



EWF Men's Long-Term Plan

1. Align with EWF Board Strategy
 - o Support and contribute to the goals outlined in the EWF Board's Strategic Plan.
2. Raise the Profile of Men's Football
 - o Promote the EWF men's section nationally and internationally to increase visibility and recognition.
3. Explore Biennial Showcase Fixtures
 - o Research the feasibility of hosting a high-profile fixture every two years on a different continent (e.g. Thailand or Rio).
4. Secure Appropriate Funding and Resources
 - o Advocate for fair and consistent support from the Board to ensure the men's section is well-funded and properly resourced.
5. Maintain Strong Coordination with the Board
 - o Prioritise clear communication, collaboration, and alignment with the Board to ensure long-term sustainability.

England Walking Football
Director of Men's Football
Mike Walker



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