



Wycombe Wanderers Women

PLAYER PACK SEASON 25/26



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Welcome to Wycombe Wanderers Football Club (W3)

Our Vision

From first kick to first team. Create an integrated club structure with a progressive, player-centred environment focussed on performance, aspiration and development.



Our Mission

Drive Wycombe Wanderers Women towards professionalism and the top of the football pyramid.

WE
NOT
ME
WE



Squad Definitions

First Team

Our First Team currently plays in the **Southern Region Women's Football League, Premier Division**. Matchdays are on Sundays with KO at 2pm. This squad is the flagship team for the football club, with the expectation and objective to gain promotion out of this league, this season. However, to be clear, the ambition does not stop there. This squad will consist of a maximum of 17 players who we expect to share our goals, represent the club professionally and collectively & consistently work extremely hard to perform to the best of their abilities, optimise their potential and together, achieve our targets.

Under 18

Our U18's team will play in the **Junior Premier League (JPL) Warriors**. Matchdays are on Saturday mornings with home KO times at 10.30am, away fixtures can vary. This team has a focus on player development, challenging and stretching players to optimise their potential with a view to progressing players into our First Team squad when they are technically, physically and mentally ready.

Under 16

Our U16's team will play in the **Junior Premier League (JPL) Warriors**. Matchdays are on Saturday mornings with home KO times at 10.30am, away fixtures can vary. This team has a focus on player development, challenging and stretching players to optimise their potential with a view to progressing players into our U18's squad when they are technically, physically and mentally ready.

It is our intention that squads are set at the beginning of the season by the Management Team (MT) and will remain for the entire season. However, there will be some fluidity for players to move between squads when consistently excelling at their level, for the benefit of the club, as well as the progression of the individual player. The MT will constantly monitor the movement of such players, ensuring that players are never at risk of being 'locked out' of their playing squad.



W3 Staff Team

Management Team

Mark Gaitskell - Sporting Director - mark.gaitskell@wwfc.com

Kirk Williams - Head of Performance - kirk.williams@wwfc.com

Nigel Kingston - Honorary President

Nick Hunt - W3 Operations Lead - nick.hunt@wwfc.com

Carl Simon - First Team Head Coach - carl.simon@wwfc.com

Coaching Team

Carl Simon - First Team Head Coach - carl.simon@wwfc.com

Kirk Williams - U18's Head Coach - kirk.williams@wwfc.com

Charlie Lauri - U16's Head Coach - charlie.lauri@wwfc.com

Ed Tarlton - Head of Goalkeeping

Bronte Pye - Lead Physio

Nick Hunt - First Team Assistant Coach - nick.hunt@wwfc.com

Matt Aumreeruddy - First Team Assistant Coach

Rob Charman - U16's/U18's Assistant Coach

Club Team

Nick Hunt - Club Secretary

Kirk Williams & Mark Gaitskell - Designated Safeguarding Officers

Nick Hunt - Designated Safeguarding and Welfare Contact

Callula Ashby - Player Liaison / Club Welfare Officer - callula.ashby@wwfc.com

Juliet Shayler - Player Sponsorship Lead - juliet.shayler@wwfc.com

WWF Media Team & Bobby Lynch - Media & Comms Team

TBC - Player Leadership Group

Tom Holder - WWFC Head of Football Operations *(for reference only)*



W3 Staff Team



Mark Gaitskell
Sporting Director



Kirk Williams
Head of Performance



Nick Hunt
Operations Lead



Nigel Kingston
Honorary President



Carl Simon
First Team Head Coach



Charlie Lauri
U16's Head Coach



Ed Tarlton
Head of Goalkeeping



Matt Aumreeruddy
First Team Assistant Coach



Bronte Pye
Lead Physio



Callula Ashby
Player Liaison /
Club Welfare Officer



Juliet Shayler
Player Sponsorship Lead



Rob Charman
U16/U18 Assistant Coach

Expectations of Staff

ALL coaches have the responsibility to:

- Ensure the safety and well-being of all players and staff, at all times.
- Plan and deliver high quality, progressive and challenging training sessions, working within our W3 syllabus and philosophy.
- Selecting, tactically leading and inspiring their squads to be the very best they can be on all matchdays, again, working within our W3 playing system and philosophy.
- To assist with the recruitment and retainment of players that match the high ambitions of the W3 MT.
- To assist in shaping a culture where the players work hard and perform at the highest intensity, with a champion mentality.
- To assist in shaping a culture centred on ‘we not me’, where the staff and players treat each other and opposition with respect and integrity, at all times.



Shared Objectives



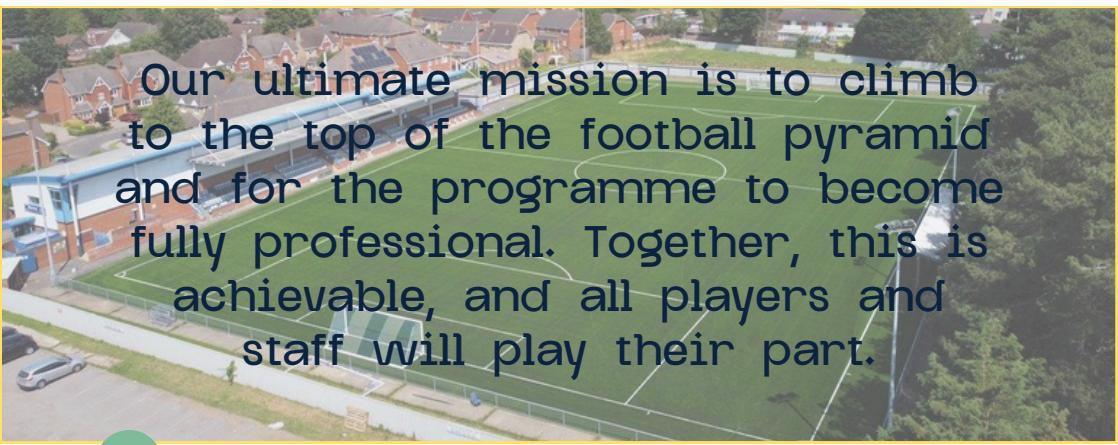
Our objective for season 2025/26 is to take this club to Step Four and to achieve this we are implementing an elite football club mindset throughout the club.

To do this, we will run an 11-month football programme from June 2025 for both training and home fixtures for all squads, within our state of the art 2,500-seater home stadium at Burnham FC, as well as provide playing opportunities to the First Team at Adams Park, the home of WWFC.

Key to the progression of W3 is a clear and exciting pathway to the First Team. There is now a direct link from our Girls Development Academy (GDA) which runs from U8's - U15's, meaning we have a clear pathway for talented female players from U8's all the way to the First Team.

In order to achieve our objectives, players are expected to commit to the club as per the requirements of their respective squads in terms of training attendance, dedication, communication, physical and mental preparation, including health and nutrition.

It is the intention of W3 and all staff to provide the best possible infrastructure in all areas to optimise this, including developing and maximising the relationship with WWFC.



Our ultimate mission is to climb to the top of the football pyramid and for the programme to become fully professional. Together, this is achievable, and all players and staff will play their part.

Ethos & Values

We expect all players and staff to abide by our W3 philosophy, which you will find included alongside this information pack.

By implementing the W3 Philosophy and ‘Playing the Wycombe Way’ together we will strive to be the best footballing team, as well as the hardest working, the most sporting and professional both on and off the pitch.

We want our players to show and expect from each other (& all staff!) a winning mentality, togetherness, desire, resilience, respect and ownership of all outcomes.

We have high standards and expectations of ourselves, and subsequently, of all players in terms of ‘world class basics’ such as being on time, having the correct kit, following venue rules, treating each other with respect etc.

Everyone involved with W3 are expected to represent the club in its best light on and off the pitch and be proud to wear the club badge. We’re to show the upmost of respect to our opponents, officials, and each other.

Lastly, we expect the W3 community to be encouraging and positive to the club, each other and all squads. Only together and united can we achieve our goals.



Fees, Sponsorships & Payments



WWF is committing time, staff and resources to this programme, but we remain heavily reliant on sponsorship and funding to ensure that we can offer the very best opportunities and facilities, for both training and matchdays. We expect this to change in the medium term and are working to make this programme fully funded, but for next season the following fee structure applies:

Player Registration - £550

This includes: 80 training sessions and player membership.

Training Kit - £150

W3 training kit pack will consist of the following:

x1 Shirt

x1 Track Top

x1 Track Bottoms

x1 Shorts

x1 Grip Socks



Additional Kit Options (sold separately)

Spray Jacket - £41

Hummel Hat - £16



Player Registration Payment Plan Options

1) In full - £551

2) Payment plan - £554

£251 (down payment - on booking)

£101 p/m x 3 months (Oct-Nov-Dec)

Payment/Training Kit links are enclosed within Page 17, towards the back of this player pack.

Sponsorship



All players are encouraged to try to secure sponsorship to cover their registration and kit fees. It is the players responsibility to do this and the club will support where needed and when/if possible. W3 provides a detailed '**Partnership Opportunities Brochure**' outlining the details and benefits of sponsorship. To request a hard or digital copy to support your sponsorship aspirations, please email Juliet.shayler@wwfc.com.

Sponsorship for all players starts at £750, this covers registration & kit fees and sponsorship costs. Should a training kit pack not be required by the player, the kit fee allocation of the sponsorship amount will be used for the playing budget for that player.

Should players secure anything above £750, this difference will go 100% into the clubs player bonus (50%) and events budgets (50%).

Players will have until the **1st August** to have secured sponsorship and for the sponsor to have paid before fees then become due. Should sponsorship be secured post this date, all fees paid will be reimbursed to the player.

Process

Once you secure sponsorship please provide the following details to Juliet.shayler@wwfc.com cc-ing callula.ashby@wwfc.com:

Players name & squad

Sponsors name and address

Agreed sponsorship amount

An invoice will then be raised and sent to the sponsor cc-ing you with payment terms of 10 days. It is the players responsibility to chase the payment should these terms not be met. A W3 staff member will confirm once payment has been received.

Players are expected to support the delivery of sponsorship obligations and engagements when required.



Communications

Nick Hunt is the communications lead and the main point of contact for any issues regarding training and matchday availability.

Squads for weekend fixtures will be sent out no later than the Friday morning by 10am. In case of midweek fixtures, squads will be sent out 48 hours in advance.

All matchday and training availability will be requested via the app – SPOND. All players and U18's (parents) are required to download the app and will be added to the relevant groups by pre-season commencement date. Instructions and guidelines will be sent separately.

All club communications will be made between the hours of 9am and 8pm (10pm on training nights, 1 hour post session conclusion). Communication outside of these hours is not permitted and should be appropriately reported to the Player Leadership Group or Nick Hunt (where appropriate).

All WhatsApp club communications are expected to be appropriate and positive. Feedback, queries and conversations of an individual nature are not permitted within official club groups (with staff admin). W3 admin reserves the right to remove players should this not be respected.

Any safeguarding or player welfare issues should be reported via the following means:

1. Callula Ashby or Nick Hunt
2. Kirk Williams

New codes of conduct for players and staff will be provided in pre-season.

Ticket Requests for Men's Team Fixtures

Should you wish to attend a men's first team fixture, please email ticket requests to Juliet.shayler@wwfc.com with as much notice as possible. Tickets are not guaranteed but staff will give their best efforts to accommodate requests within our permitted allowance.



Player Review & Retain / Release Process - U16 & U18

At W3, we are committed to supporting the continuous development of our players. As part of this commitment, we conduct formal player reviews four times per season — in August, November, February, and April. These reviews are designed to complement the regular, real-time feedback players receive during weekly coaching sessions. The goal is to enhance each player's learning journey and provide structured, reflective insight into their progress.

The first stage of the review process involves the completion of a Player Review Document, delivered in PDF format. This document evaluates players across four key development pillars (below). Each area is assessed using a standardised grading framework (below) to ensure clarity, consistency, and meaningful developmental guidance.

Effective Learner
Effective Mover
Effective Individual
Effective Team Player

Grading System	
Gold	<i>Exceeding in this area</i>
Silver	<i>Shows proficiency in this area</i>
Bronze	<i>Area that requires more practice</i>

The final stage of our review process is the player/parent review meeting. This meeting provides an opportunity for both the player and their parent to ask questions about the player's review and overall progress. It also allows the coaching team to offer deeper insights into the player's identified super strengths and key learning / development objectives.

These review meetings will be scheduled during a regular training evening and will take place in the boardroom or classroom at Burnham FC. Each review session will last a maximum of 15 minutes and will be conducted by the player's lead coach, accompanied by another member of our coaching staff. We aim for these conversations to be player-led, creating a supportive environment in which players feel confident and empowered to engage in discussions about their development and areas for future growth.

Player Review & Retain / Release Process - U16 & U18

At W3, we believe in consistent honesty and transparency. As such, it's important to highlight that not all W3 players will start and end their footballing journey's with us and potentially may not be invited to continue with us into season 2026–27 season. If this applies to you or your daughter, please rest assured that the outcome and communication process will be handled with care and professionalism, following the structure outlined below.

Our player review process is designed to provide clear and timely feedback. As part of this process, players identified as being at risk of not being retained for season 2026–27 will be informed during the quarter 3 (February) review. This stage is intended to provide early awareness and allow time for reflection and potential development, as well as gain an awareness of potential future options.

For players within the U16's and U18's squads who are not being retained, we will first communicate with their parents. Parents will be informed of the decision and asked how they would prefer the outcome to be communicated to their daughter, with three options available for delivering this message:

- Parent-led approach: parents inform their daughter of the outcome, followed by a meeting with the lead coaches to provide further context, feedback, and guidance on next steps.
- Written communication: the club sends a formal letter to the player, after which a meeting is arranged with the lead coaches to discuss the decision and explore exit pathways.
- Direct meeting: a meeting is organised with the player and lead coaches to deliver the outcome in person, along with feedback and information on possible next steps.

We are committed to ensuring that all players, regardless of the outcome, are treated with respect and are supported throughout their journey (pre, during and post their time with W3).



Well-being Guidelines

We want you to be safe whilst you play and train, and whilst the points below are very straightforward, they are also easy to ignore. World class basics and following these simple guidelines can reduce injuries and negative impact on our squads, and you as players:

1. Communication of Medical Conditions (Big or Small)

Please make sure your coach is aware of any medical condition which may impact your performance and ensure that any medication required is left with the Squad First Aid Kit clearly labelled with your name, so help can be administered quickly should the need arise.

2. Choking Hazards

Play safe, please ensure that all choking hazards are removed and eliminated for example chewing gum, wearing jewellery or similar during warm-up, training or games is not encouraged.

3. Eliminating Risk

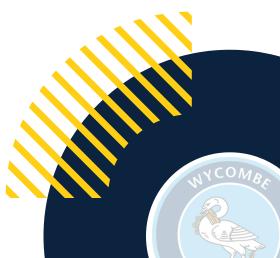
Ensure that ALL jewellery is removed prior to training or playing.

4. Minimise Injury – Wear Shin Pads

Injuries can happen at any time, wearing shin pads for both matches and during training is essential if you're going to avoid unnecessary knocks which could see you sitting on the bench or injured. PLEASE DON'T FORGET THEM & WEAR THEM!

5. Head Injuries

Concussions whilst not immediately visible can be extremely serious – therefore if you take a knock to the head, we will ensure you follow the Graduated Return to Play Protocol (GRTP) detailed below as your safety is our priority, regardless of how important the following week's game is!



Concussion Guidelines

There are 6 stages:

Stage 1: 14 days of NO Physical Activity. Your parent or guardian MUST be informed and they in turn MUST inform your school or workplace.

Stage 2: RESTRICTED EXERCISE ONLY – Light aerobic exercise for 10-15 mins at a time

Stage 3: RESTRICTED EXERCISE ONLY – Sports specific training, possibly with a ball for 10-15 mins at a time

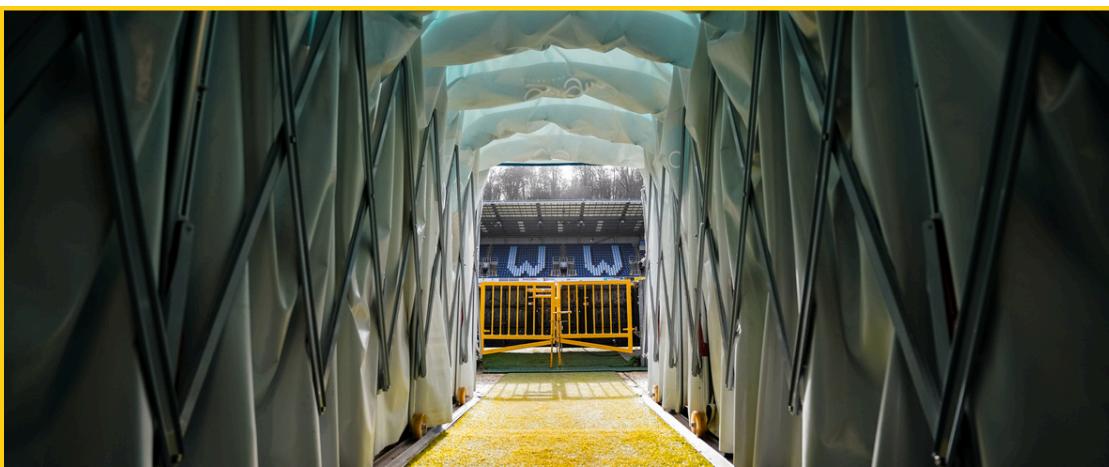
Stage 4: RESTRICTED EXERCISE ONLY – Non-contact training drills

Stage 5: RESTRICTED EXERCISE ONLY – Full contact practice and with more rigorous exercise

Stage 6: Return to full training and match play :-)

For players under the age of 18 the time lapse between stages 2-5 are 48 hours EACH, for over 18 these are 24 hours each.

Each of these stages can be assessed by the parent or guardian, and if the player feels any symptoms of concussion following exercise at that stage, then the player goes back a stage.





Training & Kit Links

1st Team Training Link ->

[CLICK HERE](#)

U16's & U18's Training Link ->

[CLICK HERE](#)

Training Kit Pack Link ->

[CLICK HERE](#)

Additional Kit Link ->

[CLICK HERE](#)





Connect With Us



Socials

[@wwfcwomen](https://www.instagram.com/wwfcwomen)



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