

1 Managing Sport and Leisure

2 Clarkson, B., Culvin, A., Pope, S. & Parry K. (2020)

3

4 **Covid-19: Reflections on threat and uncertainty for the future of elite women's football**
5 **in England**

6

7 **Abstract**

8 This commentary offers an analysis of the implications of Covid-19 on the future of elite
9 women's football, with the intention of reflecting on and illuminating the threat and
10 uncertainty facing the game. Topics covered include (1) organisational and economic
11 repercussions; (2) consequences for player contracts, migration and investment; and (3)
12 player wellbeing. These significant challenges require swift and decisive action in order to
13 mitigate their potential effects. Recommendations are made for governing bodies, parent
14 clubs and practitioners, in addition to possible future research directions for academics. We
15 reflect upon what can be done during and post-pandemic to continue the momentum and
16 growth of women's football in England, highlighting the need for football clubs to learn from
17 previous crises by embracing innovation and entrepreneurship.

18

19 *Keywords:* coronavirus, Covid-19, sport, women's football, elite football, wellbeing

20 **Introduction**

21 In 2020, the world has witnessed the spread of coronavirus disease 2019 (Covid-19) to nearly
22 every country in the world. Having emerged in China at the end of 2019, its global impact led
23 the World Health Organisation (WHO) to declare a Public Health Emergency of International
24 Concern (PHEIC) (WHO, 2020a). Global fear about the potential for rapid spread of Covid-
25 19 has resulted in substantial restrictions to lives across the world (Hellewell et al., 2020),
26 travel bans (WHO, 2020a), and the cancellation of mass gatherings and events (WHO,
27 2020b). Many major sports events around the world have either been cancelled or postponed.
28 Postponements have also hit most domestic sports leagues, including Association football
29 (hereafter football) in England.

30

31 The English Football Association's (FA) suspension of competitive fixtures of elite men's
32 and women's football has been consistent, however the pressures placed on them by the
33 pandemic are different. The financial consequences of postponed games and reductions in
34 broadcasting revenue will be significant in men's football; however, questions are raised
35 around the extent to which this will be passed on to elite women's clubs, many of which are
36 already economically fragile. For the majority of these, the biggest losses will be felt through
37 organisational and economic repercussions (e.g., maintaining personnel costs, loss of
38 commercial sponsors), consequences for player contracts, migration and investment, and
39 player wellbeing. Indeed, the infrastructures, personnel, and commitment of those involved in
40 the game's development were under significant strain prior to Covid-19 (Wrack, 2020a).
41 With this in mind, the present commentary offers a brief analysis of the implications of the
42 pandemic on the future of elite women's football, with the intention of illuminating the threat
43 and uncertainty facing the game.

44

45 **The landscape of elite women's football in England**

46 The relationship between women and football is complex, highlighted through a controversial
47 FA ban of women's matches being played on the grounds of FA affiliated clubs between the
48 years of 1921-1971 (Williams, 2013). Women's football had been a popular sport during the
49 First World War, with thousands of spectators attending matches, but this ban in 1921
50 instigated the decline of the sport (Dunn & Welford, 2015; Petty & Pope, 2019). While the
51 purpose of this commentary is to analyse the impact of Covid-19 on the shape of today's
52 game, it is important to highlight some of the history of elite women's football in England to
53 (a) contextualise the way that elite women's football looks today, and (b) understand the
54 origins of the current pressures.

55

56 Since the reintroduction of organised women's football in 1971, the game has experienced a
57 significant image problem in English football culture with players facing stereotypical
58 attitudes and gender discrimination, as well as perceived associations with lesbianism (Harris,
59 2005; Pope, 2018; Scraton, Fasting, Pfister, & Bunuel, 1999). At this time, tensions existed
60 over the direction of women's football, with some advocates pushing for integration with
61 well-established and dominant structures of men's football and others favouring a liberal
62 approach aligned with radical feminist ideals of separation (Welford, 2018). Direction was
63 provided in 1993 when The FA took back control of women's football, with the game's
64 development centred on participation growth ahead of commercialisation, spectator support,
65 and media interest (Williams, 2003). As a result, stereotypical attitudes and gender
66 discrimination were not overtly challenged by the governing body. Over the following twenty
67 years, and perhaps owing to this direction, women's football struggled to recruit fans to the
68 game (Pope, 2018).

69

70 The 2015 Fédération Internationale de Football Association (FIFA) Women's World Cup
71 saw England win the bronze medal and domestic viewing audiences peaked at over two
72 million (Burnton, 2019). Petty and Pope (2019) showed that coverage of this tournament was
73 generally very positive, focusing on the skill and achievements of the England national team,
74 rather than undermining their achievements and reducing them to sex objects. They argue
75 that elite women's football has entered a 'new age' of media coverage, with a shift towards
76 greater equality. This suggests that attitudes towards women's football have been changing in
77 recent years. At this time, the FA also launched a strategy to advance elite women's football
78 by translating support for the national side into active interest in domestic leagues. The top-
79 tier of elite women's football, The FA Women's Super League (WSL), was formed in 2011
80 and initially operated over the summer period in a bid to create its own identity, attract fans,
81 sponsorship and media interest (Fielding-Lloyd, Woodhouse, & Sequerra, 2020). The FA
82 announced in July 2016 that the league would move from summer to winter, in line with the
83 traditional football calendar in England and other women's leagues around Europe, with an
84 aim to improve the performances of the English national side at major tournaments. Record
85 attendances have been observed at the Women's FA Cup Final for the last five years,
86 currently standing at 43,264 in 2019 (Football Association, 2019a).

87

88 The 2019 FIFA Women's World Cup in France was also highly successful, exemplified by
89 average viewing numbers of 17.27 million, more than double the 8.39 million average set by
90 Canada in 2015 (Fédération Internationale de Football Association, 2019). Following the
91 success of this tournament, which saw England reach the semi-final before losing out to the
92 eventual winners of the tournament, the USA, one survey suggested that one-third of adults
93 now consider themselves interested in the women's game and 69 percent of those believe that
94 women's football deserves the same profile as the men's game (Barclays & YouGov, 2019).

95 Professionalisation of the WSL also came into effect at the start of the 2018/2019 season – a
96 major milestone in the development of the elite women’s game. Proposed changes to Super
97 League licences were approved by the FA and clubs were encouraged to meet new criteria in
98 order to secure professional status (Garry, 2017). New criteria included: a minimum of 16
99 hours contact per week for players; a minimum level of investment per club; an academy as
100 part of club and financial fair play and salary cap. The second tier, the Women’s
101 Championship, is now made up of 11 teams who meet part-time criteria. However, this
102 overall growth in the women’s game has stretched the infrastructures, with some media
103 commentators arguing that more could be done by seemingly wealthy parent clubs to ensure
104 poor playing surfaces, low wages and inadequate conditions are brought up to the standard of
105 a semi-professional and fully professional league system (Culvin, 2019; Wrack, 2020a). We
106 now turn to consider the potential impact of Covid-19 on elite women’s football, specifically
107 to predicted organisational and economic repercussions (e.g., maintaining personnel costs,
108 loss of commercial sponsors), consequences for player contracts, migration and investment,
109 and player wellbeing.

110

111 **Organisational and economic repercussions**

112 The financial viability of clubs is a topic that has been discussed by academics and
113 practitioners alike (e.g., Hoffmann, Chew Ging, Matheson, & Ramasamy, 2006; Hudson,
114 2019; Klein, 2018; Wrack, 2019). Significantly increased revenues from TV coverage and
115 sponsors have started to gain traction. For example, the FA recently signed a three-year, six-
116 figure deal with Sky Mexico and Scandinavian broadcaster NENT to broadcast the WSL
117 matches overseas for the first time in its history (Football Association, 2019b). However,
118 revenues are still lagging behind the record attendances and growth in popularity of the game.
119 One way that Covid-19 threatens elite women’s football is in a diminishment of expected

120 income from gate receipts, sponsorship, and merchandising, likely caused by drops in global
121 economies. A long-standing disparity in sponsorship spending between men's and women's
122 sport has meant that women's football clubs are restricted to a small pool of potential
123 sponsors (Shaw & Amis, 2001). This pool may shrink further as companies who previously
124 wanted to invest in women's football, may no longer be in a financial position to make such a
125 contribution. Clubs will, therefore, need to focus their scarce resources into marketing
126 departments to maximise their revenue potential from such sources. Yet, there is likely to be
127 increased competition for funding as all clubs fight for access to a smaller pool of potential
128 sponsors. Commercial deals or sponsorship represents a large percentage of WSL clubs'
129 income, dwarfing their matchday and broadcasting revenue streams. For example,
130 Manchester City Women FC recently detailed their turnover activity in their 2019 financial
131 report as comprising: commercial activity (79.7%), WSL central development fund (10.2%),
132 matchday (6.0%), and broadcasting (4%) (Millington, 2020). This breakdown exemplifies
133 WSL clubs' reliance on commercial deals and sponsorship, and why the restricted pool of
134 sponsors as a result of Covid-19 threatens the future of elite women's football. In the face of
135 such adversity, marketing departments must look to innovative funding solutions away from
136 traditional (men's) football sponsorship. For example, in the short-term, they may look to
137 explore alternative sources of funding, such as crowd funding (Abdourazakou & Leroux-
138 Sostenes, 2016). A key advantage that women's football possesses over men's football is the
139 greater access for fans to players, therefore we recommend that marketers utilise this unique
140 feature of the game as a differentiator to potential sponsors.

141

142 Given the significant investment by the FA since professionalisation occurred in 2018, it will
143 be of great concern for elite women's football that the governing body have predicted the
144 economic consequences of Covid-19 as likely to be in excess of £100 million (Independent,

145 2020). As the FA is a non-profit organisation, this will impact the ability of the governing
146 body to reinvest in all levels of the game. Worryingly, when the FA has previously been
147 faced with ‘financially turbulent times’, it has cut investment in the women’s game
148 (Woodhouse, Fielding-Lloyd & Sequerra, 2019, p.2007). Yet, investment allocation in
149 executive positions has been protected and steadily increasing over recent years (Maguire,
150 2020). It is currently unclear whether funding to elite women’s football will be significantly
151 reduced, but many clubs who already struggling financially will be rightly concerned about
152 the threat that Covid-19 poses to their future if the FA does not continue to fund elite
153 women’s football.

154

155 The FA may need to look to other ways to recoup those economic consequences with
156 innovative strategies. For example, they may wish to capitalise on the 12-month delay to the
157 Women’s European Championship tournament, now due to be held in England in 2022 (Euro
158 2022). One possible solution for the FA to bolster ticket sales and generate economic income
159 through tourism would be to shift the marketing style of this competition to capitalise on
160 British tourism, which could be lucrative. For example, by changing some host stadiums to
161 those that are close to transport links and located near areas of natural beauty (e.g.,
162 Southampton where the city has an airport and the New Forest National Park is 6 miles
163 away), the FA could offer packages combining football and attraction tickets within the price.
164 Such a strategy would recognise the tough economic circumstances that are resulting from
165 the pandemic and also a likely desire for people to embrace the ability to travel once
166 restrictions are lifted. In addition, the FA should look to leverage mainstream interest in the
167 Men’s 2022 FIFA World Cup, due to be held in Qatar, to promote a ‘festival of football’ and
168 attract fan interest in the women’s game. Failure to do so could result in the men’s
169 tournament overshadowing the women’s tournament and any strategic advantages being lost.

170

171 In addition to Covid-19-related disruptions to the FA, top-level men's football has been
172 interrupted and this has put a financial strain on leagues, clubs and national governing bodies.
173 This has a knock-on effect for elite women's football where the majority of women's teams
174 are incorporated as a secondary side under the umbrella of the professional men's club (i.e.,
175 the parent club) – a strategic initiative when the FA established the WSL (Dunn & Welford,
176 2015). There are numerous examples in recent history where relegation or financial hardship
177 with the parent club has resulted in the separation of any relationship with the women's team.
178 When this occurs, some women's teams are left with no choice but to fold. For example,
179 when the men's club withdrew their financial support, Notts County women's club collapsed
180 the day before the new season in 2017/18, leaving their players jobless and in some cases
181 homeless (Guardian, 2017). Indeed, prior to the United Kingdom Covid-19 lockdown, former
182 Yeovil Town chairman Steve Allinson gave an interview with *The Times* newspaper
183 expressing apprehension about the sustainability of the new league system and the reliance on
184 men's clubs to prop up the women's equivalent (Myers, 2020).

185

186 With the Premier League predicted to lose at least £1 billion if the season does not resume
187 after the pandemic (MacInnes & Steinberg, 2020), history warns us that financial support to
188 their associated women's clubs may stop (Wrack, 2019). This is the risk (and reward) of
189 women's football teams being financially connected to men's clubs; organisations'
190 commitment to gender equality is often trumped by the need for revenue generation (de Haan
191 & Sotiriadou, 2019). Covid-19 is, therefore, likely to threaten the financial viability of the
192 WSL if the level of funding previously received from their male counterpart is reduced. In
193 this situation, women's sport has to "compete" for resources with well-established, male-
194 dominated clubs (Lusted & Fielding-Lloyd, 2017).

195
196 Once the season resumes and is completed, Covid-19 also threatens the ability of
197 Championship clubs to financially move up from part-time to full-time status, despite
198 winning a promotion place to the WSL. Therefore, leadership teams at parent clubs must
199 view women's teams as integral to their core business in light of Covid-19, rather than
200 separate enterprises that can be cut adrift. By taking the latter approach, elite women's
201 football could be set back decades. One way that clubs may be hindered is in the lack of
202 female representation in football governance. In their examination of football politics and
203 gender, Ahn and Cunningham (2020) argue that the presence of women in leadership roles is
204 crucial, as these women are often advocates for fairness and equality. Navigating gender in
205 the football workplace is wrought with organisational and sociocultural issues (Clarkson,
206 Cox, & Thelwell, 2019); however, in the long-term governing bodies should continue pursuing
207 gendered initiatives in football governance so that when the next crisis comes and boards are
208 faced with hard financial decisions, women's football is better represented.

209

210 **Player contracts, migration and investment**

211 In addition to organisational and economic repercussions facing elite women's football in
212 light of Covid-19, the labour market could face both short- and long-term consequences.
213 These relate to player contracts, migration and investment. Women footballers do not receive
214 the same luxuries afforded to their male counterparts in terms of length of contracts and
215 financial compensation. In 2017 International Federation of Professional Footballers (FIFPro,
216 2017), the world players union, found that 50 percent of the 3,295 women footballers
217 surveyed globally received no salary from their club, whilst those who receive a salary earned
218 on average less than \$600 (approximately £470) per month (Culvin, 2020). Indeed, there is
219 much variation between players in and across leagues. Financial rewards for players between

220 clubs within each league will largely depend on the level of investment and financial
221 capabilities of their parent club. Fully professional and semi-professional women footballers
222 alike are often on short-term contracts that typically finish at the end of the playing season
223 each year. To supplement this income, the FA offers central contracts to national players to
224 cover additional responsibilities involved with playing international football. Semi-
225 professional women footballers typically receive pay that will only cover their expenses and
226 so bolster their small football earnings with ancillary occupations like coaching,
227 administration or physiotherapy (Williams, 2011). These players may also hold jobs outside
228 of sport. For example, Rosie McDonnell, who currently plays for Portsmouth Women, is a
229 qualified nurse working on the frontline of the Covid-19 pandemic.

230

231 The lack of financial security will be felt by players at all levels of women's football. For
232 full-time professional players, due to the short-term nature of contracts coinciding with the
233 postponement of fixtures, some will find themselves without a club in the intervening time.
234 For semi-professional players, their off-field employment is likely to have been impacted by
235 the pandemic, especially for those who may have used casual or zero-hour contracts, which
236 do not provide any minimum working hours, to flexibly fit with their variable footballing
237 commitments. Therefore, in order to retain the integrity of the league, crisis management
238 must be conducted higher than at a club-by-club basis and with the support of local player
239 associations. Organisations must also work together to limit the inaudible effect on player
240 health and well-being during quarantine and for a subsequent period of time after.

241

242 As the women's leagues in England are part of an open system where teams can be promoted
243 and relegated, there are open recruitment rules and international player mobility is possible
244 (Andreff, 2011). With some notable exceptions (e.g., Agergaard & Botelho, 2014; Botelho &

245 Agergaard, 2011; Botelho & Skogvang, 2013), literature on sports labour migration has
246 largely eluded elite women's football. Yet, the WSL, as the first fully professional elite
247 women's football league in Europe, has spearheaded a trend of migrant female footballers
248 pursuing employment opportunities in European countries, previously only enjoyed by a
249 limited number of players migrating to Scandinavian countries or to North America. This
250 shift reflects the rise of European national teams on the global stage, but also of greater
251 investment at the domestic level. Player migration is influenced by economic crises and
252 national financial weakness, the existence of only semi-professional opportunities, and
253 attraction of unrivalled lucrative contracts (Lanfranchi & Taylor, 2001). High profile
254 transfers into the WSL (e.g., Australian player Sam Kerr's reportedly \$1million transfer to
255 Chelsea WFC in 2019) have helped to raise the investment potential of the league and, pre-
256 Covid-19, it was hoped that this heralded a new age where such transfers became the new
257 normal – as is the case in elite men's professional football.

258

259 Covid-19 has already restricted the movement of players between countries, in the short term,
260 due to travel bans and government restrictions (Ebrahim, Ahmed, Gozzer, Schlagenhaut, &
261 Memish, 2020). If, in the long-term, reductions in salaries, facilities and resources also occurs
262 for women's clubs in England, the world's best players may be less attracted by the reduced
263 off-field support at a club and league level. English women's football clubs must also remain
264 attractive propositions for the most marketable current players so that their star players do not
265 leave for other countries because of reduced resources. If this migration away from the WSL
266 was to occur, there would likely be negative implications for gate receipts, sponsorship, and
267 merchandising as a result of a less globalised, less fast-paced league that is lacking in star
268 players that are a key motivator for attendance and attracting sponsors.

269

270 Andreff (2011) describes how promotion-relegation of open leagues forces teams into an
271 ‘arms race’ in which “each team attempts to recruit the best players to improve its relative
272 strength compared with opponent teams; the latter, in turn, are led to overbid” (p.8). While
273 this arms race may lead to an improvement in relative quality of talent in women’s teams
274 (Lazear & Rosen, 1981), the issue with such investment in elite women’s football is that few
275 teams are able to recoup their investment costs and this means that many teams will be
276 operating at a deficit, shored up by profits made by the clubs’ men’s teams as noted above (in
277 the hope of a long-term benefit). The cluster of rich clubs able to heavily invest in sporting
278 talent will likely be reduced by Covid-19 related disruptions as clubs prioritise their more
279 lucrative men’s teams and may therefore hamper the growth of the WSL. This fear may not
280 be unfounded – indeed, an illustration of the secondary role assigned to women’s sport can be
281 seen by how in Australian rules football the women’s competition has been terminated while
282 the men’s competition was merely suspended as a response to Covid-19 (Canil, 2020). It is
283 vital that WSL clubs weather the financial difficulties in the short term in order to capitalise
284 on the publicity of the Euro 2022 tournament to market themselves and their players.

285

286 **Player wellbeing**

287 There are currently unique demands and stressors for athletes at work. As this pandemic
288 causes uncertainty and precarity globally, workers everywhere are experiencing
289 redundancies, unpaid salaries, violations to their worker rights and income loss. Covid-19 is
290 likely to impact the livelihoods of professional footballers, particularly women who operate
291 within the margins of the sport. While FIFA reassure women’s football funding will not be
292 cut (Wrack, 2020b), it is critical to understand the unique components of elite women’s
293 football that mean its fragility puts players in unprecedented, precarious situations. FIFPro
294 (2020) identify the Covid-19 pandemic as an existential threat to elite women’s football if no

295 specific protections are given to the industry. Described as the “little sister” of English
296 football (Woodhouse, Fielding-Lloyd & Sequerra, 2019), the fragility of professional elite
297 women’s football in England (and globally) will likely be exposed during the current
298 pandemic and any inequities facing women’s football will undoubtedly be further
299 exacerbated by this pandemic. Ambiguity exists between growing professionalisation of elite
300 women’s football and the uncertain work conditions in which players operate (Culvin, 2020).
301 Careers in sport are short-term, fragile and precarious (Culvin, 2020; Roderick, 2006). The
302 emphasis on short-term results often constrains managers and coaches to overlook long-term
303 objectives such as the wellbeing and welfare of their players (Culvin, 2020). Moreover, it
304 also remains to be seen whether clubs and organisations have the capacity, or indeed the
305 propensity, to safeguard the careers of professional women footballers in England following
306 this global pandemic.

307

308 The increased uncertainty due to Covid-19 will likely threaten the wellbeing and welfare of
309 professional women footballers. The reality for professional women footballers, in
310 comparison to their male counterparts, is that their work conditions are more uncertain,
311 unstable and peppered with precariousness in the form of insufficient employment and work-
312 life policies based on social gendered expectations (Culvin, 2020) – much as has long been
313 the case in the wider sport and leisure industry (Aitchison, 2000). Moreover, players now
314 lack control over the pandemic and its outcomes. Thus, while the move to professionalisation
315 and semi-professionalisation is progressive for elite women’s football, players are
316 particularly vulnerable to occupational fragility and with that, wellbeing and/or mental health
317 symptoms (Culvin, 2020; FIFPro, 2020). A cause for concern and consideration is how
318 players will respond to this new threat to their careers. A perceived loss of autonomy and
319 disempowerment has been established as a key factor in athletes developing depression and

320 anxiety (Hughes & Leavey, 2012). Indeed, FIFPro (2020) report that the number of
321 footballers reporting symptoms of depression has doubled since the sport shut down. Anxiety
322 symptoms have also risen amid concerns about the longevity and implications of Covid-19
323 (Ames, 2020). We acknowledge that these mental health issues are likely to affect the broader
324 population and are not just isolated to elite women players (WHO, 2020c). However, the
325 uncertain, unstable and precarious position that elite women players face means that these
326 effects could be felt more acutely in comparison to their male counterparts and therefore
327 governing bodies, practitioners and researchers alike must take care to understand the effects
328 of Covid-19 on player wellbeing. Given women are likely to experience the mental health
329 effects of employment differently to men (Dinh, Strazdins, & Welsh, 2017; Rosenfield,
330 1989), careful planning is required especially in light of funding depletion to women's
331 football. Policy makers may look for guidance from domains outside of sport that share
332 similar characteristics (e.g., occupational therapy, Bonder, 1987).

333

334 At this point it is unclear whether players will receive the support they need from their clubs,
335 governing bodies and government. The report from FIFPro (2020) indicates that for elite
336 women's football to survive Covid-19, and indeed to thrive post-pandemic, urgent action
337 from governing bodies is essential. It is crucial to use the current situation to centralise the
338 needs of professional women footballers, to develop a safety net and the gender-specific
339 employment and workplace policies needed to mitigate wellbeing and welfare concerns.

340

341 **Conclusion**

342 While it is difficult to accurately predict what the future of elite women's football in England
343 will look like in a post-Covid-19 world, the intention of this commentary was to reflect upon
344 some of the immediate threats and uncertainties for the governing body, leagues, and clubs. It

345 adds to the discussion surrounding sport and Covid-19, led by Parnell, Widdop, Bond and
346 Wilson's (2020) rapid analysis of football networks, by broadening the conversation to
347 include elite women's football. We encourage academics to follow developments as they
348 occur with primary and secondary research projects that better understand the historical,
349 sociological, economic, management and psychological effects of this pandemic on elite
350 women's football. We implore football clubs to consider how other organisations have
351 navigated previous, unforeseen catastrophes. For example, Flammer and Ioannou (2015)
352 surveyed 3500 US publicly traded companies following the Great Recession (2007-2009) and
353 found that organisations sustained competitive advantage by adjusting their investments in
354 strategic resources during the financial crisis. Intangible assets and resources (i.e., efficiency,
355 innovation, adaption to shifting demands, and organisational resilience) became particularly
356 valuable at these times (London Business School, 2020). When we consider women's
357 football, those clubs which maintain their relationship with women's teams might be viewed
358 as innovative and this could be used as a means to maintain a competitive advantage in the
359 future. Such a strategy will require careful management to ensure that the maintenance of a
360 women's team is not viewed as a positive public relations stunt by cynics. Moreover,
361 women's clubs should be encouraged to embrace an entrepreneurial mindset (Ratten, 2010)
362 and explore innovative revenue sources, such as crowd funding.

363

364 We also urge that the community of women's football supporters remain ardent in their
365 support of the game, as having visible advocates will show the governing body and parent
366 clubs that there is a sustained demand for women's football. What is certain, is that elite
367 women's football in England has come a long way commercially and financially since the
368 2015 World Cup. Rapid growth of any sport is vulnerable to stretching the limits of its
369 infrastructures and sudden derailment, without feeling the effects of a world pandemic. For

370 professional footballers, specifically, we must ask and understand, what are the mental
371 wellbeing costs to a halt in pursuing performance orientated goals? Prior to Covid-19, elite
372 women's football was facing poor pitches, low wages and conditions far behind men's clubs.
373 Professional women footballers were already engaged in a battle to prove themselves in an
374 occupation that has devalued them for so long, coupled with work issues, a lack of policy
375 support and little or no safety net. The threat and uncertainty facing the future of elite
376 women's football is significant. Therefore, all those within women's football must urgently
377 rethink their approach to growth in the face of organisational and economic repercussions,
378 reduced player contracts, migration and investment, and player wellbeing. These significant
379 challenges require swift and decisive action in order to mitigate their potential effects.

380

381 Finally, and whilst acknowledging these very real threats to the progress of elite women's
382 football – and perhaps its very existence –we should also reflect upon what can be done to
383 continue the momentum and growth of women's football in England. There are a number of
384 policy implications recommended in light of Covid-19 associated threats to elite women's
385 football. First, the governing body's pressure to integrate elite women's football teams with
386 professional men's clubs presents the governing bodies of elite women's and men's football
387 (i.e., the FA working in partnership with the Premier League and the English Football
388 League) with an opportunity to unite men's and women's football as part of their response to
389 Covid-19. One strategy that could be implemented is a division of financial support provided
390 to the men's clubs so that a percentage is ringfenced for the women's teams. This approach
391 would delay any women's teams from immediately folding, stop the precedence of men's
392 clubs from quickly withdrawing financial support to women's football, and also be symbolic
393 to wider football fans that the future of men's football is interconnected with women's
394 football. Financial integration is a strong indicator of being in partnership (Welford, 2018).

395 Second, the FA should consider the delay of the European Championships, now hosted by
396 England in 2022, as an opportunity to refocus towards spectatorship and tourism in order to
397 build on the back of the success of previous tournaments and continue in what has been
398 described as a 'new age' of women's football (Petty & Pope, 2019). Third, and finally, the
399 governing bodies must take strategies that acknowledge issues surrounding player wellbeing
400 that might be felt acutely in women's football. One approach could be to take a human rights
401 framework to help marginalised groups, such as women players, in football at a time of crisis.
402 Strategies to protect young athletes may also be pertinent for women players (Platts & Smith,
403 2009).

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