



CYMRU PREMIER STRATEGY LAUNCH

2024-2030

Jack Sharp | Head of Domestic Leagues



CYMRU PREMIER STRATEGIC PILLARS

- i. **Ensure the Cymru Premier competition format** is exciting for all stakeholders.
- ii. **Strengthen league administration** provided by the FAW.
- iii. **Improve the administrative standards** of Cymru Premier clubs.
- iv. **Build the profile, brand and awareness** of the Cymru Premier.
- v. **Activating Wales** - Engaging our communities.
- vi. **Strengthening our Cymru Premier 'on-pitch' product.**
- vii. **Developing Cymru Premier facilities.**
- viii. **Developing the commercial portfolio** of the Cymru Premier.

I. ENSURE THE CYMRU PREMIER COMPETITION FORMAT IS EXCITING FOR ALL STAKEHOLDERS.

Key messages: The 26/27 season will see the launch of the new Cymru Premier format. The structure of the league will be announced in September 2024. The competition will be transitioning into a Friday night league.

- a. 26/27 season identified as our launch season.
- b. Implementation of new competition structures (league & cups) - September 2024 announcement.
- c. Friday night football.
 - i. 24/25 season - start of season trial.
 - ii. 25/26 season - Hybrid season.
 - iii. 26/27 season - Friday Night Football.

II. STRENGTHEN LEAGUE ADMINISTRATION PROVIDED BY THE FAW.

Key messages: Workforce development, governance and communication are the three key areas the FAW are looking to invest in.

- a. Strengthening the organisational structure within the FAW to operate the league.
 - i. Recruitment of a full-time Elite Club Development Manager.
 - ii. Investment in the content creation space.
- b. More frequent contact points with clubs, including face-to-face meetings.
- c. Domestic Football department restructure to better administer and support the development of the league.
- d. Review and installation of new competition rules.

III. IMPROVE THE ADMINISTRATIVE STANDARDS OF CYMRU PREMIER CLUBS.

Key messages: Over €1 million to be invested into clubs to start of the process of professionalising the off-field operations of Cymru Premier clubs, through the hiring of full-time staff.

- a. Grants available to fund 'Operational', 'Community' or 'Commercial' roles, based upon each club circumstances.
- b. Support clubs with setting up under the appropriate legal structures, including separate charitable foundations.
- c. Creation of new training programmes to support and develop staff and volunteers operating within the Cymru Premier.
- d. New Club Development Support Programmes.
- e. All clubs to develop a long-term Club Development plan (5 Years).

IV. BUILD THE PROFILE, BRAND AND AWARENESS OF THE CYMRU PREMIER.

Key messages: To improve the visibility, engagement and connections of the league to a domestic and international audience, whilst changing the narrative currently associated to the product. €1 million being spent on this objective.

- a. Define the future brand vision, mission and values for our future 26/27 competition.
- b. Increased digital footprint of high-quality content.
- c. Exploration of additional coverage for the domestic game.
- d. Supporting clubs with their own brand development and digital strategies.
- e. Centralised league marketing tools.
- f. Launch of new Cymru Premier website.

V. ACTIVATING WALES – ENGAGING OUR COMMUNITIES.

Key messages: Community to sit at the heart of the development of the Cymru Premier.

- a. All Cymru Premier clubs to develop strategic objectives and programmes to support their local community through their foundations.
- b. Cymru Premier clubs to launch ‘supporter boards’ to capture fans views on off-field developments.
- c. Annual Fan engagement visits.
- d. Introduction of a centralised CRM system.

VI. STRENGTHENING OUR CYMRU PREMIER ‘ON-PITCH’ PRODUCT.

Key messages: €860,000 being invested into developing the ‘on-field’ product.

- a. All Cymru Premier ‘List A’ players to be placed upon a professional contract for the 25/26 season.
- b. Review, restructure and implementation of new ‘elite development’ pathway.
- c. Introduction of VAR Lite to the Cymru Premier.
- d. Enhanced European support programme for clubs who qualify for UEFA competitions
- e. Central Resource portal for on and off-field club support.
- f. A minimum of three contact points per week with players.
- g. Review of the loan system.

VII. DEVELOPING CYMRU PREMIER FACILITIES.

Key messages: €1 Million going into facility projects, with the aim of another £500k attained through additional grants accessed by clubs.

- a. Additional support for clubs to access grants through the club and newly created foundations.
- b. Facility development plans to be captured within the 5-year club development plan.
- c. Small ground improvements, focusing upon developing the match day experience and image of our stadia.

VIII. DEVELOPING THE COMMERCIAL PORTFOLIO OF THE CYMRU PREMIER.

Key messages: To develop lucrative commercial arrangements to benefit the development of the club and league.

- a. Introduction of centralised purchasing for the league.
- b. Increasing the revenue from future broadcasting arrangements.
- c. Development and introduction of new commercial partnerships.

TIMELINE OF STRATEGY DELIVERY.

2024

March

- i. Launch of new Cymru Premier website

May

- i. Instillation of new competition rules for the 24/25 season
- ii. Applications for grants received and signed off

July

- i. Introduction of Friday night football trial
- ii. Strengthening of FAW organizational structure through the employment of new domestic football roles.
- iii. New structure of club forums launched
- iv. Domestic Football team restructure

September

- i. Independent competition review committee findings presented and shared publicly for the 26/27 season restructure.
- ii. Club Development programme launched

December

- i. New club volunteer programme approved
- ii. Club knowledge exchange programme launched
- iii. Clubs to have submitted their 5-year development plans covering 2025-2030

TIMELINE OF STRATEGY DELIVERY.

2025

January

- i. Start of bi-annual in person club development visits
- ii. European Support Programme launched for the summer
- iii. Club Central Resource Programme launched

July

- i. Bespoke club support services tailored and rolled out connected to clubs 5-year development plans
- ii. Clearly define the brand vision, mission and values of our future league
- iii. Review, restructure and implementation of new 'elite development' pathway

- v. Introduction of VAR Lite
- vi. Review of the domestic loan system
- vii. Introduction of centralized purchasing for the league and clubs
- viii. Clubs delivering a minimum of three contact points a week

August

- i. Exploration of International broadcasting rights

December

- i. FAW to work alongside the clubs to define their brand, brand values and key message and digital media strategy

TIMELINE OF STRATEGY DELIVERY.

2026

January

- i. Start of bi-annual online club development survey

July

- i. New League and Cup competition launch
- ii. FAW to provide a range of marketing tools & equipment for the clubs
- iii. Cymru Premier clubs to launch ‘supporter boards’ to capture fans views on off-field developments
- iv. Stadium branding improvements
- v. Increase revenue from broadcasting arrangements

2027*

January

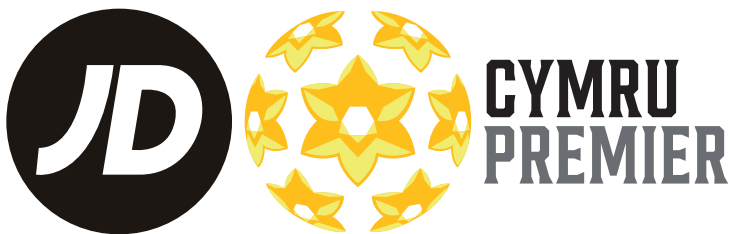
- i. Start of bi-annual in person club development visits

2028*

January

- i. Start of bi-annual online club development survey

* more details for 2027 -2030 will be revealed based upon progress.



TIMELINE OF STRATEGY DELIVERY.

2029*

January

- i. Start of bi-annual in person club development visits

May

- i. Minimum of one club reaches UEFA Conference group stage

2030*

April

- i. Average league attendance increases to over 1000

July

- i. Secure grants from various foundations for the clubs and league
- ii. Increase sponsorship income
 - a. Clubs secure 12 new sponsors by 2030
 - b. League – secure 1 additional partner per season (6 sponsors by 2030)

* more details for 2027 -2030 will be revealed based upon progress.