

Women's World Cup 2019

This year's Women's World Cup will take place in France and run for 4 weeks from **Friday 7th June to Sunday 7th July**.

We've created some exciting new activities around the world cup to help your students explore **money matters**. These activities are designed for **Lower Key Stage Three** but there's plenty of differentiation opportunities for both Key Stage Two and Upper Key Stage Three.

STARTER ACTIVITY

There are **24** teams participating in the **FIFA Women's World Cup** in France this summer. Locate each of these countries on a map and find out the name of the currency they use.

Hint: Some of the countries use the same currency as each other.

Argentina	Australia	Brazil	Cameroon	Canada	Chile
China	England	France	Germany	Italy	Jamaica
Japan	Korea Republic	Netherlands	New Zealand	Nigeria	Norway
Scotland	South Africa	Spain	Sweden	Thailand	USA

DID YOU KNOW?

There has been a huge rise in the number of people participating in and watching women's football over the last few years. In fact it's now quite a lucrative business!

Since 2015, the prize money for participating teams has doubled, this year's prizes now total £23.4 million with the winning team being awarded £3.1 million. This still falls a long way short of the money awarded in the men's game though. In the 2018 men's World Cup in Russia the prize money totalled £312 million with the winning team, France, taking home the huge sum of £29.7 million! Maybe it is at least a start on the road to equality. What do you think?

Opportunity for class discussion on **equality**

Another significant change has been the development of a kit tailored especially for the women's game – up until now the women's strips have tended to be copies of the men's clothing. Sportswear giant Nike launched the new designs back in March at a fashion show in Paris. The fashion world has commented favourably, particularly as each shirt is made from at least 12 recycled plastic bottles!

<https://www.designboom.com/design/nike-2019-women-world-cup-kits-recycled-plastic-03-12-2019/>

Opportunity to discuss **branding** and **green issues**

However, good design and high level branding does not come cheap and fans who wish to dress in replicas will find it can be an expensive business. Most "kid sized" shirts are shown on the Official England Merchandise website as selling for £62.90 each.

www.Englandstore.com/stores/fa/en/c/kits/womens-away-kit/kids

ACTIVITY ONE

Eastview School has a football team and wants to kit out its 15 player squad with replicas of the Lionesses' shirts.

1. What would be the **total cost** to the school? Hint: Check that there are no other charges, such as postage and packaging

Opportunity to discuss **reductions for bulk buying**

2. There is a slightly **cheaper** option available on the same site. Make another calculation for the total cost of kitting out the team at this price.

Challenge higher ability students to work out why one shirt is cheaper than all the others.

3. What is the **potential saving** by going for the cheaper option? Work this out as a whole number and as a percentage.
4. Use the internet and shopping sites to see if there are any **cheaper alternatives** out there. Remember to check postage and packaging charges and factor these in if appropriate. Again work out the total cost to the school and any potential savings.
5. Make a simple **bar chart** of the cost of shirts from various suppliers to show at a glance, the full price range.

Challenge higher ability students to research the cost of team shirts from other countries; www.kitbag.com is a useful starting point. Then ask them to create a graph or chart showing the difference in prices. You might then choose to explore foreign currencies.

6. What other **useful items** for Eastview school football team might be bought with the savings made? Make a shopping list with prices of what else the difference might buy.
7. With money in short supply, do you think the school should be considering the purchase at all? Make a short list of arguments **for** and **against** the purchase.

ANSWERS

1. **The total cost is £943.50.** The site only calculates for an order of up to 10 shirts so students will need to make two calculations – for 10 shirts and then 5 – and add these together. There is no extra cost for delivery, etc. – this only applies to single shirt orders but it is worth pointing this out to students.
2. This shirt costs £49.95 so **£749.25** in total. There is, again, no delivery charge. The answer is that personalising this shirt comes at a separate price of £12.95 ...which takes the price back up to £62.90 per shirt.
3. **£194.25** is saved: **20.59%**
4. There are better deals. For example, www.kitbag.com is selling the same shirt for £56.90 and no delivery charge. There are also plenty of sites charging more!

ACTIVITY TWO

While it is all very well Eastview school spending money on its football kit, it has to have the money in the first place.

1. Try and come up with some football related ideas to raise (at least) some of the money that will be needed, e.g. a sponsored “keepie uppy” competition.

You'll have to go some to beat world record holder Dan Magness of England who in June 2010 kept a regulation football up in the air for 26 hours using just his feet, legs, shoulders and head!



2. Write a letter to the governors of the school saying why you think it is important to the team to have the new shirts and what plans you would have for helping to raise the necessary money. Remember to set out the **full costs** involved and explain how much **research** you have done to keep the costs as low as possible.