and League games to contend with. We have welcomed another fantastic writer to our mix. Daniel Pentland will be writing for us from now on and you can find his first copy further in the issue. He has been here, there and everywhere this month including a thrilling derby game

between Durham Women and Sunderland AFC Ladies in the Conti Cup which finished in a penalty shoot out for a bonus point (read Dan's copy to find out who succeeded!).

We have lots of exciting things coming up over the next month including a great Christmas present idea for all your family, so watch this space!

We are always on the lookout for people to join our team so if you are interested, please get in touch!

Enjoy the issue!  
Helen x







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## The Big Match

The Women's Football Magazine focusses on one of the biggest matches in the women's game in the UK. This month, we went along to New Ferens Park to watch FA Women's Super League 2 club Durham Women take on top flight outfit Sunderland AFC Ladies in an FA Women's Super League Continental Tyres Cup north east derby.

@DanPentlandpcuk





Both sides went into the match in superb form with Durham having won both league fixtures on home soil this season against Tottenham Hotspur Ladies (2-1) and Watford Ladies (4-0) while local rivals Sunderland have saved their best form for the road with Melanie Reay's side having won at both Reading Women and Yeovil Town Ladies by 1-0 scorelines.

On a chilly evening in which the hosts gave a helping hand in raising funds for Breast Cancer Awareness Month, it was Sunderland who registered the first chance of the match but Mollie Lambert was unable to beat home keeper Helen Alderson with an ambitious 20-yard effort.

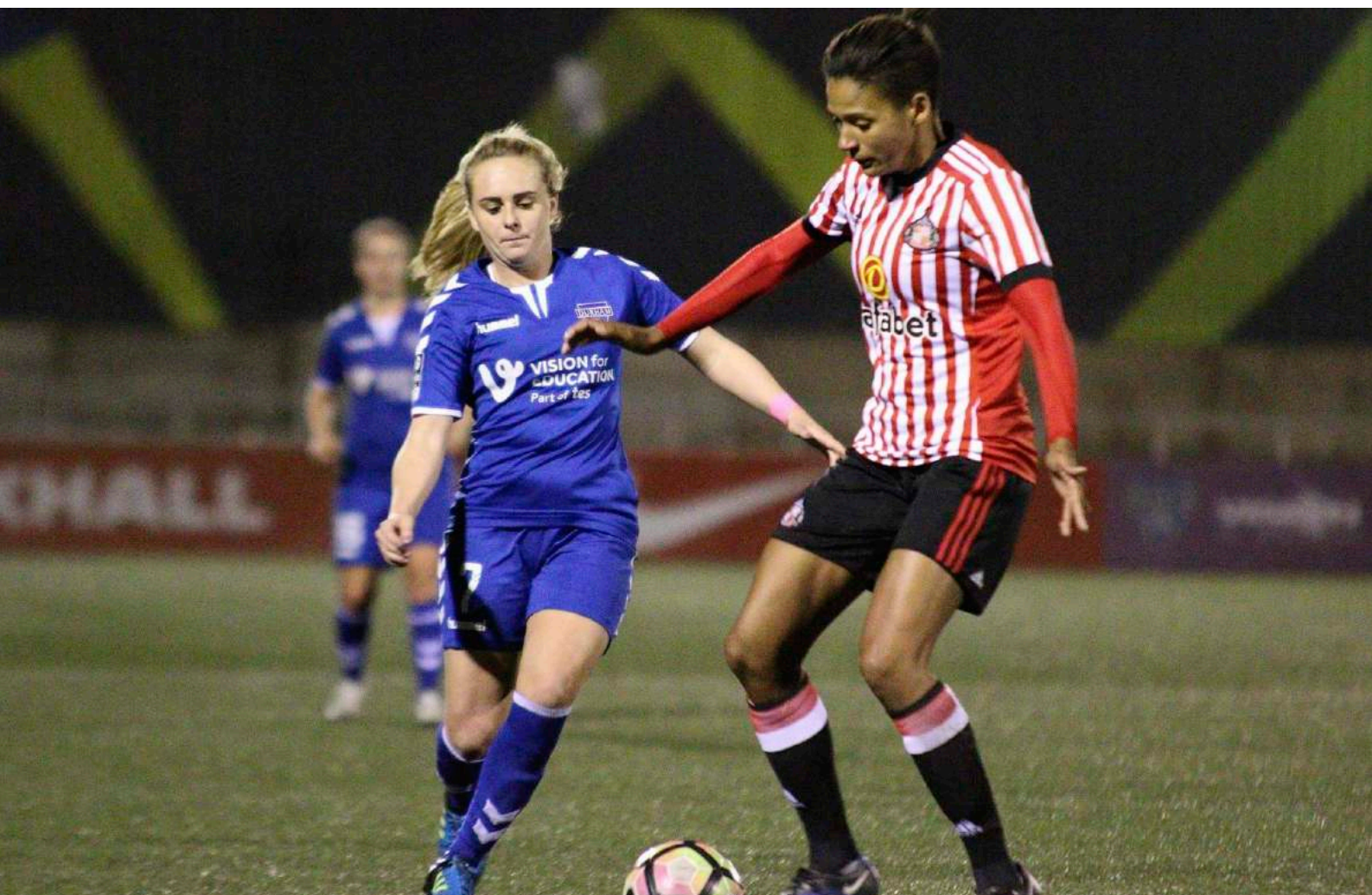
Durham gave as good as they got in a first half which produced little in the way of goalscoring opportunities but plenty in terms of battling qualities. On 25 minutes, the home side almost took the lead but Emily Roberts was denied by a superb save from Sunderland keeper Rachel Laws after being played in on goal by Zoe Ness.

On the half hour, the visitors also went close when Keira Ramshaw was unmarked at the back post but her bundled effort on goal was somehow cleared on the line by the Durham defence as neither side managed to break the deadlock before the half-time interval.

Both sides returned to the field recharged from the break but clear goalscoring chances were again proving hard to come by.

Just before the hour mark, one of the best chances of the half fell to Sunderland's Simona Koren but the forward failed to test Durham keeper Alderson when put through clear on





goal.

At the other end, Ellie Stewart's tame header failed to make it back to Laws but substitute Abigail Cottam could not adjust her body to give herself a real chance of beating The Black Cats keeper and struck her shot wide.

Ramshaw and Lambert saw quick-fire efforts bravely blocked by a Durham defender on the goal-line before Cottam was expertly denied by Laws when one-on-one as the match ended goalless.

The two sides then participated in a penalty shootout for the right to gain a bonus point and it was Sunderland who came out on top by scoring three of their four kicks from the spot to record a 3-2 shootout victory.

After the match, Sunderland manager Melanie Reay blasted her side for their inability to get the job done in 90 minutes.

"Form goes out of the window when it's a derby" Reay told The Women's Football Magazine. "I'm not happy at all with that performance."

"It's way below par and I've told them that it's totally unacceptable."

"Yes we won the game but we have got to do better."

Despite being disappointed with the point dropped on the night, Reay reserved some special praise for opponents Durham.

"I have seen them a few times and I



**Melanie Reay: “I’m not happy at all with that performance. It’s way below par and I’ve told them that it’s totally unacceptable.”**

know a few of their players” the Sunderland boss added. “It was always going to be close.

“There’s not miles between the two clubs but our reflection must be how can we get better?”

The victory at New Ferens Park, albeit by penalty kicks, was Sunderland’s third of the 2017/2018 campaign but there was no hiding the fact that they failed to shine against FA Women’s Super League 2 opposition in County Durham.

“The league is our priority and we currently sit third which is great” said Reay. “We’ve won the game but it was a long drawn out affair when it

shouldn't have needed to be.”

Finally, Reay admitted that she is looking for more composure from her side next time out.

The Sunderland boss added “I want to see us retain the ball better. It wasn't as if Durham took the ball off us, we gave Durham the ball and our decision making was really poor. We need to find that spark from somewhere.”

The biggest cheer of the night was for the attendance with 641 attending the match despite it being staged on a cold Thursday evening, a real positive for the women’s game in the north east of England.



**Group One North  
(as it stands)**

**1** Liverpool Ladies FC  
(3 points)

**2** Sunderland AFC Ladies  
(2 points)

**3** Durham Women FC  
(1 point)

**4** Aston Villa Ladies FC  
(0 points)

**5** Sheffield FC Ladies  
(0 points)





# FAWSL Focus: London Bees

In each edition of The Women's Football Magazine we look at one of the club's playing in the FA Women's Super League. For this month's issue, reporter Dan Pentland went down to The Hive to take a look at the London Bees in their North London derby with Tottenham Hotspur Ladies.



**On a sunny afternoon in Middlesex, there were North London bragging rights on the agenda as the London Bees took on Tottenham Hotspur Ladies in FA Women's Super League 2 at The Hive.**

The home side went into the match still searching for their first league point of the season under bright new manager Luke Swindlehurst after two straight defeats while visitors Spurs won their first game at this level of football last time out when they were 2-0 winners against Aston Villa Ladies on home soil in Cheshunt.

Sadly for The Bees it was not to be as Spurs took the three points home with them courtesy of a 2-1 victory in a hard fought match.

Both sides competed well early on but it was the visitors who broke the deadlock on 16 minutes when the London Bees defence failed to deal with a ball into the box and Wendy

Martin was on hand to place the ball into the net from 12 yards.

Seven minutes later, it was 2-0 to Spurs when The Bees midfielder Paula Howells gave away possession cheaply in her own half and the ball found it's way to Martin who took the ball around home keeper Nicola Hobbs to blast an effort into the back of the net to double her personal tally.

The home side did find a way back into the game and a Howells cross into the box was not cleared by the Spurs defence leaving Evie Clarke with the task of teeing up Jo Wilson to score from close range which she did with ease.



London Bees form:

**Position** 9th  
**P3 Wo Do L3**  
**Goals For** 3  
**Goals Against** 9  
**Goal difference** -6  
**Points** 0

Tottenham Hotspurs form:

**Position** 5th  
**P3 W2 Do L1**  
**Goals For** 5  
**Goals Against** 3  
**Goal difference** 2  
**Points** 6





The second half produced little in the way of goalmouth opportunities although Wilson should have equalised late on but was unable to find the target as she connected with a cross from the left. The visitors defended resolutely and were good value for their 2-1 win.

After the match, London Bees boss Swindlehurst told The Women's Football Magazine that he was not concerned by his side's poor start to the season.

"I thought we played some good football and we had Spurs pinned back for large periods of the game" said The Bees boss.

"It's unlucky that we gave away two soft goals and it gave them a foothold in the game and allowed them to muck in and defend. Against any team in this





league when you give away two goals it then becomes an uphill task to get back into the game. I think we battled hard and I think that on another day we could have got an equaliser at the very least so I'm slightly disappointed with the result but I thought we played some good football."

London Bees' downfall was losing possession too easily in the first half and manager Swindlehurst agreed that his side need to be more composed on the ball in the deep midfield areas.

"Yeah, I think that was a little bit of indecision by one of the players and they nipped in" Swindlehurst confessed.

"It's happened on a couple of occasions at the other end of the pitch but we

haven't capitalised on it. It's hard lines and I think we had the better of the play today but didn't get the result."

Despite being bottom of the FA Women's Super League 2 table, the London Bees boss believes that the club can grow in the future as they capitalise on their links with Barnet FC and The London Hive.

"The club can go up and up" Swindlehurst said. "Obviously we have really good backing and our synergies with men's club at Barnet have grown and grown. We are using a performance model and are looking to push and win every game. We are able to utilise the facilities and infrastructure here so we just have to keep making sure that we knuckle down again, get the five absentees back





into the team that have thinned us out in the last couple of weeks and then once that happens we will only see improvements from the London Bees.”

Next season will see FA Women’s Super League 1 full-time franchises issued to a maximum of 14 clubs and London Bees could yet be one of those looking to submit an application to the league’s governing body for a license. When speaking about the possibility of the club going full-time Swindlehurst added: “We definitely have the capacity to go full-time, it’s an internal decision and something that we are looking at. We are exploring every avenue for both tiers. Us ourselves are well aware of the fact that the chairman is very keen to be in the top tier so we just need to make sure that the stepping stones are in place and don’t start running before we can walk. It is a massive step so we just have to look at it from every angle and determine whether it’s the right decision to take.”

With London Bees cemented to the bottom of the league table after three matches, improvement on the pitch is the club’s main aim for the remainder of the season.

“Early on in the season, we just try to prepare and win every game” said Swindlehurst.

“We’ve done that in the last three and we’ve been a little unfortunate in the last two games so we just have to keep going. There’s a few weeks until we play Millwall so there’s plenty of time to plan and prepare. We’ve got to keep doing that, working our socks off and try to get results as they come.”





## Women's Super League 1 round-up: Chelsea and City in command

Emma Hayes and Nick Cushing will unquestionably be the league's most satisfied managers as their respective clubs, Chelsea and Manchester City, head into the international break unbeaten after three games and sitting pretty at the top of the table.

Whilst it is too early to tell who will take home the WSL 1 title next May, it is difficult to look past Spring Series

@redjess14





champions Chelsea; who hit the ground running with two consecutive 6-0 drubbings of Bristol City and Sunderland. A gruelling midweek first leg tie against Bayern Munich in the UWCL had no visible effect on the blues, who followed up their victory over the Germans with a comfortable 1-0 home win over Liverpool thanks to summer signing Maren Mjelde's third goal in as many games.

Manchester City have had it slightly tougher so far, being made to work in a 3-2 victory away at Everton after previous strong wins over Yeovil Town and Arsenal. City came from behind to claim their narrow win over the Toffees and have been one of the league's most entertaining sides so far, with the seven goal thriller against Arsenal at the City Academy a

standout game for any neutral this season.

The closest challenger for top spot is currently Sunderland, who have done well to secure 1-0 wins over Reading and Yeovil but were beaten heavily by league leaders Chelsea at their new Mariners Park home.

Reading are in fourth place, level on points with Birmingham City, Arsenal and Bristol City. The Royals bounced back from their unfair opening defeat to Sunderland with an impressive performance away at Liverpool, as a stunning goal of the season contender from Fara Williams set them on their way to a deserved 3-0 win. Their final game before the break was against Birmingham City, where their poor home form continued as they conceded



a 94th minute equaliser which ensured the points were shared in an entertaining 2-2 draw.

Birmingham City were on the wrong end of a late goal themselves in their opening fixture against Arsenal, where a brace from Ellen White wasn't enough to seal the points as Jodie Taylor won it from the spot for the Gunners. White continued her scoring streak in their following match against Everton at Damson Park, where they held on for all three points.

Arsenal haven't managed a win in their two games since their opening day victory, fading in the second half against Manchester City after throwing away their lead and eventually losing 5-2. They were then held to a draw by Bristol City as teenager Lauren Hemp's spectacular long-range strike earned the Vixens a well-deserved point.

Bristol City have had mixed results in their two other fixtures, as they were beaten handily by Chelsea but secured

a win over West Country rivals Yeovil Town in a close encounter at the Stoke Gifford Stadium.

Below them in the table are Merseyside clubs Liverpool and Everton, who played each other in their season opener - with the reds claiming bragging rights and a 2-0 victory in Widnes. Scott Rogers' side have struggled to find the same form since, as they were dominated in the ensuing losses to Reading and Chelsea.

Everton join Yeovil Town as the only other team in the league yet to notch a point, but their performances in narrow defeats to Birmingham City and Manchester City prove that they have the credentials to fight for a higher place in the table.

Yeovil Town have showed less promise and are still yet to score after defeats to Manchester City, Bristol City and Sunderland but in a long season with plenty of twists and turns to come, who knows what the table might look like next spring.

### **Jess' predictions before the season started:**

- 1st** Arsenal
- 2nd** Chelsea
- 3rd** Everton
- 4th** Birmingham
- 5th** Manchester City
- 6th** Reading
- 7th** Liverpool
- 8th** Bristol City
- 9th** Yeovil
- 10th** Sunderland



# Women's Super League 1

## FA WSL 1

Pos	Team	P	W	D	L	GF	GA	GD	Pts
1	Chelsea Ladies FC	3	3	0	0	13	0	13	9
2	Manchester City Women	3	3	0	0	12	4	8	9
3	Sunderland AFC Ladies	3	2	0	1	2	6	-4	6
4	Reading FC Women	3	1	1	1	5	3	2	4
5	Birmingham City Ladies	3	1	1	1	6	6	0	4
6	Arsenal	3	1	1	1	6	8	-2	4
7	Bristol City Women	3	1	1	1	2	7	-5	4
8	Liverpool Ladies FC	3	1	0	2	2	4	-2	3
9	Everton Ladies FC	3	0	0	3	3	7	-4	0
10	Yeovil Town Ladies FC	3	0	0	3	0	6	-6	0

***(as it stands)***

## Next WSL1 games (Saturday 28th - Sunday 29th October)

Bristol City Women v Reading FC Women

Sunderland AFC Ladies v Liverpool Ladies FC

Manchester City Women v Birmingham City Ladies

Chelsea Ladies FC v Yeovil Town Ladies FC

Everton Ladies FC v Arsenal









## WSL 2 round-up

### Millwall Lionesses lead the pack

The race for the WSL 2 title looks set to be an exciting one with seven of the ten teams competing claiming at least one victory from their first three games. Millwall Lionesses are joined by Oxford United at the top of the table with both clubs level on points. No team has a 100% record which makes for a competitive season ahead.

Millwall began their campaign with a well-fought victory over Watford in East Dulwich where teenager Ella Rutherford, sponsored by TWFM, clinched the third as the Lionesses came from behind in the 3-1 win. Lee Burch's squad then travelled to Doncaster Rovers Belles, where they showed great determination and spirit to come from 2-0 down to draw 2-2

thanks to Ashlee Hincks' late equaliser. Their final game before the international break provided a seven-goal thriller as they pipped Brighton & Hove Albion in a 4-3 win with Hincks and Rutherford on the scoresheet once again.

Oxford United also drew 2-2 with Doncaster Rovers Belles after Kayleigh Hines' superb free-kick levelled the score deep into injury time. That result was enough to keep the U's unbeaten run going after wins in their two opening fixtures against both Sheffield and Watford.

Durham sit in third place after home triumphs over Tottenham and Watford, the latter an impressive



4-0 showing that followed a chaotic 3-2 loss at Brighton & Hove Albion - where a brace from Beth Hepple wasn't enough to prevent the loss despite the home side's goalkeeper being sent off.

Sheffield, newcomers Tottenham Hotspur, and Brighton & Hove Albion join Durham on six points after each taking two wins from their first three games.

All three sides claimed victory over Aston Villa, with Sheffield and Tottenham both beating London Bees too after opening day defeats to Oxford and Durham respectively. The Albion's second win came in the dramatic triumph over Durham, where Hope Powell's side clinched all three points after Danielle Buet buried a late penalty.

Doncaster Rovers Belles have had a frustrating start to the new season despite beating London Bees 4-1 on the opening day. Their consecutive 2-2 draws since then will be seen as four points dropped as they led both games going into the closing minutes.

Aston Villa, London Bees and Watford make up the bottom three as all remain winless, with clear work to be done if any of them are to make up ground on Millwall and co.

*:: FA WSL 1 and 2 fixtures resume on Saturday 28th October.*



# Women's Super League 2

## FA WSL 2

Pos	Team	P	W	D	L	GF	GA	GD	Pts
1	Millwall Lionesses	3	2	1	0	9	6	3	7
2	Oxford United Women	3	2	1	0	6	3	3	7
3	Durham Women FC	3	2	0	1	8	4	4	6
4	Sheffield FC Ladies	3	2	0	1	5	3	2	6
5	Tottenham Hotspur Ladies FC	3	2	0	1	5	3	2	6
6	Brighton and Hove Albion	3	2	0	1	7	6	1	6
7	Doncaster Rovers Belles	3	1	2	0	8	5	3	5
8	Aston Villa Ladies FC	3	0	0	3	1	5	-4	0
9	London Bees	3	0	0	3	3	9	-9	0
10	Watford Ladies FC	3	0	0	3	2	10	-8	0

***(as it stands)***

### Next WSL2 games (Saturday 28th - Sunday 29th October)

London Bees v Millwall Lionesses

Doncaster Rovers Belles v Aston Villa Ladies FC

Oxford United Women v Brighton & Hove Albion

Sheffield FC Ladies v Durham Women FC

Watford Ladies FC v Tottenham Hotspur Ladies FC



# Northern Natter

with Daniel Pentland

Darlington based football writer and reporter Dan Pentland discusses a women's footballing matter dominating conversation up north. In this month's issue Dan analyses Sunderland AFC Ladies' move from The Hetton Centre to Mariners Park.

After dropping the bombshell that the club were moving from a full-time operation to a part-time club prior to the start of the FA Women's Super League 1 Spring Series, Sunderland AFC Ladies made another huge announcement prior to the start of the 2017/2018 FA Women's Super League 1 campaign by revealing that they will play this season's home matches at South Shields' Mariners Park ground rather than their usual home of The Hetton Centre.

The announcement came as a surprise to the club's fans with the move coming out of the blue. The Hetton Centre in Hetton-le-Hole has been the place which the club has called home in recent years and crowds of over 500 have regularly attended matches at the ground.

The reason for the move is said to have been due to the women's game changing from a summer game to a winter game and this was necessary due to that fact that women's fixtures were likely to have clashed with Sunderland men's Under-23s fixtures in the Premier League 2 at The Hetton Centre. Sunderland AFC Ladies have also moved their training base from The Academy of Light to Northumbria University as a result of the change.

Sunderland AFC Ladies' move to South Shields could have huge benefits for the Wearside club. The town is currently something of a footballing hotbed with South Shields regularly attracting impressive crowds of around 1,400 for their fixtures in the Evo-Stik North Division, the eighth tier of English football and some of those fans may help swell attendances for Sunderland AFC Ladies fixtures in the coming months. The Mariners won the FA Vase at Wembley on Non-League Finals Day in May and the club took more fans to the national stadium than FA Trophy finalists Macclesfield Town and York City who were playing four divisions higher than South Shields in the men's footballing pyramid.

Despite being The Black Cats' new Mariners Park home being located 13 miles north of former ground The Hetton Centre, the South Shields venue is more accessible by public transport which could also help the club's bid for larger attendances. The Hetton Centre was known as one of the least accessible grounds in the FA Women's Super League and that will have undoubtedly acted as a deterrent to attracting new fans to the club and to the women's game.

Sunderland AFC Ladies have had some tough times off the pitch however the players have performed admirably on the pitch with the club only having been bettered by 'big guns' Chelsea Ladies, Manchester City Women, Arsenal Women and Liverpool Ladies in the FA Women's Super League 1 Spring Series earlier this year.

The future direction of the club in South Shields is one which remains uncertain with Sunderland as a whole currently struggling financially after their fall from the English Premier League last season but one thing for sure is that the town of South Shields wants competitive football and Sunderland AFC Ladies could receive a financial boost over the course of the season as a result of the enforced move north.





# INTERVIEW: Swansea Ladies' manager, Ian Owen

@redjess14



**“We will continue to grow the club and strive to do our best both on and off the pitch.”**

Formed in 2002, Swansea City Ladies celebrated their fifteen years in the game with a third Welsh Premier Women's League (WPWL) title back in April.

The Swans subsequently reached the qualifying stages of the Champions League but were unable to make it through to the knockout stages after three tough matches against Hibernian, Olimpia Cluj-Napoca and WFC-2 Kharkiv respectively in their qualifying group in Romania.

Long-serving Manager Ian Owen has been at the helm since the beginning and his commitment has been paramount to the club's development year on year, with success for both the

team and its players through trophies and international call ups.

Ian spoke with our Chief Sports Reporter Jessica about his role in encouraging local girls to take up competitive football, as well as Swansea's unbeaten start to the season - which has seen them progress to the second round of the FAW Women's Cup after an emphatic 15-0 victory over AFC Porth Ladies.

**Ian, firstly - congratulations to you, the girls and all involved with last season's league title winning campaign. Can you sum up the success of last season?**

Thank you, last season's success was





just reward for all the hard work put in by everyone over the last few years, the players and staff thoroughly deserved it and we played some great football along the way.

**Unfortunately, you didn't make it past the Champions League qualifying rounds. It must be disappointing for you all, but the experience of playing against tough European opponents must help in the preparation for the upcoming season in the WPWL. How would you describe your experiences in Romania and how did you maintain focus going into the domestic season?**

We knew from past experience that the UWCL campaign would be tough, playing against pro and semi pro teams. The effort from our players, who are all amateurs, was immense so I couldn't ask for more. It was fantastic pre-season preparation for this season's campaign. Everyone at the club is totally focussed on trying to qualify for UWCL again and we have made a good start to the season.

**The team has experience of turning disappointment into motivation for success, as being pipped to the league title in 2015-2016 spurred them on to take home the title back in April. How important is it to keep going despite setbacks in the game?**

Our philosophy is always to try to win every game we play in and strive to improve year on year.

**Despite having an impressive squad who conceded only 16 goals in 17 games and netted 60 goals last term, you have made some exciting new signings this**



**summer. What can the new additions bring to the team and how have they settled in to the squad?**

The new signings have slotted in nicely with a blend of youth and experience and I feel we have even more strength in depth this year.

**Women's football is clearly on the rise; how do you think the introduction of the national league back in 2009 has helped the sport in Wales?**

The WPWL has been a huge step in the right direction and each season becomes more difficult to win, there is still a lot of development work to be done but all involved seem to be pulling together to make this happen.

**The club is doing some fantastic work to help introduce more young girls from the local area into competitive football. Have you noticed an increase in girls taking up the sport in recent years and would you say the Community Trust's projects are successful in picking up talent e.g. Katy Hosford and Hannah Thomas?**

The community programmes are a great way to introduce young females to the game and the success stories of Katy and Hannah only back this up.

**On a personal level, you have been a prominent figure in the development of sports participation in Wales. How proud are you of that?**





My job is very rewarding, to see young people participating at first and then achieving their goals and in many cases even more is great.

**Do you think that more girls are getting involved with the sport?**

Of course we have seen what media exposure has done for the male game, now it is starting to have the same effect on the female game and is long overdue.

**Finally, what are your aspirations going forward?**

As always we will continue to grow the club and strive to do our best both on and off the pitch, this season our focus is to win the WPWL and qualify for UWCL again.

@redjesspratt14







# Off Pitch Perfect

by Mark Bradley

When I was young my Mam (we don't have Mums in the north east of England) was a secretary and owned a typewriter at home. I think it was an old Smith Corona one, but I may be mistaken.

But the truth is, I was very rarely mistaken since in the absence of a delete button, I would type very slowly and laboriously.

Tippex did arrive at one point, but even with that famous correcting liquid applied, my finished articles and short stories would look like a bunch of delinquent sparrows had held a dirty protest on them.

It was 1993 when working at a homelessness charity in Kings Cross that I first came across WordPerfect. I know computers existed before then, as I'd been working in a building society previously, albeit 'keying' data, rather than creating any great works of fiction. Having said that, my attempts to balance the tills at the end of the day often ended that way. But having a delete button was akin to discovering I had wings. I could fly. Typing became a joy not a chore.

All of which goes to underline my point that a sport with little history has some huge advantages over more established ones since the older ones have cultural and historical constraints that will always make transformational change a chore.

This is definitely the opportunity for women's football in this country. For, however much we deny it, legacy thinking and attitudes can and do constrain growth. They translate into very narrow views of what it is we do and who will be interested in it.

In fact, in the case of the recent past of men's football, you wouldn't even ask the question: what do our supporters want? Because in the first 100 years of the game, they've mostly been kept at an arm's length.

Even now, with the game actively embracing supporter engagement, anyone will tell you that there is a pair of cultural handcuffs stubbornly creating an invisible force field around real change.

I could fill several paragraphs with the obvious opportunities that this presents for any new sport, but it does seem that women's football is best placed to maximise their comparative 'newness' and this works in two ways.

Firstly, it can identify the elements of other sports that frustrate their followers (such as simulation, whether a foul or an injury) and pro-actively choose to go in the opposite direction.

Secondly, it can lead you to do different things. For, in sport as well as in the wider consumer world, the businesses who prevail are often not trying to deliver something faster, cheaper or longer lasting than the competition. They just want to be DIFFERENT.

So, in the case of the women's game, having players who will not only spend time with fans at the end of the game (on the pitch) chatting, but who will also sometimes come and attend junior games in their local community, is a huge part of the USP. Imagine seeing your own sporting hero cheering YOU on from the sidelines. Is it any wonder the sport is growing exponentially?

So, to follow that contention, the women's game needs to combine both strategies: instinctively do the opposite of what alienates fans in other sports, but focus more on weighting effort towards creating something uniquely different in their own.

For those wishing to promote growth in their own sports, there are things you can do to create this appealing culture of difference. Do focus on DIRECT engagement. Honestly engage with fans. You don't need to fret about major surveys – just start the conversation. Ask each fan to pick three words that, for them, personally epitomise what makes your sport or club special. Combine the results and your USP will start to emerge.

For new sports, it may be easy to pick on the 'faults' of other sports and go in the opposite direction, but it's far more effective to use your freedom to create something genuinely DIFFERENT.





# GRASSROOTS GIRLS: Bishop Auckland Girls



In each issue of The Women's Football Magazine we will be taking a look at one of England's grassroots girls football clubs hoping to develop the next generation of talent. In this month's issue reporter Dan Pentland looks at Bishop Auckland Girls FC with club welfare officer Beth Robinson.

**Who are the Bishop Auckland Girls?** The Bishop Auckland Girls is a junior football club based in County Durham. The club was established in September 2012 as there was need for girls football in the local area. The club started out with 10 girls from all different age groups training together.

Our aim and philosophy is to develop the girls' footballing skills within a fun and social environment. At the moment we have girls training sessions for 3 to 6 years olds, under-10, under-11s, under-14s and under-16s. The girls compete in the Russell Foster Youth League on a Saturday. At present we have approximately 70 girls training and playing with the club.

We have made a link with a Bishop Auckland Ladies team so that our girls can continue to play their football in the local area once they reach adulthood.

We have seven qualified coaches and are always adding to those qualifications in-line with FA regulations.

The club are keen to have the older girls volunteer within the younger age groups of the club alongside the coaches.

This gives them experience and hopefully they will one day decide to become coaches within the grassroots game.





**What is your role at the club and how long have you been involved with Bishop Auckland Girls?** I have been involved with the club for four years. I am the club welfare officer and I coach the 3 to 6 year olds and the under-10s.

**Have any of the girls had any achievements in the last 12 months either in league or cup competitions?** In season 2016/2017, the teams competed in the league and many local tournaments over the summer including a weekend long tournament at Flamingo Land theme park and zoo which was organised by BT Promotions and the Blackpool super 7's which was organised by Ian Mitchell Sports. The teams have won quite a few trophies in the summer tournaments.

The under-9/10s participated in a

@DanPentlandpcuk



winter and spring cup, working hard as a team and being placed middle of the table displaying great football. They entered local tournaments and were winners of South Park Rangers Tournament and The All-Stars Cup while they also runners-up at the Flamingo Land Tournament and in The Corus Cup.

The under-13s had a great season together coming league and league cup runners-up and combined league winners. They came runners-up in the Flamingo Land Tournament and in The Applied Cup and were winners in the Tees Valley Imprint Applications Cup, Acklam Football Festival, Killingworth Tournament and Corus Cup.

Throughout the under-15s season they developed new players and worked hard as a team, not getting the results they wanted but they never stopped giving it their best. This season they are thriving for numbers and have had a good start to the new season. The

girls reached the semi-final of the Blackpool Tournament, playing teams from across the country.

**Has the club produced any promising players in recent years who could go on to play either semi-professionally or professionally in the future?** We have had girls who have been picked to play for the girls county team and their school teams. A handful of girls have been selected for trials and have been successful, they have gone on to play for the Regional Talent Centre. We also have girls who have extra training through the Durham FA Development Centre.

**Are you seeing more girls wanting to play for Bishop Auckland Girls or for other clubs in the north east?** Some of the girls have been playing for the club since it started in 2012 which is fantastic commitment from them. We have had an influx of girls wanting to play for the club over the last few months. With the ladies football being televised more and clubs being able to start training at a younger age more girls are wanting to be involved. Girls and ladies football in the northeast has definitely grown over the last few years.

**What is the best thing about working with the club and what are your hopes for the club in the future?** The best thing about working with the club is seeing the girls enjoy their football and develop as they play. In the future, we hope to secure a lease at our home ground so we can develop the land's playing surface and build our own facility (club house and changing rooms) for the girls. We would also like to develop the teams further across all of the age groups.



# The Albion Women's Show

## INFORMATION

### RUN BY:

Dean Kilford

### AVAILABLE:

every Thursday at  
7pm on Latest TV in  
Brighton on Freeview  
channel 8

### YOUTUBE:

<https://www.youtube.com/watch?v=qRbxipBs3LU>

### TWITTER:

@DeanKilford



**I put my hands up - I admit it! Years ago I was one of those young men who thought that girls were rubbish at football - that was until about 10 years ago when I was doing a show in America and got invited to co-ed "soccer."**

Co-ed basically means both men and women play together and naturally my egotistical self thought I'd "take it easy" against the girls who were playing. That was until I received the ball and immediately got clattered into by one of the girls - and at that exact moment, my appreciation for the Women's game started.

We played out the rest of the 'friendly' game in good fashion and it was as enjoyable and competitive as any game I had been involved in before. During my three month stint in America we played nearly every week and I really saw how advanced the female game was that side of the pond compared to our own.

Fast forward a few years and I decided to leave the entertainment industry to get my FA badges and start coaching, I was lucky enough to secure a job working for a great academy in Sussex where I could coach players at all levels through beginners to elite and from the ages of 5 - 16. There were a few girls integrated within the boys 'elite' squads across the ages but when I went into schools I knew that there were more girls that not only enjoyed playing the game - they were actually some very good players and the only reason they didn't want to play football outside of school was because there were a lack of girls teams in their age group.

This news is a bit of a double edged sword because on the

@Deankilford



one hand it is great there is genuinely a great interest in the game from young girls but on the other hand, there is still not enough avenues and resource in place for them to satisfy that interest. I know that year on year there are more teams starting up and I'm hopeful that this will continue to be the case.

I was approached a year or so ago about an opportunity to combine my two passions and be able to commentate and present my own show - The TerraPura Non League Show - which airs weekly on Monday's on Latest TV in Brighton (also YouTube) and showcases different local teams in the Sussex area.

How does this relate to the Women's game - I maybe hear you ask? Well, at the end of last season I was asked to bring my knowledge of the non league to a new magazine "The Albion Mag". In addition to the non league articles, I was also asked if I'd be interested in covering the Women's team for the

magazine. I jumped at the chance but with the Spring Series drawing to a close I only had the opportunity to cover one game before the Summer break. It was a cracking game - maybe a meaningless game in terms of the outcome, but some of the football and passion on display during the Brighton Women's 3-1 victory over Sheffield Ladies got me on a mission to promote the Women's game even more.

Since then I have been championing the Women's team to the station and was given the go-ahead to produce my own show ... This is where The Albion Women's Show was born! Immediately I knew we needed a female perspective on both the production and presenting of the show and brought in Verity Gallagher to join me and together, we have worked (with thanks to the club for being so co-operative) to produce our own weekly half hour show that is fully focused on BHAWFC!

The format of the show is very relaxed, we have a different player as a guest each week and analyse highlights of last weekends' game. We are also filming a player's challenge (think crossbar challenge, but something crazy I've invented) that will shown throughout the season.

I'm proud that we have come this far and hope that this template can be followed across more of our Women's clubs across the country. From one converted male fan - I would love to see the Women's game continue to evolve and get the credit and exposure it deserves.





## The SSE Women's FA Cup so far

The draws have been made for the SSE Women's FA Cup first round proper but a number of teams have already played three games just to reach the draw.

48 games took place on October 8 with all the teams hoping to get themselves in the draw.

In a crazy game in south-west London, AFC Wimbledon Ladies cruised to a 14-1 win over Woodley United LFC and Carlisle came out victorious in another goal heavy game as they beat Newcastle United 9-1.

The biggest upset of the round went to Alnwick Town Juniors. The seventh-tier side beat Rotherham of the

Women's Premier League Midlands Division One 5-0 with captain Georgia Thompson, Amy Hatelly and Jade Barrett scoring the goals.

The Yorkshire derby match between Sheffield United and Leeds United at Bramall Lane went to penalties after a 3 all draw with the Blades going through to the next round on penalties.

In the other games Hull City beat Crewe Alexandra, Brighouse Town were victorious over Wakefield and Loughborough Students secured their place in the next round with a win over Brereton Town.

*:: The first round draw took place on October 9.*



# FIXTURES

## **SSE WOMEN'S FA CUP FIRST ROUND DRAW**

**The 24 ties will take place on Sunday 12 November**

- 1) Alnwick Town Juniors v Burnley or Wigan Athletic
- 2) Liverpool Marshalls Feds v CMB or Bolton Wanderers
- 3) Hull City v Steel City Wanderers
- 4) Norton & Stockton Ancients v Chorley
- 5) Hartlepool United v West Didsbury & Chorlton
- 6) Newcastle United v Sheffield United
- 7) Brighouse Town v Chester-Le-Street Town
- 8) Bedworth United v The New Saints
- 9) Redditch United v Loughborough Foxes
- 10) Nettleham v Loughborough Students
- 11) Sporting Khalsa v Eastwood
- 12) Cambridge United v Long Eaton United
- 13) Enfield Town v Wymondham Town
- 14) Harlow Town v Royston Town
- 15) Stevenage v Acle United
- 16) Ipswich Town v Leyton Orient
- 17) Ashford Town (Middx) v Milton Keynes Dons
- 18) Chesham United v New London Lionesses
- 19) AFC Wimbledon v Godalming Town
- 20) AFC Dunstable v Luton Town
- 21) Larkhall Athletic v Southampton Women
- 22) Buckland Athletic v Brislington
- 23) Plymouth Argyle v Basingstoke Town
- 24) Southampton Saints v Keynsham Town



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