

14 September 2026

Huws Gray launches Level Playing Field to support women's and girls' grassroots football



Megan Wilson, WSL referee, (left) and Leigh Doughty, EFL referee, (right) attending a community event

Huws Gray, a leading national building materials supplier providing end-to-end solutions to tradespeople and the DIY market, is pleased to announce the launch of Level Playing Field, a new community initiative dedicated to improving facilities for women's and girls' grassroots football.

Despite growing popularity and support for the professional women's game, there remains a systemic lack of investment and infrastructure in the grassroots game which is impacting engagement. Multiple sources identify a lack of infrastructure and access as a key reason why girls stop playing football.

Coinciding with the recent start of the new WSL season, Level Playing Field will enable grassroots clubs to enter a competition to win £5,000 in building materials to support important facility upgrades. It follows Huws Gray's Pitch In competition earlier this year, with Norfolk's Rocklands Youth FC winning products of the same value to renovate its clubhouse. 45% of Pitch In submissions highlighted the need to improve facilities for women and girls.

Huws Gray is encouraging clubs to apply, explaining how the materials would improve their facilities and help to create safer, more welcoming and accessible spaces. Level Playing Field will launch four competitions per year, building on Huws Gray's commitment to drive positive engagement with its local communities.

Daksh Gupta, CEO of Huws Gray, commented:

“Women and girls’ football continues to grow, but too many players are being held back by facilities that are not appropriate and, unfortunately, many clubs do not have the funding to invest in these. The response to our Pitch In competition demonstrated the scale of this challenge, with almost half of entries focused on improving facilities for women and girls.

Through Level Playing Field, we will help grassroots clubs create safer and more welcoming environments, enabling more women and girls to access the game. This builds on our important community engagement and gender diversity initiatives, both being areas where Huws Gray can have a positive and lasting impact, and supports our sponsorship of the Professional Game Referees.”

Women’s and girls’ grassroots football clubs can enter Level Playing Field through the Huws Gray website at the below link until 31st October, with the winner announced on 13th November.

[Link.](#)

-ENDS-

Media enquiries:

Hudson Sandler – huwsgray@hudsonsandler.com / +44 20 7796 4133

Notes to editors:

About Us:



Huws Gray Group is a UK leading building materials and solutions supplier, committed to making building better.

Founded in 1990 from a single branch in Anglesey, the Group has grown significantly over the past 35 years through a combination of organic expansion and strategic acquisitions.

Following the acquisition of several brands from Grafton plc in January 2022, Huws Gray now operates from over 350 trading and distribution locations, employing around 5,000 colleagues across the UK.

Huws Gray goes beyond supplying materials, supporting customers at every stage of the building lifecycle. From foundations to finishing touches, Huws Gray offer end-to-end project support for tradespeople and the DIY market, with a comprehensive product range including building materials, plant and tool hire,

power tools, doors, windows, kitchens, bathrooms, plumbing and heating supplies, and bespoke manufactured lintels and roof trusses.

A premier national distributor of lintels, drainage, civils materials and insulation, and a leading timber importer, serving trade, and corporate customers. Huws Gray Group are committed to making building better and offer sustainable choices across their product ranges.