



TURBO-CHARGING WOMEN'S FOOTBALL



UEFA European Women's
Championship 2022
Post-Tournament Report

July 2023



IN THIS REPORT

1. Forewords	1
2. Executive summary	2
3. Tournament and activation overview	5
4. UEFA and The FA women's football strategy	9
5. Measuring impact	14

DISCLAIMER

This Report was prepared by Ernst & Young LLP (EY) for The FA and using information provided by The FA and UEFA, and other primary and secondary data collected by EY.

Ernst & Young LLP does not accept or assume any responsibility in respect of the Report to any readers of the Report (Third Parties), other than The FA. To the fullest extent permitted by law, Ernst & Young LLP will accept no liability in respect of the Report to any Third Parties. Should any Third Parties choose to rely on the Report, then they do so at their own risk.

Ernst & Young LLP has not been instructed by its client, The FA, to respond to queries or requests for information from any Third Party and Ernst & Young LLP shall not respond to such queries or requests for information. Further Ernst & Young LLP is not instructed by The FA to update the Report for subsequent events or additional work (if any) performed by Ernst & Young LLP. Accordingly, without prejudice to the generality of the foregoing, Ernst & Young LLP accepts no responsibility to any Third Party to update the Report for such matters.

The FA/UEFA accept no responsibility to readers for the contents of the report.

All rights reserved.





UEFA FOREWORD

Nadine Kessler
UEFA Managing Director of Women's Football

The UEFA Women's EURO 2022 was spectacular. From world-class football to record-breaking global viewership and record-breaking attendances. It truly was a Tournament of firsts and one that has made its way into the history books.

For the first time, the UEFA Women's EURO 2022 showed the direct link between top competitions and the growth of the game. What has been achieved together between UEFA, the English FA, Host Cities and our sponsors and partners is remarkable. But the commitment, pride and bravery of the players on and off the pitch to reach their goals and push boundaries has set an example to millions. In England, the players have changed the game in a way that no other sports team has before, by ensuring future access to sport in schools for girls.

Not only has the Tournament left a lasting and unshakeable legacy on women's and girls' football in England, but it has touched people and inspired change across Europe and the world. There are more girls and women participating in the game, more fans of the game attending matches in domestic leagues, and more visibility of the game than ever before – UEFA Women's EURO 2022 has undoubtedly played its part in that.

It is already one year since the end of UEFA Women's EURO 2022, but its legacy continues to deliver and underline the power of football.



FA FOREWORD

Baroness Sue Campbell DBE
The FA's Director of Women's Football

It was a groundbreaking and record-breaking Tournament that has had a proud, tangible and long-lasting legacy on women's and girls' football in England. The Host City Legacy Programmes have provided a wide range of inclusive and diverse opportunities and we've seen more women and girls than ever step forward to play, coach, referee and volunteer. We've also seen more fans filling our stadiums and new commercial partners all wanting to be part of this great movement for change.

The Lionesses' success has raised the profile of the women's game, the squad and Sarina Wiegman have received domestic and international recognition and sell-out crowds now greet the team across the country.

The players have been determined that their Tournament legacy wasn't just a trophy lifted in front of a record 87,000 fans. They have collectively recognised an opportunity to transform the future of the game and put their hearts into a campaign to make sure that all girls get equal access to football in schools. The UK government has responded positively to their request and a landmark announcement has been made that will improve the provision of physical education and sport in schools and ensure every young girl has access to sport, not just football. That announcement is as important as anything that was achieved on the pitch last summer.

The Tournament will live in the memory and has given us the opportunity to continue to break boundaries and not only take the game to a new level but also deliver real change in society.



2

EXECUTIVE SUMMARY



INTRODUCTION

This post-event impact report focuses on the actual impact of the UEFA European Women's Championship 2022 (UEFA Women's EURO 2022). Following on from the pre-Tournament impact study, this report outlines the key impacts measured to date post-Tournament, including developments in participation and interest in women's football, as well as the longer-term legacy of UEFA Women's EURO 2022 across football and wider society.

This report was commissioned by UEFA, The FA and UK Sport, and delivered by EY. The findings presented have been informed by a review of financial and operational data from the UEFA Women's EURO 2022, as well as results from primary surveys of spectators, Tournament volunteers, local residents, football fans and participants.

UEFA Women's EURO 2022 proved to be a great success and has put women's football on an upwards trajectory for further growth. The UEFA Women's EURO 2022 demonstrates the power of a major tournament to be a catalyst for change in the Host Nation and beyond, from altering fan perceptions and driving grassroots participation, through to creating opportunities at the highest levels of the professional game.

There are many channels through which the UEFA Women's EURO 2022 has driven positive impacts through football participation, wider society, and the economy. The six key areas which demonstrate the impact of UEFA Women's EURO 2022 are summarised on the next page.

KEY FINDINGS OF THIS REPORT

OPERATIONAL SUCCESS

- A record-breaking total **574,875** attendance across the Tournament.
- **87,192** attending the final – the highest-ever individual match attendance at a EURO (Men or Women).



ECONOMIC IMPACT OF THE TOURNAMENT

- Host Cities received a **£81 million** boost in economic activity as a result of the Tournament.
- **110,555** international fans travelled to England from across **104** countries.



GROWTH IN THE PROFESSIONAL GAME

- Over **170%** year-on-year growth in FA Women's Super League attendances, following the Tournament, with Women's Bundesliga attendances more than **tripling**.
- **289%** increase in media rights values compared to the previous Women's EURO.



SOCIAL IMPACT OF THE TOURNAMENT

- **74%** of local residents felt that the Tournament brought their community closer together.
- **79%** of Legacy Programme participants reported improved confidence and self-esteem.



GROWTH IN GRASSROOTS PARTICIPATION

- **2.3 million** more women and girls* in England participating in football in 2022-23, compared to the prior season.
- Over **418,000** new grassroots legacy opportunities currently available in Host Cities alone.



ENHANCED INTERNATIONAL REACH AND ENGAGEMENT

- The most watched Women's EURO ever, with a global cumulative live viewership over **374 million** across **197** territories.
- **453 million** cumulative social interactions, with **39%** on TikTok and **21%** on Twitter.



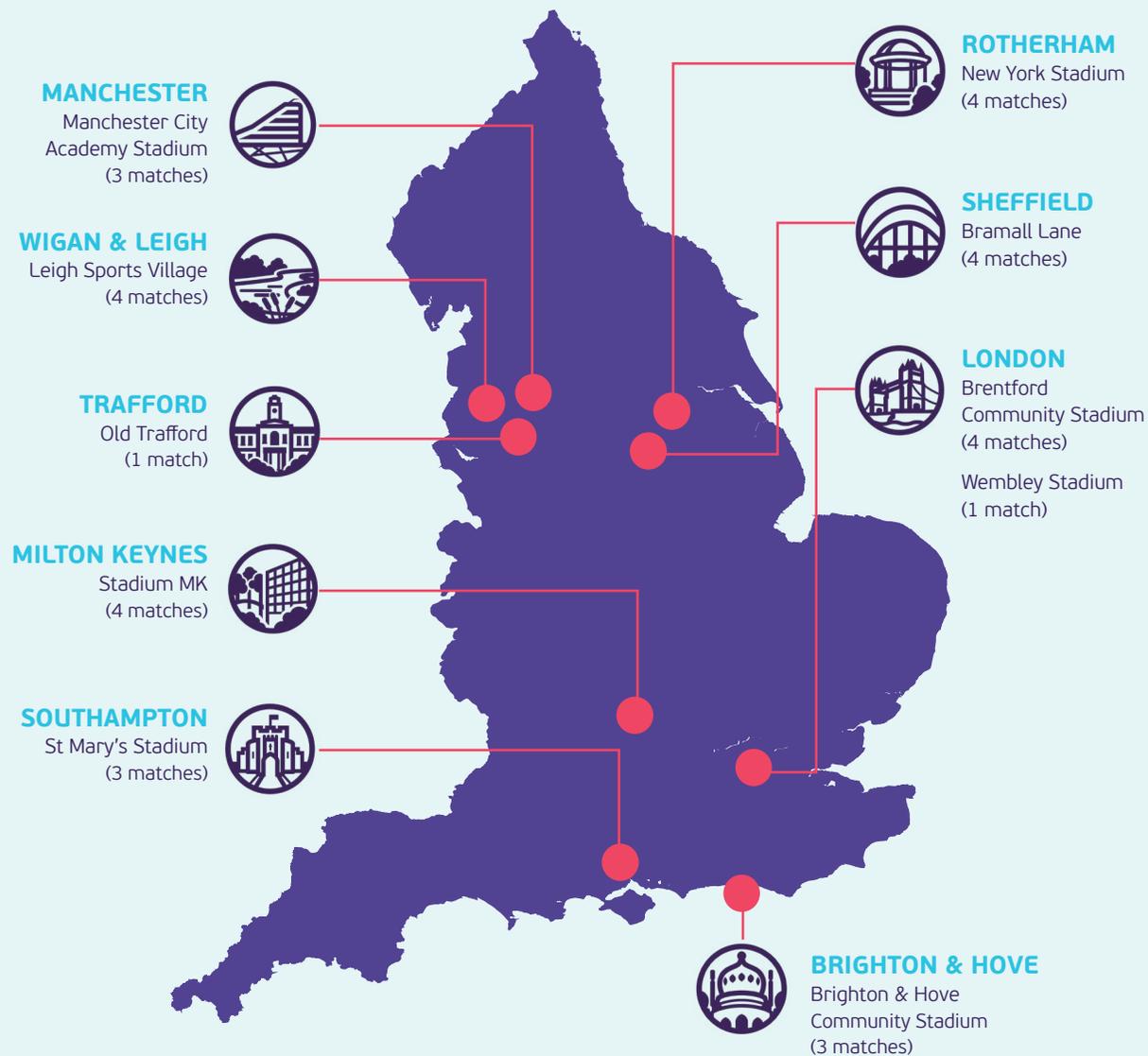
* Data provided by The FA. This relates to "self-reported" players playing any type of football. This includes formal and casual football participation, which could be anything from a kick-about at home to playing at school or outside of school at a club. It is based on applying 'who play football' from a sample audience from The FA Participation Tracker and The FA Youth Tracker to the 2021 ONS population figures for England. All participation figures are based on a yearly average.



3

TOURNAMENT AND ACTIVATION OVERVIEW

TOURNAMENT OVERVIEW



Over July 2022, England hosted the UEFA Women's EURO 2022 for the first time since 2005. Held across 10 venues in nine different towns and cities (the 'Host Cities') up and down England, the Tournament proved to be a great success, with attendance and broadcast records being broken for the Tournament. The broad geographic coverage across England gave fans across the country a chance to engage with the Tournament, as well as enabling £81 million of economic benefits to be felt across England. The Tournament also reached into communities and fans, bringing vast social benefits as well as working towards changing perceptions and achieving growth of the game in terms of following and grassroots participation.



TOURNAMENT ACTIVATION



A LEGACY FOR THE UEFA WOMEN'S EURO 2022

The desire to deliver a lasting legacy and drive inclusive growth in women's football was at the heart of the UEFA Women's EURO 2022, with an aim to inspire the next generation of players and fans of women's football. To this end, eight Legacy Groups* were formed in 2020 from stakeholders from across the Host Cities, including representation from community football organisations, schools and local authorities. Supported by over £2.4 million¹ of funding across the nine Host Cities, these Legacy Groups had the ambition of channelling the positive power of the UEFA Women's EURO 2022 into a positive and sustainable future for women's and girls' football in England.

Through inspiring positive change, the Legacy Programme focused on providing equal access for girls to play football in schools and clubs, as well as supporting a diverse workforce of coaches, referees and local leaders delivering and organising football for their communities. The Legacy Programme also aimed to create inclusive, safe and welcoming environments for every woman and girl to play competitive or recreational grassroots football, irrespective of ability, disability, age or ambition. In achieving these goals, the activation activities aimed to create 500,000 new opportunities for women and girls to engage with football by 2024. The programme is currently well placed to meet this objective with over 418,000 opportunities currently available as of May 2023. This supports UEFA and The FA in further achieving goals towards their respective women's and girls' football strategies.

¹Eight Legacy Groups include Brighton & Hove, London, Manchester & Trafford, Milton Keynes, Rotherham, Sheffield, Southampton and Wigan & Leigh. Host Cities Manchester and Trafford have been combined to form a Legacy Group.

SCHOOLS PROGRAMME

The UEFA Women's EURO 2022 Schools Programme launched prior to the Tournament with the aim to inspire and unite schools and pupils to get involved with the Tournament either in school, within their community or at the Tournament. The programme provided free curriculum linked educational resources to teachers around the country across three main themes: Learn, Play, Support. Over 3,500 schools across England registered on the programme, with over 13,000 resource views and downloads. Schools also experienced special events, ambassador visits and virtual live lessons to build engagement and excitement in the lead up to the Tournament.

The programme included a 'Schools Week' from 11-17th July 2022 where teachers used the resources to build excitement and bring young people together to celebrate the players, teams and countries of the Tournament. The UEFA Women's EURO 2022 Schools Week was also the focus for the Schools Group Booking window, which achieved over 10,000 tickets sold to school groups for various group games.





ARTS AND HERITAGE PROGRAMME

An Arts and Heritage Programme ran alongside the UEFA Women's EURO 2022 last summer. This featured a line-up of free library, dance, art and music events, the programme took inspiration from and celebrated the rich history of the women's game. Over 28,500 people took part in the arts programme and over 15,000 in the heritage element. A total live audience of 213,736 watched performances.



FAN PARTIES

All nine Host Cities staged fan festivals over the course of the UEFA Women's EURO 2022. Iconic locations across the country such as Trafalgar Square were transformed into 'Fan Parties', where supporters of all nations and families gathered to enjoy food, music and entertainment, as well as watching the record-breaking games live on big screens. Fan Walks with local and international fans from participating nations took place across the northern Host Cities in England. Overall, nearly 218,000 fans attended the Fan Parties across the country, and over 19,000 took part in the Fan Walks.





4

UEFA AND THE FA WOMEN'S FOOTBALL STRATEGY

SUPPORTING UEFA'S 'TIME FOR ACTION' WOMEN'S FOOTBALL STRATEGY

As early as 2019, UEFA identified the Women's EURO as a key driver of its Time for Action women's football strategy. It was clear that the Tournament in England would have a catalytic role in driving long-term development of the women's game and be fundamental in accelerating progress against UEFA's five strategic objectives.

As well as drawing new audiences, these targets include doubling participation rates, increasing revenue and improving quality on the field. With only one year until the end of Time For Action, UEFA is well on its way to meeting its targets (see next page).

UEFA and its partners worked tirelessly to ensure the European game was ready to leverage the biggest Women's EURO ever. By the time the Tournament kicked off, two thirds of UEFA's 55 member associations had introduced a women's football strategy.

The Tournament also represented a milestone in the professionalisation of women's football. A new revenue distribution model compensated clubs whose players took part and provided a €16 million prize fund, double the available rewards from 2017. The use of iconic stadiums, high-quality training centres and vastly improved team services all helped to set the foundations for success.

All this was made possible by more lucrative commercial partnerships and UEFA's ongoing investment in the development of women's football. Driving increased interest and engagement was central to UEFA's multifaceted marketing strategy for the Tournament, with sponsor

activities and broadcast content reaching a broad range of spectators.

With everything else in place, the Tournament had to deliver on the pitch. It did not disappoint. Europe's best teams and players raised the bar, setting new benchmarks for intensity, athleticism, technique and professionalism.



REPORTING PLATFORM TO TACKLING ONLINE ABUSE

In a first for a sports governing body, UEFA set up a dedicated online abuse monitoring platform during Women's EURO 2022. Working closely with English police authorities and social media platforms – including TikTok – UEFA was able to quickly identify and remove offensive posts. We also briefed all participating teams on preventative measures before the Tournament. A total of 551 abusive posts were reported to social media platforms for removal during the Tournament, of which 60% were taken down within an hour. Addressing online abuse was a vital part of UEFA's Women's EURO 2022 football social responsibility strategy, and going forward we will extend this groundbreaking approach to all of UEFA's senior women's finals and final tournaments. The dedicated platform represents the first step in implementing a wider three-pillar approach to tackling online abuse:

Awareness: making audiences aware of the devastating impact.

Education: engaging players, coaches, referees and fans on how to put up a first line of defence.

Monitoring and reporting: actively monitoring online abuse against players, coaches and referees across UEFA and personal social media channels.



UEFA IS ON TRACK WITH ITS TIME FOR ACTION (2019-2024) STRATEGY, WITH SEVERAL GOALS ALREADY BEING ACHIEVED²

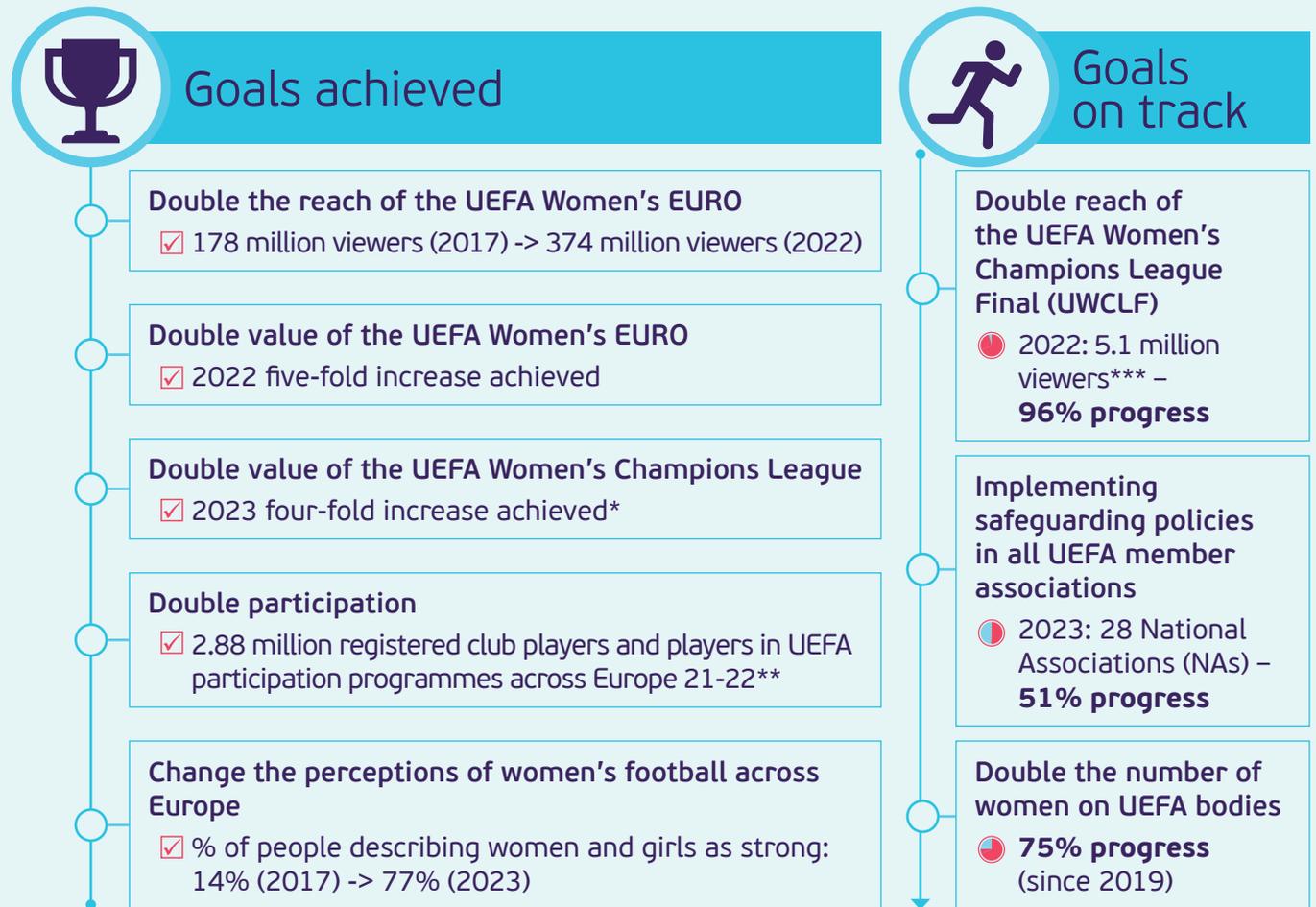
“The UEFA Women's EURO 2022 was testimony to how much women's football has grown. Everybody involved should take pride. Together, we delivered something unique with a lasting legacy. Of course, the bar is now set very high, but that motivates us even more. The reform of UEFA's national team competitions and the growing investment in the club game means women's football is well placed to fulfil its enormous potential for further development.”

Aleksander Čeferin, UEFA president

¹Due to the centralisation of commercial and broadcast rights for the UEFA Women's Champions League from the start of the group stage in the 2021/22 season. Previously, the competition's rights were only centralised for the final.

²Cumulative total that includes players registered with UEFA member associations and participants in both the UEFA Football in Schools programme and the UEFA Playmakers programme.

³Across TV & Streaming, the 2022/23 UEFA Women's Champions League Final attracted a live viewership of 5.1 million. This is a 40% increase on last season with the audience boosted by free to air TV coverage in domestic markets and being available globally via YouTube and DAZN.



PROGRESS IN INSPIRING POSITIVE CHANGE – THE FA'S WOMEN'S AND GIRLS' FOOTBALL STRATEGY



levels* (since October 2021) to the use of Equality, Diversity & Inclusion (EDI) plans for the female game in 94% County FAs, up from 70% in August 2020.

Notably over 285,000 girls participated in the Let Girls Play 'Biggest Ever Football Session' on International Women's Day (8 March 2023). This took place the same day the Government announced a game-changing decision to provide girls with equal access to football in schools, as part of an all-sports pledge. The demand for the Biggest Ever Football Session and the ground-breaking Government announcement highlighted the great strides that had been made in achieving The FA's strategic ambition in providing girls equal access to football.

To secure a sustainable future for women's and girls' football in England, The Football Association (FA) launched their Women's and Girls' Football Strategy in October 2020. The strategy aims to revolutionise the sport at every level, from grassroots to elite and drive growth and development in women's and girls' football in England. After a memorable and historic year with the Lionesses' victory, The FA delivered on one of their transformational objectives to win a major tournament; and there are strides being made in progress against the remaining 2024 strategic objectives.

This has ranged from increased awareness and interest (+12%) in football amongst girls aged 5-16 in England, record-breaking league attendances in the Barclays Women's Super League, a 21% growth in female registered referees across all



"We're delighted that it will be made clear to schools that they should offer a minimum of two hours of PE and they must ensure that girls have equal access to all school sport, including football.

The confirmation of long-term funding for the PE and Sport Premium and School Games Organisers, and strengthened guidance and monitoring of how that money is spent, will have a significant impact on participation and also the physical and emotional wellbeing of the nation's children.

We're extremely grateful to the thousands of dedicated teachers and their schools and look forward to working with them as they continue to make a real difference to the lives of so many children across the country."

Baroness Sue Campbell
Director of Women's Football, FA

*Calculated using FA participation tracker data

EIGHT OBJECTIVES TO BE ACHIEVED BY 2024

1	Early participation	Every primary school-aged girl to have equal access to football in school and in clubs
2	Development participation	Every girl to have equal access to participate for fun, for competition and for excellence
3	Club player pathway	Collaborate with clubs to develop an effective high-performance, inclusive player-centred pathway
4	Elite domestic leagues and competitions	Create the best professional women's sports leagues and competitions in the world
5	England	Win a major tournament
6	Football for all	Recruit and support a motivated, diverse range of local leaders organising football for their communities
7	Coaching	Support the development of exceptional coaches at every level of the game who are representative of our society
8	Refereeing	Ensure that every female referee afforded high-quality bespoke learning and development opportunities from grassroots through to the elite game

FA WOMEN'S AND GIRLS' FOOTBALL STRATEGY: PROGRESS AGAINST KEY 2024 TARGETS³

Key Target	As of Aug 2020	As of Nov 2022	2024 target
Wildcats* session providers delivering recreational football opportunities within travelling distance of their home for every girl aged 5 to 11	1,621	1,732	3,000
Establish a high-quality girls' league offer in 100% of County FA areas	56%	88%	100%
Number of players registered across all Emerging Talent Centres (ETC) over the course of each season	N/A	1,722	4,200
Barclays Women's Super League average attendance	3,092	5,099	6,000
England Women – To win a major tournament	4th (2019)	England winning the UEFA Women's EURO 2022	
% County FAs with EDI plans specifically for the female game	70%	94%	100%
% of coaches across the women's and girls' game who engage in at least two trackable learning opportunities who are from black and Asian origin	7%	10%	14%
Registered female referees across England	1,477	1,495	2,777

*Wildcats – non-competitive football centres for girls aged 5-11



How would you
celebrate the
winning goal?

5

MEASURING
IMPACT

WOMEN'S EURO
2022

MEASURING IMPACT

The breadth of impact of the UEFA Women's EURO 2022 requires a range of measures to fully understand the achievements of the Tournament. These measures were agreed with The FA and UEFA based on key Tournament objectives and help to frame the impact of the UEFA Women's EURO 2022 one-year post-Tournament, and provide a reference point for future tournaments to come. This section summarises the main categories of impact measures, and captures the impact felt within each of these categories.

The timeline over which the impact can be felt varies across categories. For example, the operational success of the



UEFA Women's EURO 2022 was largely apparent by the end of the Tournament, while growth in the professional game and participation will take longer to measure robustly. This report captures the current findings based on an assessment one-year post-Tournament, with growth in the professional game on an upwards trajectory and further opportunities and growth in participation expected via the legacy activities continuing in 2024 and beyond.

The remainder of this section presents impact evaluation for the Tournament, seeking to isolate the impacts that would not have materialised had the Tournament taken place elsewhere.

1. Operational success delivered: delivery of a safe, engaging event, including record-breaking attendance and viewership. Providing a positive spectator and matchday event experience.

2. Growth of the professional game: enhancements in perceptions of women's football, strengthened interest, attraction of new audiences to the game and growth in attendances of other leagues and tournaments.

3. Driving inclusive grassroots participation: to be a game-changer for women's football in England, growth in participation and higher levels of inclusive and sustainable access to participation through the Legacy Programme and providing opportunities for women's and girls' of all ages through football in schools and communities.



4. Support to host economies and tourism: economic contribution to England and Host City economies, through international and domestic tourism during the event, promoting employment, and driving high street footfall.

5. Promote positive social impact: achieving positive social impact through greater participation in grassroots football and legacy initiatives, through volunteering opportunities and by encouraging greater community engagement through the Tournament.

6. Enhanced international reach and engagement: making a positive impression on international visitors and audiences of Host Cities, and achievement of growth in international reach of the Tournament through broadcast views, tourism and inspiring women's and girls' participation across Europe.

1. OPERATIONAL SUCCESS

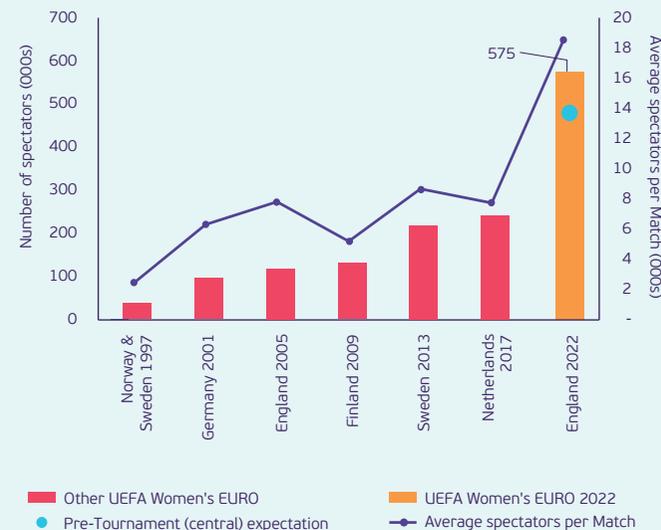
A key objective of the UEFA Women's EURO 2022 was to celebrate and showcase the very best of women's football, while also providing fans with an immersive and thrilling sporting experience. From the stadium atmosphere through to the accessibility of the event, ticketing process and support from staff – there are several elements which form the overall matchday experience for fans so they can fully appreciate the action on the pitch. Operational success can be demonstrated via a number of outcomes and impact measures related to the level of attendances achieved and the feedback of spectators during and post their matchday experience.

RECORD-BREAKING ATTENDANCES



The UEFA Women's EURO 2022 broke records and exceeded expectations. With a total Tournament attendance of nearly 575,000, the Tournament surpassed not only the attendance figures of previous Women's EURO tournaments, but also ambitions set prior to the Tournament – with the Tournament more than doubling the Netherlands 2017 attendance.

UEFA Women's EURO attendances (000s) from 1997-2022²



Total attendance included 110,555 international spectators travelling to the Tournament from across 104 countries.

There was early demand generated for tickets by using a sales window which provided a strong platform on which to build when “main eventers” and casual fans became interested just before and during the Tournament. The final itself broke attendance records with crowds of 87,192 – a record attendance for a European women's international fixture and for any (men's or women's) European Championship finals match.

The demand for the event was reflected in the consistently filled stadiums to near capacity throughout the Tournament, in particular for Host Nation fixtures. There was over 90% stadium capacity recorded for 22 matches and 75% for 25 matches. This supported the £9 million of revenue generated across the Tournament.⁴

UEFA WOMEN'S EURO 2022 ATTENDANCE AND TICKETING INSIGHTS

574,875
Total attendance

81%
Bought tickets for 2 to 6 people

79%
Overall Tournament occupancy

UEFA WOMEN'S EURO 2022 ATTENDANCE RECORDS BROKEN



87,192

Highest attended European Championship fixture (men or women)



27,445

Highest attendance for a UEFA Women's EURO fixture without the Host Nation



18,544

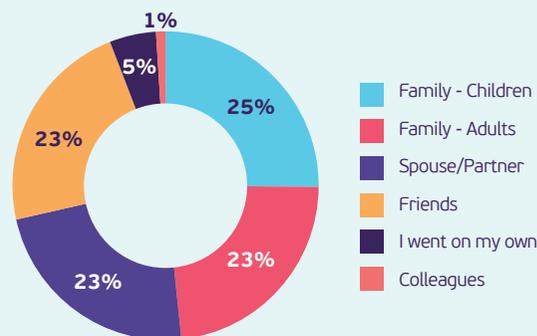
Highest average UEFA Women's EURO match attendance at a UEFA Women's EURO final tournament

"This was the first time I attended a football match. I feel like I have missed out on so much. The diversity of people there was simply breath-taking."

Sheffield resident



Respondents asked who they attended the UEFA Women's EURO 2022 matches with⁵



UEFA WOMEN'S EURO 2022 FAN EXPERIENCE SURVEY⁵



Net Promoter Score (NPS) – an 'outstanding' score*⁶



40% of respondents were first-time attendees of a live women's football match



97% of respondents felt their matchday experience as a spectator met or exceeded their expectations



94% of respondents felt the UEFA Women's EURO 2022 gave them opportunities to follow the Tournament, including the stories of other teams



90% of respondents stated they were likely or very likely to attend another UEFA Women's EURO tournament in future



65% of respondents felt the UEFA Women's EURO 2022 gave them opportunities to meet and interact with other fans

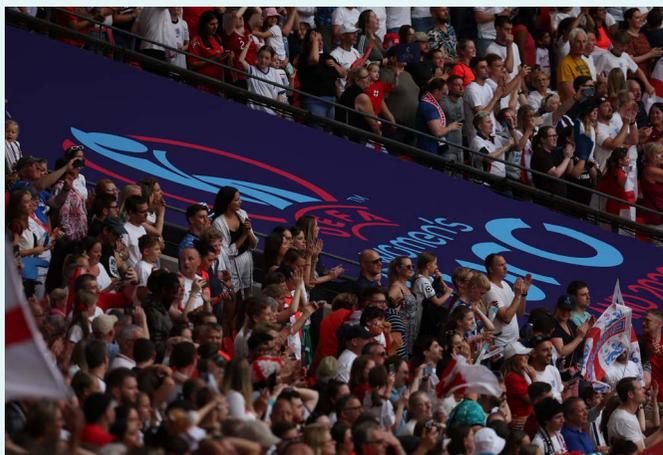
SPECTATOR PROFILES

The Tournament attracted a wide-ranging profile of ticket purchasers, from younger women in their 20-30s, to men in their 40-50s with children, with attendance continuing to grow and evolve throughout the Tournament.⁴ The UEFA Women's EURO 2022 was the first live women's football experience for 40% of surveyed spectators, while 29% of respondents were first-time attendees of any international football match. Almost half of ticket holders were female, whilst children made up 20% the audience. Over 48% of ticket holders attended matches as part of a family, with over half of these families including children.

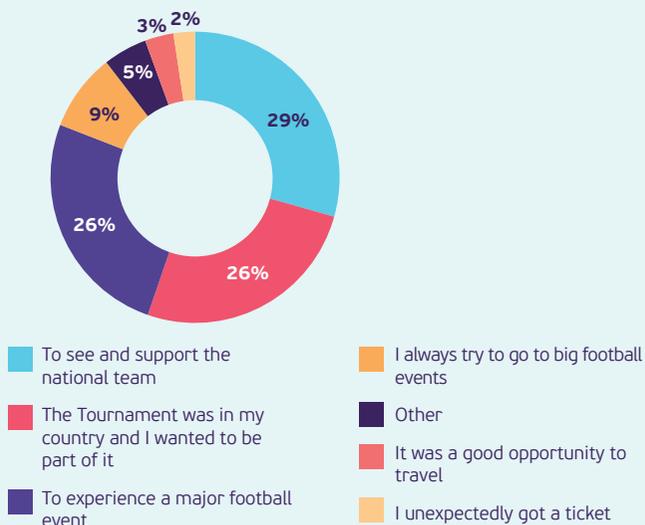
*A widely used research metric used as a benchmark tool for customer satisfaction with a score range of -100 to +100. According to global NPS standards, a score of above 0 is good, above 50 is excellent and above 70 is outstanding.

OVERALL MATCHDAY FAN EXPERIENCE

Providing an exceptional experience for everyone attending and involved in the UEFA Women's EURO 2022 is a key measure of success and impact. Spectators rated the Tournament as 'outstanding' Net Promoter Score (NPS) of 73, based on their overall experience of the Tournament. With 29% of respondents attending to see and support their national team; 26% attending as the Tournament was in England; and 26% attending to experience a major football event.

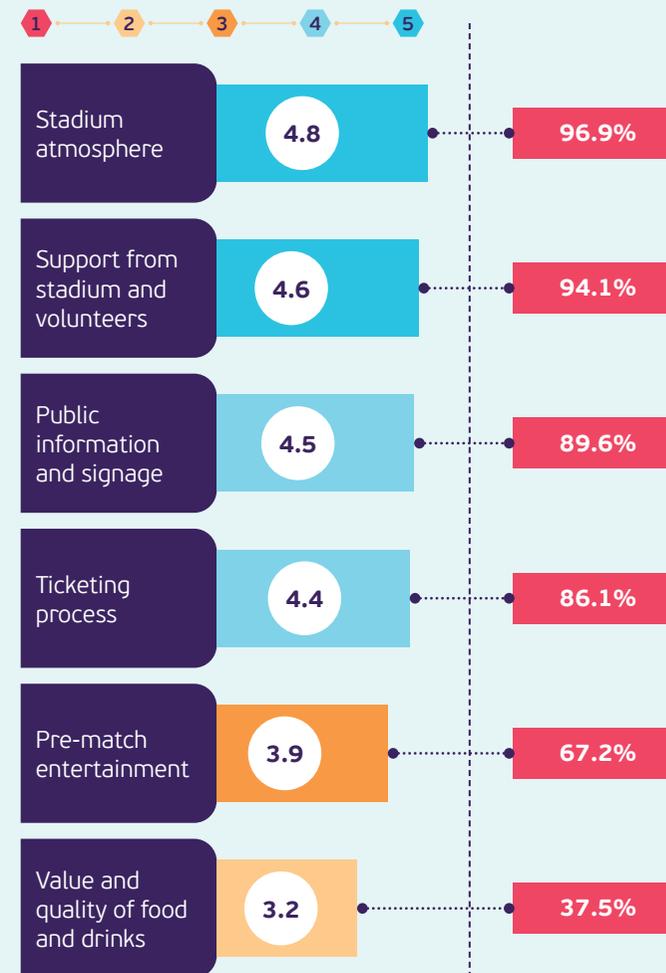


Respondents asked why they attended the UEFA Women's EURO 2022⁵



Fans who attended matches were generally positive about their matchday experience with an average score rating of 4.8 out of 5 for the stadiums, with 83% of survey respondents citing an "Excellent" score. However, the feedback suggested that the value and quality of the food and drinks available at the stadiums were satisfactory with a 3.2 rating. This suggests there is opportunity to further improve the overall matchday experience for future tournaments.

Feedback from fans who attended matches⁵ (1 = poor, 5 = excellent)



"A wonderful opportunity for families to celebrate football together. Pricing was affordable for families to go together which was good and fan zones were an additional highlight for engaging communities."

Rotherham resident

⁵Customer satisfaction score showing the % of total respondents providing a score of 4 or 5, indicating that average satisfaction levels were exceeded.

VOLUNTEERING EXPERIENCE

The positive impact of the Tournament extends beyond the fans. Over 3,400 volunteers contributed to the success of the event across stadiums, Host Cities, and the Legacy Programme, 91% of surveyed volunteers were satisfied with their volunteering experience at the UEFA Women's EURO 2022. 96% of volunteers also stated their willingness to volunteer at future major sports events, based on their experience volunteering at the UEFA Women's EURO 2022.⁷



"I have volunteered at many different events, but volunteering at the UEFA Women's EURO 2022 was one of the best experiences I have ever had."

Tournament volunteer

LOCAL RESIDENT EXPERIENCE

The Tournament aimed to bring communities closer together and engage with local residents through participation-led activities in the Legacy Programme, as well as the Arts and Heritage Programme. The local residents of the Host Cities demonstrated good levels of engagement with the Tournament, with 88% of surveyed residents following the Tournament. The positive experience of local residents was evidenced by 89% of surveyed residents being supportive of future sporting events being hosted in their town/city, as result of their experience during the UEFA Women's EURO 2022.⁸



"The Tournament was brilliant it was inspiring and the atmosphere at games was excellent. I'm proud to live in a city that championed Women's Football."

Manchester resident



2. THE PROFESSIONAL GAME

The UEFA Women's EURO 2022 brought an unprecedented spotlight on women's football. The Tournament has introduced new audiences to the game, as Europe's top female players exhibited their skills and abilities. By expanding the appeal of women's football and creating a platform for professional development, this Tournament marks a crucial moment in women's football history. The UEFA Women's EURO 2022 has the capacity to inspire a fresh generation of players, eliminate barriers, and pave the way for a brighter future for the professional game over the many years to come.

The professional game impact category considers various measures that assess the impact of the Tournament on attitudes and perceptions of women's elite football. These measures include broadcast audiences reached, feedback from Tournament spectators on their attitudes toward the sport, and impacts on other professional women's football leagues, following the Tournament.

PEAK INTEREST LEVELS AND CHANGING PERCEPTIONS

In England, 88% of local residents surveyed followed the UEFA Women's EURO 2022 by tuning into live, repeat, or highlights broadcasts of matches, with 76% of residents watching the games live.⁸ The Tournament had a strong following with 84% of football fans across England reporting to have followed the Tournament.⁹ Overall, the Tournament achieved a cumulative live viewership of 374.2 million worldwide, setting new records as the most watched Women's EURO ever.²

Professional women's football has experienced an upsurge in interest due to the UEFA Women's EURO 2022. Prior to the Tournament, on average 65% of football fans in England expressed an interest in women's football, this interest peaked after the Tournament at 83% – and there are signs of this interest being sustained in the 6-month period post-Tournament, with levels of interest amongst football fans increasing to an average of 78%.*

Levels of interest are observed to have grown the most noticeably amongst 16-24 year olds, with an average

27% increase in those interested in the 6 months post-Tournament (compared to pre-Tournament).¹⁰ Additionally, 84% of surveyed spectators say that the UEFA Women's EURO 2022 has improved their perceptions of women's football.¹¹

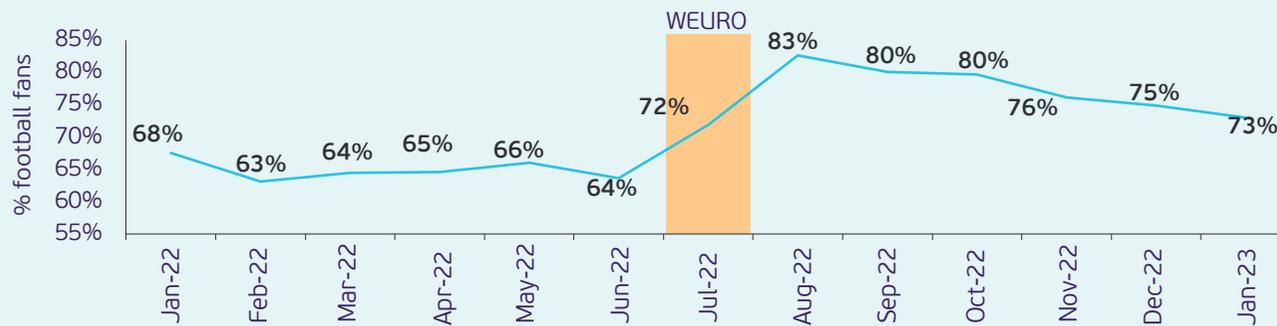
This increased and sustained interest in women's football has had a noticeably positive impact on merchandise sales. £560,000 of total merchandise sales were generated during the Tournament, and since the Tournament day-to-day women's product sales have more than doubled compared to pre-Tournament, accounting for 15% of all merchandise sales.¹²



The significance of the England Women's national team has risen since the Tournament. On average post-Tournament **49%** of football fans regard the Lionesses as important to them, compared to **35%** prior to the Tournament. **72%** of football fans surveyed reported to now have a more positive impression of the England Women's team compared to before the Tournament – with this shift in perceptions being most prominent amongst over 55's (84%). In addition, as of August 2022, following the final, **77%** of football fans believed that the Lionesses are good role models (compared to **56%** in June 2022, prior to the Tournament).¹⁰ This shift in perception is likely attributed to the England team's exceptional performance and underscores how hosting major sporting events can greatly enhance a team's popularity and visibility.

*January 2022 – June 2022 refers to the pre-Tournament period and August 2022 – January 2023 refers to the post-Tournament period.

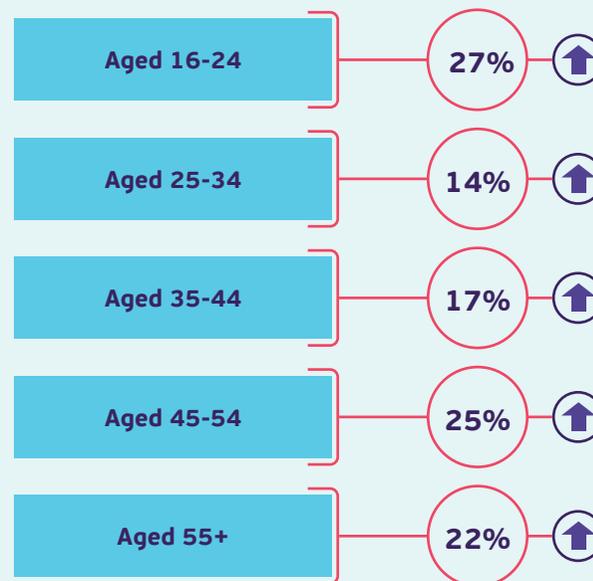
% of football fans in England interested in Women's Football¹⁰



"I cried when I saw the first match. Seeing women playing, refereeing and commentating with the whole country cheering them on is just so different to what I grew up with."

Sheffield resident

Increase in interest in Women's Football compared to before the Tournament by age group¹⁰



"It's been a brilliant opportunity for the country to see and experience women's football. Great for young children to be able to see their idols and have great role models."

Southampton resident

GROWTH IN WOMEN'S FOOTBALL LIVE EVENTS

Looking forward, it is clear the appetite for women's football continues to grow. 85% of Tournament spectators say that they are likely to attend another professional international and domestic women's football event again in person, based on their experience at the Women's EURO 2022.¹¹ In addition 32% of football fans in general are likely to attend an England Women's senior team football match in the future, with this view being strongest amongst women and fans under 35.⁹

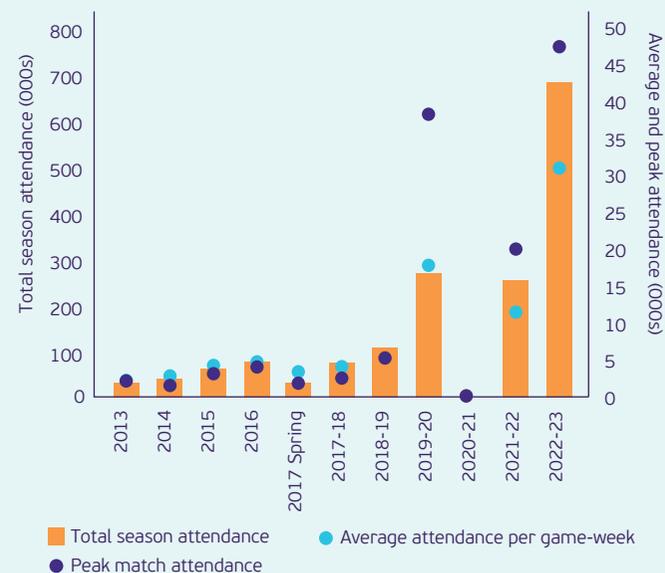


"The games in Sheffield were brilliant. The atmosphere in the city and ground really exciting and joyful irrespective of team's nationality. I am going to see the England-USA friendly as result."

Sheffield resident

The growing popularity of women's football following the UEFA Women's EURO 2022 is already being reflected in increased demand across other live professional women's football events. The 2022-23 season of the Women's Super League (WSL) surpassed over 500,000 attendees across matches for the first time in history, total attendance totalled over 680,000 across the season, and is 172% higher than the 2021-2022 season, with average attendance per game-week nearly tripling. The WSL broke match attendance records, bringing in 47,367 fans at a peak, this was supported by the use of larger stadiums during the season.¹³

Total match attendance by WSL season*



Case Study: UEFA Women's EURO 2022 impact on WSL Clubs¹⁴

90% agree the UEFA Women's EURO 2022 has contributed to an increase in their Club's match attendances

78% agree the UEFA Women's EURO 2022 has contributed to an increase in their Club's commercial interest and sponsorships

75% agree the UEFA Women's EURO 2022 has contributed to an increase in broadcast views of Club games

100% agree the UEFA Women's EURO 2022 has contributed to an improvement in perceptions of their Club

44% agree the UEFA Women's EURO 2022 has contributed to an improvement in female talent incoming into their Club



* The 2017 Spring Series was an interim edition of The FA WSL between the sixth and seventh full seasons. It bridged the gap between the 2016 season (March-September 2016) and the 2017-18 season, which started in September 2017. 2020-21 season had games behind closed doors due to COVID-19, hence nil attendances.

GROWTH IN INTERNATIONAL PROFESSIONAL WOMEN'S FOOTBALL

Women's football continues to carry momentum across Europe post-Tournament. Similar to the WSL in England, UEFA Women's EURO 2022 finalist Germany adopted a 'Big Games' strategy for the Women's Bundesliga – with one-off matches held in stadiums with large capacity (>20,000) being paired with higher marketing efforts and promotion of games. This provided the Women's Bundesliga with increased visibility and media attention, and supported the 2022/23 season achieving a 231% increase in attendances compared to 2021/22, and setting a new record for the highest spectator turnout (over 23,000) at the opening game in September 2022.¹⁵

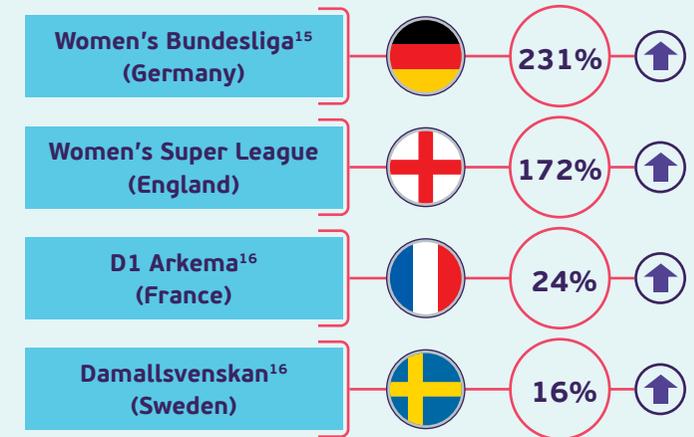


There is an increased importance of growing public awareness in driving a sustainable growth cycle for women's football, and this is being demonstrated by growth in the domestic leagues of other participating nations, including UEFA Women's EURO 2022 semi-finalists France and Sweden. The D1 Arkema and Damallsvenskan leagues are experiencing year-on-year growth in attendance, with increases of 24% and 16%, respectively.¹⁶

In Portugal women's football continues to grow, with new attendance records being broken one after the other in recent months, including 27,000 fans watching the Lisbon derby between Benfica and Sporting's women's teams at the Estádio da Luz.¹⁷ Similarly in March 2023, Wales also set a new attendance record for women's football of 9,511 spectators at a women's domestic fixture, breaking the previous record of 5,175 which was set in October 2022.¹⁸ In Italy, Roma broke attendance records for Italian women's football during a quarter-final match of the UEFA Women's Champions League, bringing in a crowd of 39,454 fans.¹⁹

In addition, the UEFA Women's Champions League 2022/23 season (group stage onwards) has achieved a total attendance of 681,175 – a 23% increase on the 2021/22 season, and an average match attendance of 11,166.²⁰

Year-on-year increase in attendances in Women's football domestic leagues in 2022/23 season



2022/23 attendance figures for UEFA Women's Champions League²⁰



BROADCAST

53% of those who watched the UEFA Women's EURO 2022, were new to women's sport and went on to watch more women's sport post-Tournament.²¹ 93% of surveyed spectators expressed a likelihood to watch professional international women's football leagues or tournaments on TV in the future, following their experience at the UEFA Women's EURO 2022. In addition, 88% expressed a desire to watch professional domestic women's football leagues and tournaments in the future.¹¹

This increase in broadcast interest is reflected in the 289% increase in media rights values of the UEFA Women's EURO 2022 since the previous Women's EURO, highlighting the growing interest and demand for women's football commercially. This can have several benefits for the sport, including greater financial investment, increased exposure and visibility, and more opportunities for female players to showcase their skills and compete at the highest level.²



SPONSORSHIP

Sponsorship revenues from the UEFA Women's EURO 2022 showed an uplift of +500% since the previous Women's EURO in 2017, fully justifying the decision to decouple UEFA women's football sponsorship rights from UEFA men's competitions. A total of 17 sponsor packages were sold (12 global and 5 national packages), with the multi-national scale of the companies allied to their wide-reaching activation plans providing a valuable promotional support for the competition. A number of the sponsors have already committed to the UEFA Women's EURO 2025, delivering long-term partnership between both UEFA and the brands.²

FUTURE GROWTH POTENTIAL OF WOMEN'S FOOTBALL

UEFA's business case for women's football outlines the further potential for the game, based on increased investment. There are 144 million women's football fans across Europe – with significant growth faster than other sports. 1 in 3 fans are new to football, and UEFA's research demonstrates that there is potential to double the fanbase over the next decade – to reach 328 million fans by 2033. In addition, UEFA expect the commercial value of the women's club game to increase sixfold in value over the next decade, potentially reaching an annual value of €686 million by 2033.²²

"It's been brilliant to see the football get greater coverage and I feel it will inspire girls to play."

Southampton resident



93% of spectators are likely to watch a professional international women's football event on TV in the future and **83%** are likely to watch professional domestic tournaments and leagues



289% increase in media rights values since the previous Women's EURO

3. INCLUSIVE GRASSROOTS PARTICIPATION

As part of the Legacy Programme, various initiatives focused on participation are currently taking place, both nationally and in Host Cities, to leverage on the momentum from the UEFA Women’s EURO 2022 and create opportunities for sustainable growth in grassroots football participation for women and girls from all backgrounds. This impact category will evaluate the success of the Tournament and other legacy related activities in promoting such growth.

LEGACY PROGRAMME

Eight Legacy Groups were set up in 2020 across the Host Cities to support the aim of the Tournament delivering sustainable change and a lasting legacy for women’s and girls’ football beyond the UEFA Women’s EURO 2022, and delivering on target ambitions up to 2024.

The Legacy Programme set out to create over 500,000 new opportunities to engage women and girls in football across Host Cities in England by 2024. These opportunities are geared towards involving women and girls in grassroots legacy activities throughout the Host Cities, including playing, coaching, officiating, and volunteering. As of May 2023 more than 418,000 new opportunities are currently available across schools, clubs and within communities, demonstrating that progress against the 2024 target is on track to be achieved.

“It has had a fantastic impact on my children’s enthusiasm for football, it was fantastic seeing so many children, especially younger girls being inspired by the event and seeing such a great turnout.”

Southampton resident

The Legacy Programme’s targeted outcomes have already seen significant progress as of May 2023. The goal of getting over 7,000 additional women and girls involved in football through clubs or grassroots initiatives is already exceeding targets. Furthermore, as a result of Sport England providing £1 million of National Lottery investment, seven recreational women’s officer roles were created across Host Cities between 2020 - 2022. The recreational officers have been instrumental in driving work towards the aim of over 20,000 more women and girls playing football recreationally, which is 90% complete.

The area of growth in female referees has achieved slower progress in Host Cities with 29% of the target being met as of May 2023. Nonetheless, there has been considerable growth

in refereeing over the past year in England. From October 2021 to November 2022, there has been a 21% increase in registered female referees across all levels, and a 390% increase in 14-15 year-old female referees who have started their refereeing training.³



Progress against Legacy Programme ambitions*

By 2024, in Host Cities there will be...	Current Progress (as of May 23)	Progress vs. 2024
Over 500,000 new opportunities to engage women and girls in football across Host Cities	418,000	84%
Over 20,000 more women and girls playing football recreationally	18,000	90%
Over 7,000 more women and girls playing football in clubs/grassroots	7,400	106%
Over 1,000 women and girls taking the FA Playmaker coaching course	839	84%
Over 300 additional FA-qualified female coaches in the women’s game	194	65%
Over 350 additional FA-qualified female referees in the women’s game	102	29%

* Note – the target relating to “Over 120,000 more girls playing regularly in schools” is excluded from progress updates as the data is measured annually and further post-Tournament updates are not available at the time of report publication

LEGACY INFRASTRUCTURE

There were efforts to build a legacy infrastructure as part of the Legacy Programme, to ensure there is sustainable growth in women's football participation and to support the legacy beyond the Tournament.

Seven Adult Recreational Women's Football Officers were funded on two-year contracts by Sport England and the National Lottery to support the development of football opportunities within diverse communities across Host Cities. These seven posts have been extended until 2025 with over 18,000 women and girls already accessing new opportunities through these posts.

A new regional team of Network Managers has also now been established within The FA based on the success of the multi-stakeholder groups in Host Cities. Host Cities have also utilised the success of the Legacy Programme to deepen their work with specific target groups. An example of this



is a Refugee Officer for Women's Football being funded as part of a joint partnership between The FA, Greater London Authority, Middlesex FA and Queen's Park Rangers (QPR) Community Trust.

PARTNERSHIP WITH GIRLGUIDING

The FA partnered with Girlguiding, the UK's leading charity for girls and young women, to create football opportunities and connections to the Tournament. Over 5,000 Girlguiding girls attended Tournament games and 72 were given player escort opportunities. Over 40,000 girls took part in football activities and 21,000 girls achieved the first ever Girlguiding Girls' Football Badge. This partnership was also shortlisted for the 2023 Third Sector Business Charity Awards, for the Sport Travel and Leisure category.

GROWTH IN GRASSROOTS FEMALE PARTICIPATION

Football remains one of the most popular sporting activities amongst women and girls in England, with an estimated 5.3 million playing on a regular or casual basis (2022/23).* There is evidence of growth in female grassroots football participation in England since the UEFA Women's EURO 2022, with interest and inspiration from the Tournament having a lasting impact.

Post-Tournament, 2022/23 season estimates for football participation in England are showing strong increases from 2021/22 levels across all categories. The strongest increase is observed amongst girls under 16, where there was a 140% increase in participation levels in the season following the Tournament, followed by women 16+ (53% increase). This amounts to 2.3 million more women and girls participating in any type of football, post-Tournament.²³

The FA's Female Pathway initiative aims to identify and develop future talent across England. In the 6 months post-Tournament (between August 2022 and January 2023), there has been an 11% rise in female affiliated teams in



* Data provided by The FA. This relates to "self-reported" players playing any type of football. This includes formal and casual football participation, which could be anything from a kick-about at home to playing at school or outside of school at a club. It is based on applying '9% who play football' from a sample audience from The FA Participation Tracker and The FA Youth Tracker to the 2021 ONS population figures for England. All participation figures are based on a yearly average.

England and an increase of nearly 29,000 players in the Female Pathway; this growth was highest amongst youth under 12. This is in contrast to the 6-month period before the Tournament (January 2022 to June 2022), during which female affiliated teams grew by only 2.1%, and the players pathway witnessed a reduction of nearly 1,500 players. This demonstrates a growth in women and girls engaging in grassroots football post the Tournament.²⁴

This growth is supported by 43% of adults and 22% of surveyed school girls in England aged 5-16 saying they were inspired to take up football by the Lionesses. In addition, 91% of youth surveyed enjoy playing football in PE, with this proportion remaining similar amongst both male and females, and across ages. There is still room for further growth in participation, as 52% of surveyed girls would like to play more football in PE in school.^{25, 26} The UEFA Women's EURO 2022 has inspired adults and children across England, and further work to encourage girls' participation in football is supported by ongoing initiatives from The FA such as the #LetGirlsPlay campaign which can continue to drive change and capitalise on the Tournament when interest is at an all-time high.



“To have a local young woman in the team is such an inspiration for young people in Wigan & Leigh! I hope this will encourage more girls to take up football and follow in Ella Toone’s footsteps.”

Wigan & Leigh resident

All self-reported football participation amongst adults and young people in England, by gender²³



GRASSROOTS INSPIRATION ACROSS ALL AGES

Youth aged 5-16²⁵



91% of youth surveyed enjoy playing football in PE

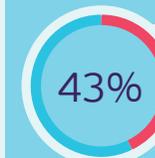


52% of girls would like to play more football in PE

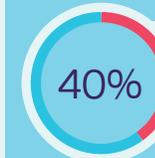


22% of girls (and 6% of boys) surveyed were inspired to take up playing football by watching the Lionesses

Adults aged 16-44²⁶



43% of participants felt inspired to start playing football by watching the Lionesses at the UEFA Women's EURO 2022



40% of participants indicated that friends or family members have been inspired to start playing football by watching the Lionesses at the UEFA Women's EURO 2022

#LETGIRLSPLAY CAMPAIGN²⁷

#LetGirlsPlay is a campaign launched by The FA in England to support their ambition for girls to have equal access to football in school and clubs by 2024. Its strategy is to use the voices of those who are passionate about equality in football, and so created #LetGirlsPlay ambassadors to influence key decision makers and change perceptions, showing that football can and should be played by girls. It has brought together a growing community of people of all genders, ages and backgrounds who want to champion equal access for girls, helping create independent, resilient young girls who will be a force for good in all local communities. The campaign has created a movement for change, by encouraging people to pause, listen and take action.



Photo credit: Simon Walker, No. 10 Downing Street

Over 285,000 girls took part in the 'Biggest Ever Girls' Football Session' on 8th March 2023 compared to 90,000 girls in March 2022.

"To England, you have inspired me to believe girls can do anything and everything a boy can do. I play football for a team now, because I saw you on TV, and I have made loads of new friends. Thank you for showing me I can do it too."

Masie (campaign participant)

SECURING EQUAL ACCESS TO FOOTBALL FOR GIRLS IN SCHOOL

The influence of the Lionesses and the Tournament's success in changing perceptions and setting new standards in society for the women's game is proving to be far-reaching. Following the historic win by the Lionesses on 31 July 2022, an open letter to former prime ministerial contenders Rishi Sunak and Liz Truss was signed by all 23 players in the England Women's EURO winning squad in order to secure government support for the Tournament's legacy. As a result of this letter, on International Women's Day 2023, the UK Government announced their decision to provide new standards for equal access to sports, making it clear that girls and boys should be offered the same sports during PE and extracurricular time in schools. The measures include a package of over £600 million funding over the next two academic years for the PE and Sport Premium, and £22 million for the School Games Organisers network. This multi-year funding package provides schools across the country with the security and stability to make long-term plans for PE and school sport, including girls' football.²⁸

"As a woman who was not allowed to play football as a child I have found the whole Tournament very emotional and inspiring and hope that the legacy for young women and girls goes from strength to strength."

Brighton & Hove resident



Photo credit: Simon Walker, No. 10 Downing Street

"Last year the Lionesses' victory changed the game. Young girls know when they take to the pitch that football is for them and, thanks to the Lionesses, they too could be a part of the next generation to bring it home for their country.

"We want schools to build on this legacy and give every girl the opportunity to do the same sports as boys, as well as provide a minimum of two hours of PE. This means every child can benefit from regular exercise and we are proud to provide them with the support needed to do so."

Prime Minister Rishi Sunak



"The success of the summer has inspired so many young girls to pursue their passion for football."

Leah Williamson, England Women's captain

CONTINUED INSPIRATION FROM THE UEFA WOMEN'S EURO 2022

The Legacy Programme has proven to have a positive impact on participants involved. 19% of participants did not previously play football prior to engaging with legacy activities, but as of March 2023, 93% of surveyed participants are either still participating or have future plans to engage in other Women's and Girls' football or FA activities. In addition 91% of participants feel it is likely they will play football in the future based on their experience of the UEFA Women's EURO 2022 Legacy Programme.²⁹

36% of football participants in England believe that major football tournaments inspire involvement in football.³⁰ This inspiration is showing to be felt in Host Cities. Of local residents surveyed who currently play football, 66% have been inspired to play more football as a result of UEFA Women's EURO 2022, while 17% of residents surveyed have been inspired to take up football as a result of the Tournament.⁸



Legacy Case Study: Sussex Coffee & Kicks³¹

Upon relocating to Brighton & Hove five years ago, Tash Fairbanks defied age stereotypes by joining a walking football group at almost 70 years old. Her passion for the game flourished 5 years later when she was introduced by a friend to the Coffee & Kicks initiative, after it had received legacy funding from the UEFA Women's EURO 2022 Legacy Programme. The weekly walking football group supports women over 40 with the support of Age UK and Freedom Leisure, and its sessions take place indoors, with the players meeting in a café for a hot drink at the end.



Tash, who is now 74 years old, always wanted to play football growing up, but she was never allowed to. Tash was motivated to attend a walking football session and take up the opportunity of being coached by a female, and also acquire new skills, and socialise with new people. This decision was beneficial for both her physical and mental health, ultimately contributing to an improved overall quality of life. Despite experiencing Osteoporosis and Myalgic encephalomyelitis (ME), Tash now plays twice a week and was invited with her Coffee & Kicks peers to participate in a Legacy Legends festival where they played friendly matches against other walking football groups.

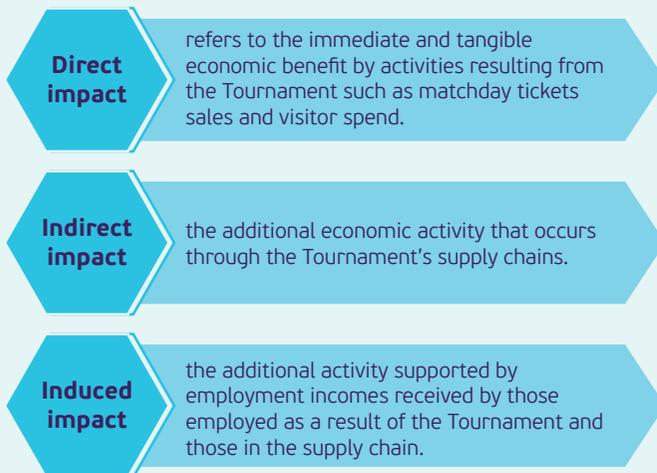
"Walking football is really inclusive; I enjoy being part of a team activity and improving together as a group. Football is my passion and having the opportunity to play in my later years has helped me become more confident and build stamina." **Tash, Brighton & Hove resident**

4. ECONOMY AND TOURISM

The economic benefits of hosting the UEFA Women's EURO 2022 for England were significant, this was driven by the record levels of match attendees, the high proportion of international visitors amongst these attendees, and their spending patterns during their stay. The expenditure incurred as part of Tournament delivery and the Legacy Programme were also key drivers of economic activity and employment.

APPROACH TO MEASURING IMPACT

International sporting tournaments can deliver significant economic benefits to host nations, primarily via the overseas visitors that they attract, and this was no different for the UEFA Women's EURO 2022. The Tournament's economic impact across England was driven by a number of factors from the record-breaking match attendance, the thousands of visitors attracted to the Host Cities, through to the operational expenditure and budgets behind organising the Tournament. The economic impacts of the activities associated with the Tournament can be broken down into three distinct categories:



The report considers the economic footprint attributed to the UEFA Women's EURO 2022 based upon a framework of identifying key impact drivers and their respective economic impacts. The figure on the right provides an overview of the Tournament's key impact drivers which helps inform the economic analysis.³²



ECONOMIC CONTRIBUTION

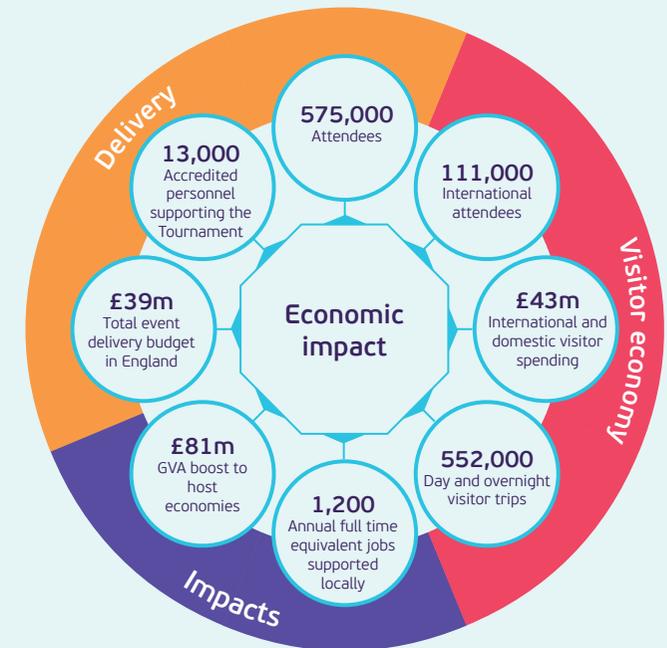
The economic contribution of the Tournament at the local and national level can be estimated through analysing 2 key metrics:

Gross Value Added (GVA): GVA is a measure of economic activity which can be viewed as the incremental contribution to Gross Domestic Product (GDP). GVA takes into consideration the additional value to the economy through the creation of goods and services resulting from the Tournament.

Employment: The total number of full time equivalent (FTE) jobs created and supported by the total direct, indirect and induced effects of the Tournament.

Drivers of impact

Hosting a major sporting event such as the UEFA Women's EURO 2022 can have a significant impact on the local economies of the Host Cities through increased tourism, increased spending, job creation and economic growth. The figure below highlights some key statistics which feed into the economic impact analysis of the Tournament.



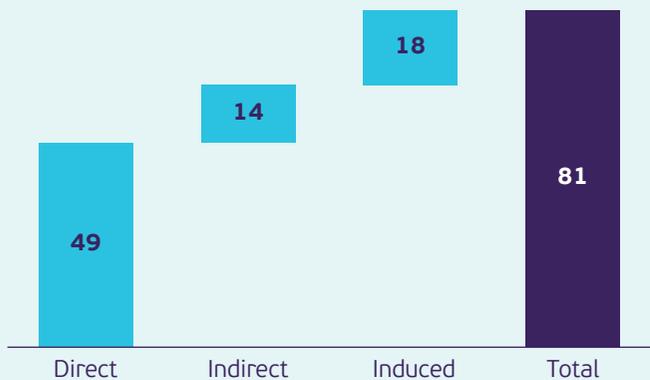
GROSS VALUE ADDED

The event delivery and legacy spending behind the UEFA Women's EURO 2022 and its wider activities drove tangible contributions to the UK's Gross Domestic Product. These can be measured through the GVA, which captures the value generated from activities associated with the Tournament.

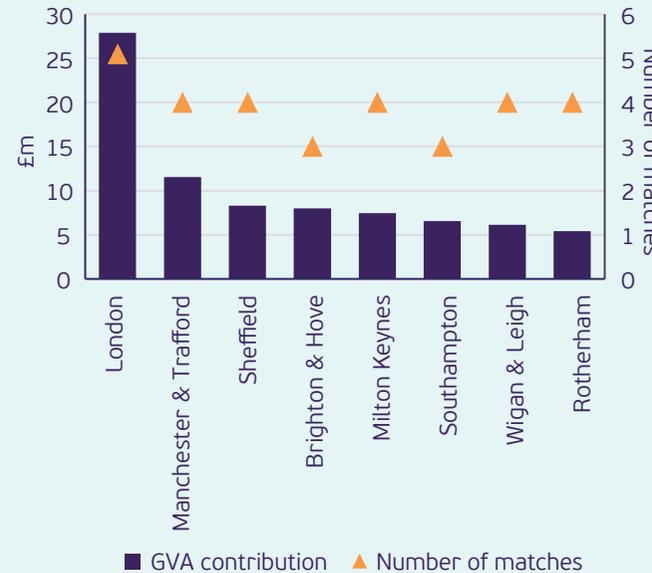
The Tournament generated a total GVA contribution of £81 million across Host Cities. £49 million of the GVA contribution relates to the direct impact of Tournament activity, this is driven by the increased domestic and international visitors to Host Cities as part of matchday visits which drives visitor spending and benefits local businesses, as well as the event delivery and legacy budget for the Tournament which drives economic activity.

A further £14 million was stimulated by spending within the Tournament's supply chains and £18 million – from spending of employment incomes.

GVA contribution of the UEFA Women's EURO 2022 in Host Cities, £m



GVA contribution of the UEFA Women's EURO 2022 by Host City, £m



EMPLOYMENT

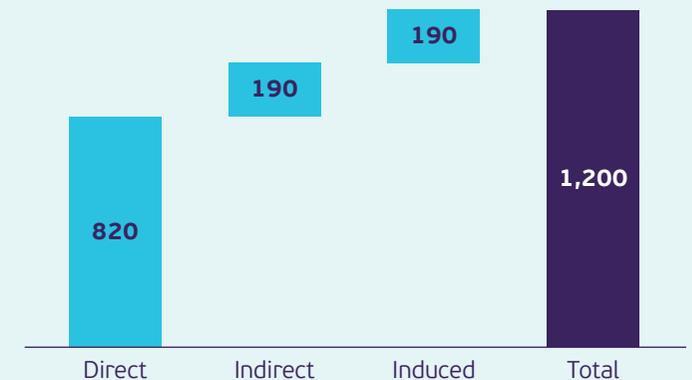
The UEFA Women's EURO 2022 supported 1,200 full-time equivalent (FTE) jobs across Host Cities.

Of the total employment impact, 820 FTE jobs were directly employed as part of the Tournament, with 190 jobs supported throughout supply chains (the indirect effect) and a further 190 as a result of induced effects.

Overall, the UEFA Women's EURO 2022 supported 1.5 FTE jobs in the Host Cities in total for every 1 FTE employed directly by the Tournament.



Employment impact of the UEFA Women's EURO 2022 in Host Cities, FTE jobs



THE VISITOR ECONOMY

The presence of such a large sporting event can often be a catalyst for an influx of visitors and spend to Host Cities. This can provide a significant boost to businesses in the local economies of the Host Cities - in particular local businesses such as hotels, restaurants and retailers.

England, being the Host Nation, attracted nearly 575,000 matchday attendees across the Tournament. Of those attending live matches, 4% were local Host City residents, 77% were non-local visitors from elsewhere in England; and 19% were international visitors.

These visitor trips generated approximately £43 million in additional spending in Host Cities directly related to the Tournament, including travel, accommodation, food & beverage spend and tourism activities. There was an additional £1 million spend by local spectators residing in Host Cities, with total spectator spending around matchdays amounting to £44 million.

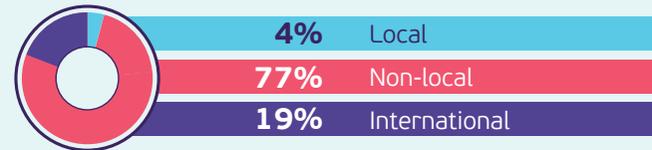
Significant representation of international visitors amongst match attendees was a strong driver of the economic impacts. This is because their expenditure during their visit is considered wholly additional to the Host City, and to England more broadly, and international visitors have a higher



average spend per head. Across all Host Cities, international visitor spending amounted to over £20 million across the Tournament.

To accommodate fans who were unable to obtain matchday tickets, Fan Parties were set up attracting nearly 218,000 fans across the course of the Tournament. The increased footfall from these Fan Parties is likely to have provided an additional opportunity for local businesses to benefit from increased demand and spending around matchdays.

Origin of spectators on Tournament matchdays



“It has been a great opportunity to showcase the stadium and City of Southampton. Utilising local venues and highlighting cities and towns all over the Country, and the wealth of talent in the teams.”

Southampton resident



Case Study: Rotherham – boosts to city footfall around matchdays



Rotherham, one of the Host Cities of the UEFA Women’s EURO 2022 saw a significant increase in footfall across the city generally, due to the hosting of matchdays around the Tournament. Across

all matchdays hosted in the city, footfall was significantly higher compared to the same day in the previous year and on the week before the match. For the France vs Italy match, there was a 193% increase in footfall compared to the previous year and a 137% increase from the previous week. Such an increase in footfall is likely to have brought a considerable boost to local businesses in Rotherham through visitor spending. Hosting a major event like the UEFA Women’s EURO 2022 not only provides an opportunity for the local area to showcase itself to the world, but it also generates significant economic benefits for local communities.

“Rotherham hosted four Fan Parties as part of the UEFA Women’s EURO 2022 and chose to deliver them as a town centre take-over. Activities, entertainment and information areas were designed to bring people into the heart of the town, to engage with the programmes and for the benefit of local businesses. Anecdotally we know some businesses increased trade by up to six times their normal income.”

Chris Siddall, Rotherham Borough Council

5. SOCIAL CONTRIBUTION

The UEFA Women's EURO 2022 created a platform to deliver benefits to wider society. Through encouraging participation in football, creating volunteering opportunities, and fostering community cohesion through sport, the Tournament has the potential to establish a long-lasting social impact. The social contribution impact category assesses the evidence in relation to these impacts through the Tournament and related activity.

PARTICIPATION BENEFITS

Participation in sport is widely recognised for its numerous health benefits, both physically and mentally. Football, in particular, has been found to promote well-being and personal growth in individuals.³³

The UEFA Women's EURO 2022 aimed to create over 500,000 opportunities within Host Cities for women and girls involved in football, which can directly result in benefits for participants. 82% of Legacy Programme participants reported that participating in the UEFA Women's EURO 2022 Legacy Programme made them feel happier than they normally do.



While 79% of participants believe the Legacy Programme activities have improved their confidence and self esteem. In addition, over 60% of participants felt that as a result of participating in the Legacy Programme they feel encouraged to make healthier lifestyle choices.²⁹

Sport participation brings people together, this is evidenced by 75% of legacy participants feeling that they have an improved sense of belonging since being part of the Legacy Programme. In addition there are benefits for individual development from sport participation – with 69% of legacy participants reporting that participating in the legacy activity/activities has developed their leadership, teamwork and communication skills.²⁹

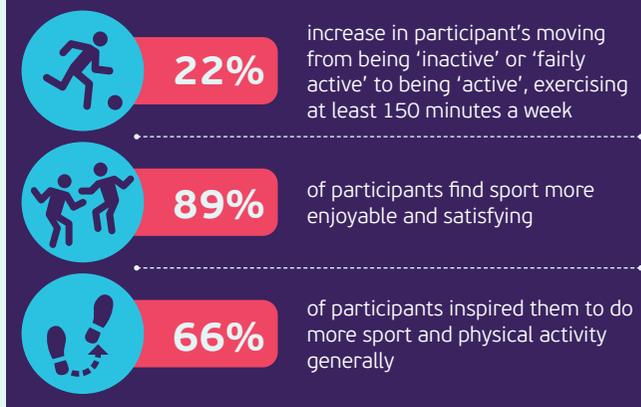
Beyond formal participation initiatives, it is shown that the Tournament motivated individuals to get more physically

active with 58% of local residents,⁸ 45% of spectators¹¹ and 46% of Tournament volunteers⁷ surveyed reporting that they have been inspired to do more sport and physical activity generally, as a result of the UEFA Women's EURO 2022. Hence similar benefits from sport participation for health, wellbeing and individual development can be expected to reach those inspired by the Tournament.

The excitement around the Tournament also showed to provide a wellbeing boost for spectators, with 79% of local residents who attended matches saying they felt happier than usual due to the UEFA Women's EURO 2022.¹¹



Participant physical activity impacts since taking part in UEFA Women's EURO 2022 legacy activity/activities*²⁹



*Activity levels have been measured based on 'inactive' being less than 30 minutes of moderate intensity physical activity per week; 'fairly active' being 30-149 minutes of moderate intensity physical activity a week; and 'active' being more than 150 minutes of moderate intensity physical activity in a week.

Case Study: Manchester Legacy Soccerise sessions with Khizra Mosque³⁴

Following an initial taster Soccerise session, the Manchester FA partnered with Khizra Mosque in Cheetham Hill for their legacy work. The Mosque had experienced multiple closures due to the pandemic, but with the lifting of restrictions and regular opening, the team began their collaboration. Khizra Mosque holds a crucial position as a hub for the community.

The session combined exercise with socialising for the community, with drinks and snacks available. This work addressed the barriers of participation for mothers and highlighted the inclusivity of football for women. The Soccerise sessions were embraced by the participants, with healthy habits adopted and prioritised. The sessions have now opened up to the wider community, with participants completing The FA Playmaker course and leading sessions.

Participation of Asian women is significantly lower across Greater Manchester, so the Manchester FA wanted to show them that everyone was welcome in football. The sessions have also become more inclusive with different languages incorporated and an adapted socialising session to develop everyone's confidence and foster a sense of community.



"I didn't know there was any space for me in football until I saw how it could be adapted. The women love the exercise each week and have shown an interest in their own health and wellbeing!"

Khizra Moaque Soccerise participant

VOLUNTEERING BENEFITS

The UEFA Women's EURO 2022 provided over 3,400 volunteering opportunities across the country, this included roles at stadiums, Host Cities, and within the Legacy Programme. There also continues to be ongoing volunteering opportunities with the Legacy Programme which gives individuals a chance to continue their involvement in grassroots football.

Studies have shown that volunteering in grassroots football, can provide numerous beneficial experiences for volunteers.³⁵ Volunteering has a positive impact by bringing people together, supporting volunteer wellbeing; improving skills and employability; and empowering individuals to serve as role models in their communities.

Based on a survey of Tournament volunteers, 78% reported feeling happier than usual because of their involvement in the Tournament; and 70% of volunteers felt an improved sense of belonging. In addition, 62% of volunteers felt that volunteering had boosted their self-esteem and confidence.

In terms of individual development, 62% of volunteers felt that volunteering had improved their skills such as leadership, teamwork and communication. 31% of volunteers believe that their role as a volunteer has enhanced their employability.⁷



VOLUNTEER FEEDBACK⁷



"Volunteering at the Amex (American Express Community Stadium, Brighton) was a great experience. I met loads of people, made friends and felt 'happy'. Everyone was friendly and we were all there with one purpose."



"It was good to work together in a team and to feel valued, as one suffering from depression that is a very unusual thing – so thank you."



"At the start I was not sure if it was right for me but I gained far more out of it. The team spirit and support meant so much."



"This was a fantastic experience. I loved working with like-minded people. I was also given other opportunities/responsibilities during the Tournament. I will be definitely applying again."



"The only downside of this experience for me is that it ended. It was amazing. Meeting like-minded enthusiastic people and working in a great team, in such an exciting environment. I loved every minute."



"It was a fantastic experience and made even better with the interaction with different countries fans and I made new friends with the volunteers."



"It was a really rewarding experience bonding with a small group and being able to help my city and also promote women's sport."

COMMUNITY COHESION

The UEFA Women's EURO 2022 brought people together in Host Cities around a shared purpose of promoting a sense of belonging within communities. 85% of local residents surveyed expressed pride in hosting the Tournament in their city or town, while 75% felt that the Tournament had a positive impact on their perception of where they live.⁸



Beyond its immediate impact, the Tournament created a lasting impact on community members, fostering a sense of unity and togetherness that has persisted beyond the event. 74% of local residents surveyed reported that the Tournament has brought their community closer together.⁸

Community cohesion was further reinforced by the Tournament's Legacy Programme and legacy teams, which strengthened community networks and paved the way for sustained improvements in community outcomes. 84% of Legacy Group members felt a greater sense of connectedness within their local community as a result of the UEFA Women's EURO 2022.³⁶ In addition, 75% of legacy participants reported that participating in a UEFA Women's EURO 2022 legacy activity/activities has improved their sense of belonging.²⁹



NIKE LEGACY FUNDING TO DRIVE EQUITY, DIVERSITY AND INCLUSION IN FOOTBALL

Nike has provided delivery funds, alongside the additional salaried investment from Sport England, to continue the support of seven FA/Sport England women's recreation officers in driving Equity, Diversity and Inclusion (EDI) until 2025 - another example of the legacy of the UEFA Women's EURO 2022 continuing beyond the Tournament. The project aligns with Nike's commitment to increasing access and breaking barriers to sport. There is a focus on non-dominant communities and women, working to level the playing field for all and creating a future where everyone has the chance to play football. The funding will be split equally between the seven officers and will support in the following ways:

- Recruiting women from non-dominant backgrounds into leadership and volunteering roles
- Providing Nike products and equipment for local recreational football sessions where funding is a barrier, for example – Pro Hijabs, sports bras, bibs and balls of all shapes and sizes
- Extend the officers reach into mosques, madrasas and temples
- Facilitate educational events focusing on the importance of sports bras



ARTS AND HERITAGE PROGRAMME

Communities were able to engage with the UEFA Women's EURO 2022, through a large-scale Arts and Heritage Programme that reached far beyond the matchdays. This was made possible due to a partnership of UEFA, the Local

Organising Committee, ten Host City local authorities and other partner including museums and the British Library.

The programme aimed to change the national understanding of women's football, its historical intersection with women's rights and ongoing relevance in society today. With £3.1 million* funding overall, the programme delivered:

- 10 museum exhibitions and eight outdoor exhibitions
- 92 oral histories were captured with female football pioneers and 40 memory films were made
- Photography workshops for students and fan photo competition, run with Getty Images
- A digital archive of the Tournament was captured by and is held by the British Library
- Visual artist Emma Smith created a large public realm installation in seven of the Host Cities, populated by nearly 200 holographic portraits of local women captured in workshops
- The Royal Philharmonic Orchestra (RPO) worked with local communities to create a new anthem commission for every Host City and an overarching anthem for the Tournament
- Deborah Goatley-Birch created a resource toolkit for libraries across the nation to activate
- Idle Women created a long-term proposition to create a Stadium for the Future working with vulnerable communities
- Creative activity and arts performances in the Fan Parties in every city on matchdays; each city staged outdoor and celebratory arts, musicians and dance companies as well as community activations



*Funded by the National Lottery Heritage Fund (NLHF) through a £500,000 grant and £800,000 of Arts Council England (ACE) funding, the overall £3.1 million programme was supplemented by funding from the Host Cities, UEFA, The FA, The Canal & River Trust, Greater Manchester Combined Authority and Greater London Authority as well as in-kind contributions.

ARTS & HERITAGE PROGRAMME KEY ACHIEVEMENTS



556 artists received work as part of the arts programme, city activities and Fan Parties



28,528 people took part in the arts programme and **15,083** in the heritage element



A total live audience of **213,736** watched performances



181 education sessions offered as part of the commissioned programme, with **248** additional sessions offered in Host City Fan Parties and through local programmes



The heritage programme reached a total audience of **4,529,513** people



5,000 volunteer hours to support activities



92% of participants were proud of the arts and heritage event in their city



75% felt it made a positive difference to how they feel about where they live after attending an event

Case Study: RPO and Brent Dementia Football Group

The Brent Dementia Football Group participated in creating the RPO Brent Anthem, entitled 'We Stand Together'. This was facilitated and composed by Rosie Bergonzi through a series of workshops with youth and adult footballers from the Jason Roberts Foundation and other community groups in Brent, with 251 participants across 11 community groups. The success of the anthem culminated in a group performance to an audience of over 300 at the Arena Square in Wembley.

With the lyrics coming directly from the participants and those within the community, the RPO were able to convey positive feelings of community spirit and connection. For many of the older participants, events like this were an important way to participate in the community as COVID-19

had restricted their community interaction with lots of the individuals living on their own. The participants shared their excitement at being able to see their own words and ideas in the anthem and then being able to sing these as part of a professional choir.

"It was amazing because we got to go up there and meet other people. When the RPO got mentioned, I was keen to be a part of this as I love to sing."

Choir participant

The legacy of this event for the Brent Dementia Football Group is the formation of a choir within the group which is still singing together now. The participants credited the group sessions and meetings for helping to alleviate loneliness and combat the early onset of dementia.



6. INTERNATIONAL REACH AND ENGAGEMENT

The Host Cities were centre stage to an international broadcast audience of millions during the UEFA Women's EURO 2022, with thousands of international visitors travelling to England and many more around the world following the Tournament via media broadcasts and social channels. This created an opportunity for the Tournament to expand audiences globally and leave a positive impression to inspire participation and change perceptions of women's sport internationally. The Tournament also created an opportunity to showcase the best of England and Host Cities to drive future tourism in the Host Nation.

BUILDING CONNECTIONS WITH VISITING FANS

The UEFA Women's EURO 2022 Host Cities drew in more than 110,000 international attendees from 104 countries, who are estimated to have spent over £20 million during their visit. A significant proportion of total international attendees were from the Netherlands, Germany and Spain accounting for 40% of all international spectators.³⁷

However, it was equally important to ensure that the visitors left with a positive impression of the Host Cities. As a result of their experience during the Tournament, 62% of international spectators expressed a likelihood of recommending these destinations to their friends and families for future visits.¹¹ This highlights the potential for future tourism from hosting a tournament, but also the power of a positive visitor experience in establishing a city or town as a desirable destination.

"Milton Keynes is a brilliant location for such events and should be looking to host many more. The Rugby World Cup and now the UEFA Women's EURO 2022 has showed the stadium to the world."

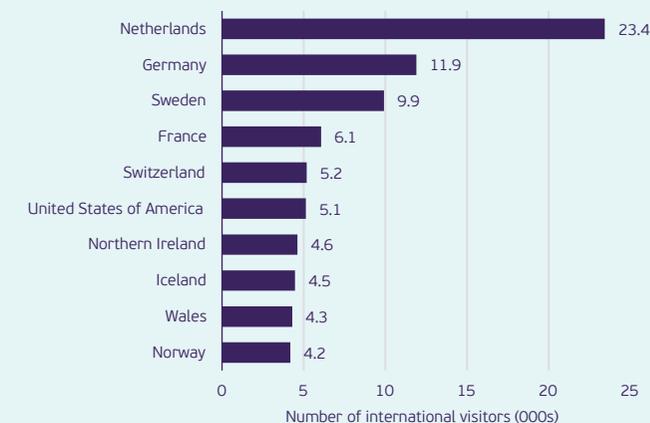
Milton Keynes resident



International perceptions of England as a result of the UEFA Women's EURO 2022 spectator experience¹¹



Top 10 countries for international attendees at the UEFA Women's EURO 2022²



REACHING INTERNATIONAL BROADCAST AUDIENCES

The broadcast coverage of the UEFA Women's EURO 2022 resulted in a massive global viewership, with 64 broadcasters across 197 territories airing the Tournament.³⁸ This allowed audiences from countries all around the world to tune in and watch, resulting in a cumulative live viewership of 374 million.

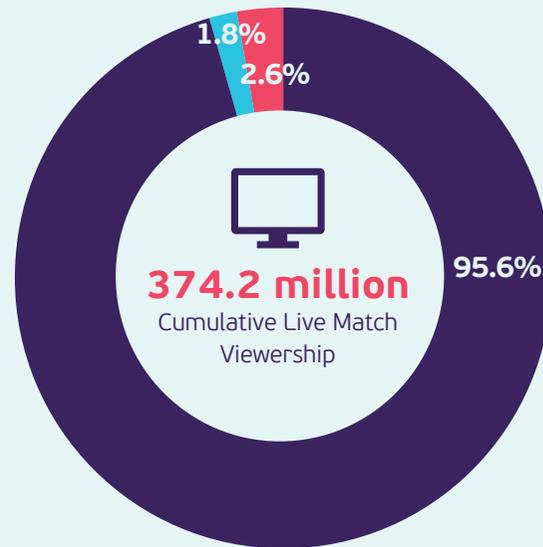
The Tournament's reach also extended beyond traditional broadcast media, as it generated 453 million cumulative social interactions globally. Of these, TikTok was the platform that contributed the most, accounting for 38.7% of interactions, followed by Twitter at 21.1%.³⁸



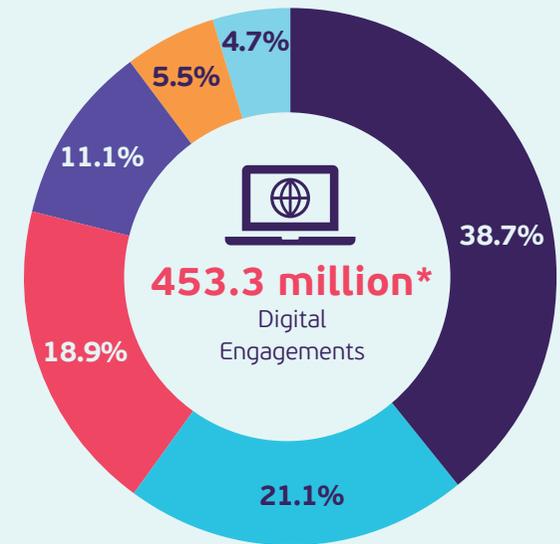
Following the Tournament, levels of interest in the FIFA Women's World Cup have also increased in European nations and globally. According to Global Web Index (GWI) data of internet users, amongst sports fans globally there has been a 22% increase in those interested in the FIFA Women's World Cup, between Q4 2021 and Q4 2022. This increase is most notable across England (83%), Spain (57%) and Germany (47%).⁴⁰

There are also signs of an increase in interest in women's sport globally, and increased appetite for more coverage and investment. 42% of sports fans believe that women's sport should be highlighted more by the media, whilst 40% believe women's sport should get more investment.⁴⁰

Captivating a global audience³⁸



■ TV ■ Out-of-home (OOH) ■ Streaming

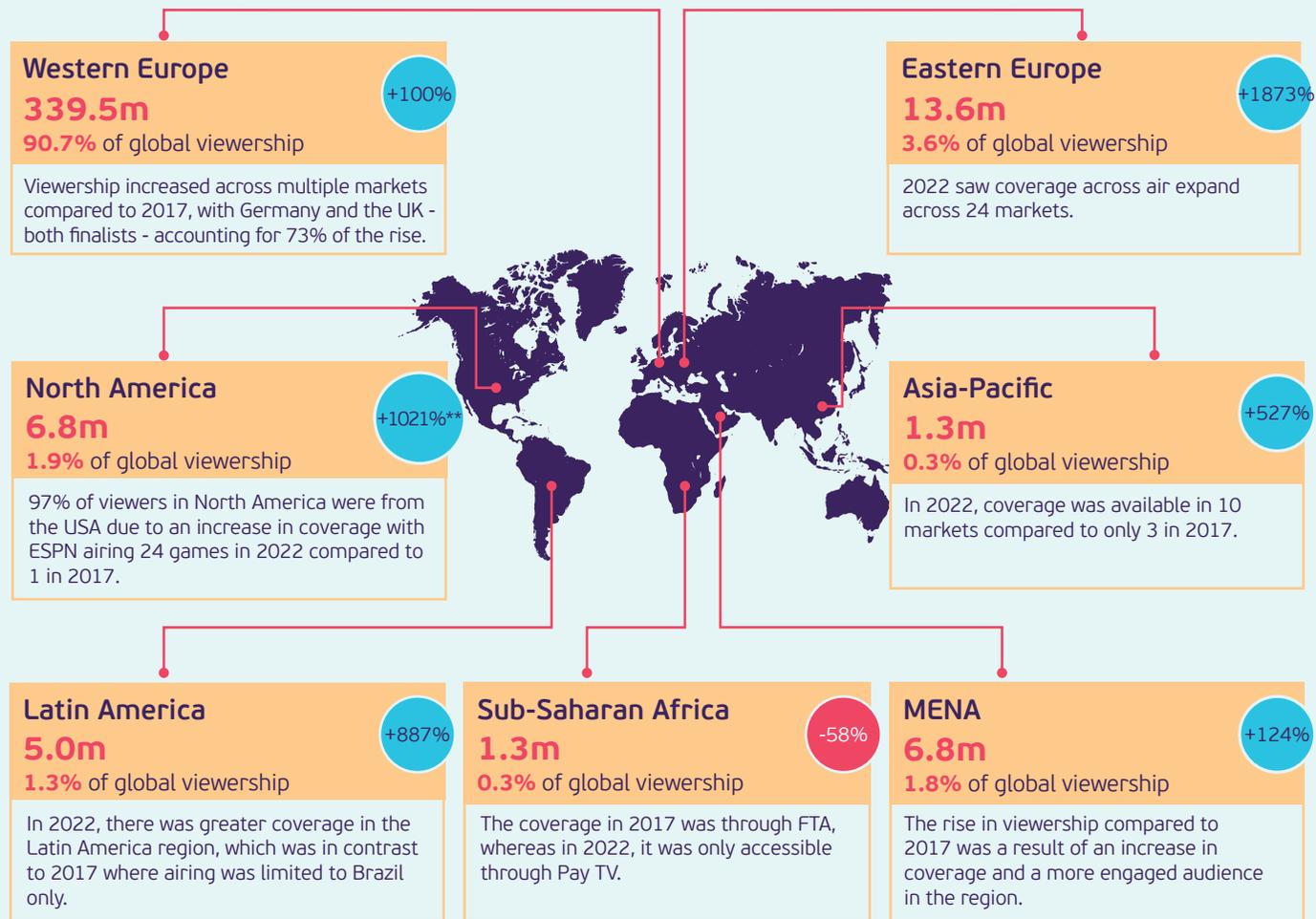


■ TikTok ■ Instagram ■ YouTube
 ■ Twitter ■ Facebook ■ UEFA Web/App

* Weibo, VK and Twitch form 0.03% of Digital Engagement and hence are not shown in the chart as a percentage of the total. These platforms contributed over 155,000 total interactions and are included in the total number of Digital Engagements shown.

GLOBAL CUMULATIVE LIVE VIEWERSHIP BY REGION*

While Western Europe dominated the viewership, all other regions, except Africa, have experienced a significant increase compared to the UEFA Women's EURO 2017.⁴¹



* The percentages of global viewership and number of views in each region does not sum to 100% or the total global cumulative live viewership due to rounding

** Growth rate in viewership from the previous Women's EURO shown is for the USA

KEY EUROPEAN BROADCAST STATISTICS³⁹



Sweden: The Semi-Final between England and Sweden amassed **2.1m** TV viewers on TV4, the largest sport audience of the year, **68.8%** up on Sweden's last Semi-Final in 2013



Austria: The Quarter-Final between Germany and Austria is the most watched football match since EURO 2020, with **0.9m** TV viewers on ORF1



Spain: The England v Spain Quarter-Final delivered the highest Women's EURO audience ever and the highest audience of the month, with **2.5m** TV viewers on LA1



Netherlands: The Quarter-Final between France and Netherlands attained **2.3m** TV viewers on NPO1, **11.8%** up on Netherlands' last Quarter-Final in 2017



Germany: The England v Germany Final produced **17.9m** TV viewers on ARD Das Erste, the largest audience since EURO 2020 and the largest Women's EURO audience ever, **102.8%** up on Germany's last Final in 2013



UK: The England v Germany Final provided the highest audience since EURO 2020 and the highest Women's EURO audience ever, with **13.5m** TV viewers on BBC1



Belgium: Over one in three people watching TV during the Sweden v Belgium Quarter-Final tuned in, with **35.1%** share across EEN and La Une



France: The Semi-Final between Germany and France attracted the highest Women's EURO audience ever, with **7.0m** TV viewers across TF1 and Canal+

Case Study: Spanish Women's Football gains momentum with growing enthusiasm⁴²



The popularity of women's football in Spain has grown in 2022, according to a survey by Kantar. The results showed that both men and women believe women's football is becoming more popular, with interest in the Spanish women's national team increasing from 26% of the population in 2018 to 41% in 2022. Both genders view football as having a positive impact on society and view it as a competitive and high-quality sport that is suitable for women and girls to play.



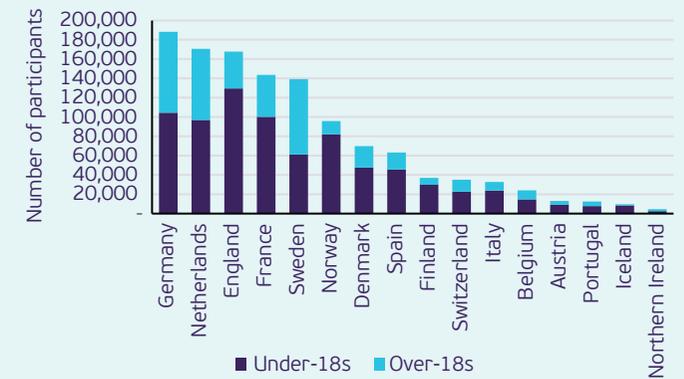
GENERATING AN INTERNATIONAL INTEREST AND CHANGING PERCEPTIONS OF THE GAME

Across Europe, there were 2.88 million female registered club players and players in UEFA participation programmes. This includes over 1.5 million registered female players, as shown on the chart on the right. Levels of participation are highest across Germany, Netherlands and England, and amongst under 18s. Between 2020/21 – 2021/22 seasons, there has also been an increase in women playing football across Europe, with an increase of 14% in registered female players under 18 across Europe. This compares to a 7% rise in players aged 18+.⁴³

Additionally, UEFA's bespoke initiatives such as 'Football in Schools' and 'UEFA Playmakers' have seen a rise in participation of 19% and 49% respectively across Europe year-on-year in 2021/22.⁴³



Formal (registered player) football participation for women and girls in Europe (2021/22)⁴³



ENDNOTES

1. This £2.4 million includes a combination of cash funding and value in kind support, from: UEFA, The FA and commercial partners, Sport England, The Department for Digital, Culture, Media and Sport (DCMS) and local authorities
2. Data provided by UEFA
3. The FA – Inspiring Positive Change Strategy update (November 2022): <https://www.thefa.com/news/2022/nov/08/inspiring-positive-change-women-girls-football-strategy-update-20220811>
4. Two Circles – UEFA Women's EURO 2022 Tournament Review (August 2022)
5. UEFA – Fan Experience Survey (August 2022): post-Tournament survey issued to a representative sample of UEFA Women's EURO 2022 ticket holders
6. QuestionPro – Good Net Promoter Score (NPS): What is it? (March 2021): <https://www.questionpro.com/blog/nps-considered-good-net-promoter-score/>
7. UEFA – Women's EURO 2022 Volunteer Survey (August 2022): post-Tournament survey issued to UEFA Women's EURO 2022 Tournament volunteers part of the volunteers programme. All volunteer feedback quotes mentioned in this report are obtained from this survey
8. UEFA – Women's EURO 2022 Local Resident Survey (August 2022): post-Tournament survey issued to local residents of Host Cities. All resident feedback quotes mentioned in this report are obtained from this survey
9. The FA – Fan-O-meter (August 2022): monthly online survey run by The FA amongst a nationally representative sample of football fans (16+) in England
10. The FA – Fan-O-meter (January 2022 – January 2023)
11. UEFA – Women's EURO 2022 Spectator Survey (August 2022): during and post-Tournament survey issued to all UEFA Women's EURO 2022 ticket purchasers
12. Fanatics analysis
13. Analysis of data provided by The FA
14. Based on survey of 22 staff (General Managers, First Team Coaches, Club Marketing Leads) at 11 WSL clubs, conducted in May 2023
15. Star Connect Media - <https://starconnectmedia.com/attendance-in-womens-bundesliga-triples/#:~:text=COLOGNE%20%E2%80%93%20The%20German%20women%27%20Bundesliga,from%20108%2C483%20in%202021%2D22.>
16. Two Circles – Strategic Investments Driving Growth in Women's Sport Attendances (February 2023): comparison based on the first half of 22/23 season and Damallsvenskan season lasting from April to November 2022 – <https://twocircles.com/gb-en/articles/report-strategic-investments-driving-growth-in-womens-sport-attendances/>
17. PortuGOAL.net – “Portugal Women Continue Preparations for World Cup Debut in Front of Record Crowds” (April 2023): <https://portugoal.net/selecao/3166-portugal-women-continue-preparations-for-world-cup-debut-in-front-of-record-crowds>
18. BBC Sport – “Wrexham 2-1 Connah's Quay: Record crowd of 9,511 at Welsh domestic women's game” (March 2023): <https://www.bbc.co.uk/sport/football/65016793>
19. ABC News – “Roma set new attendance record for Italian women's football with slim loss to Barcelona in UWCL” (March 2023): <https://www.abc.net.au/news/2023-03-22/roma-set-attendance-record-for-italian-women-s-football-with-s/102128330>
20. UEFA - <https://www.uefa.com/womenschampionsleague/news/0281-17ec3944f311-325d53d00720-1000--women-s-champions-league-attendances-still-surging-upward/>; <https://www.uefa.com/womenschampionsleague/news/0282-182b4140bb7a-236b592b0666-1000/>
21. Women's Sport Trust – “Record breaking figures for women's sport viewership in 2022” (February 2023): <https://www.womenssporttrust.com/record-breaking-figures-for-womens-sport-viewership-in-2022/>
22. UEFA – The Business Case of Women's Football (August 2022) https://editorial.uefa.com/resources/0278-15e121074702-c9be7dcd0a29-1000/business_case_for_women_s_football-external_report_1.pdf
23. Data provided by The FA, based on estimated figures of total participation in any type of football – capturing formal and casual football participation, this could be anything from a kick-about at home to playing at school or outside of school at a club. It is based on applying ‘% who play football’ from a sample audience to the 2021 ONS population figures for England. All participation figures are based on a yearly average
24. The FA – Female Pathway, KPI update (January 2023)
25. The FA – Youth Tracker (Wave 2 – January 2023): quarterly survey run by The FA amongst a nationally representative sample of girls and boys aged 5-16 in England
26. The FA – Participation Tracker (September 2022): monthly online survey run by The FA amongst a nationally representative sample of adults (16+) in England
27. England Football – #LetGirlsPlay campaign: <https://www.Englandfootball.com/play/youth-football/in-education/letgirlsplay>
28. The FA – “Government Pledge for Girls in England to get Equal Access to Football in Schools” (March 2023): <https://www.thefa.com/news/2023/mar/07/england-womens-lionesses-euro-legacy-achieved-20230803>; UK Government – “School sports given huge boost to level the playing field for next generation of Lionesses” (March 2023): <https://www.gov.uk/government/news/school-sports-given-huge-boost-to-level-the-playing-field-for-next-generation-of-lionesses>
29. UEFA – Legacy Programme Survey (March 2022 – March 2023): survey issued to Legacy Programme participants
30. The FA – Participation Tracker (January 2023)
31. Sussex County FA – WEURO 2022 Case Study: Coffee and Kicks (February 2023): <https://www.sussexfa.com/news/2023/feb/08/weuro-2022-case-study-coffee-and-kicks>
32. EY economic impact methodology is consistent with eventImpacts – <https://www.eventimpacts.com/impact-types/economic>
33. Sport England – “Measuring the social and economic impact of Sport in England” (2020); The FA – “The social and economic value of adult grassroots football in England” (2019)
34. UEFA – Women's EURO 2022 Legacy Case Studies (February 2022) <https://www.thefa.com/news/2022/feb/02/soccercise-sessions-with-khizra-mosque>
35. UEFA – “The value of volunteering in grassroots football” (2021)
36. UEFA – Women's EURO 2022 Legacy Programme, Post-Tournament survey results (October 2022)
37. EY analysis informed by consultation with The FA and UEFA
38. UEFA – Women's EURO 2022 Audience Report
39. UEFA – Women's EURO 2022 Audience Global Analysis
40. UEFA – Global Web Index (GWI) data (Q4 2022)
41. Publicis Sport & Entertainment, Cumulative Live Viewership, 2022 vs 2017 (2017 TV only), all individuals, global (in millions)
42. UEFA – National Association Research, Real Federación Española de Fútbol (December 2022)
43. UEFA – Registered Player Grass Data (2021/22): includes active registered club players

EY CONTACTS



Peter Arnold

Chief Economist and Partner
Economic Advisory

Direct Tel: +44 20 7951 5587

Email: parnold@uk.ey.com



Zaina Hussein

Manager
Economic Advisory

Direct Tel: +44 20 7197 7548

Email: zhussein@uk.ey.com



Tal Hewitt

Partner | EY-Parthenon Strategy

Direct Tel: +44 20 7951 7733

Email: tal.hewitt@parthenon.ey.com



Tom Kingsley

Sport Industry Group Leader

Direct Tel: +44 20 7951 2009

Email: tkingsley@uk.ey.com

EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

Ernst & Young LLP

The UK firm Ernst & Young LLP is a limited liability partnership registered in England and Wales with registered number OC300001 and is a member firm of Ernst & Young Global Limited.

Ernst & Young LLP, 1 More London Place, London, SE1 2AF.

© 2023 Ernst & Young LLP. Published in the UK. All Rights Reserved.

Information in this publication is intended to provide only a general outline of the subjects covered. It should neither be regarded as comprehensive nor sufficient for making decisions, nor should it be used in place of professional advice. Ernst & Young LLP accepts no responsibility for any loss arising from any action taken or not taken by anyone using this material.

ey.com/uk



www.thefa.com

www.uefa.com

www.uefa.com/womenseuro