

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

This is a Global Player original podcast.  
Absolutely sublime!  
A scare at one end.  
A clinical finish at the other.  
And England are heading for the World Cup final.  
Was it good? It was bloody great.  
They played fantastically.  
It was a great semi-final.  
Australians gave it everything.  
And England came out on top.  
And I don't know what you're doing on Sunday morning at 11 o'clock.  
But I have booked my place on the sofa and I ain't moving until it is done.  
Women's football has been talked about for years.  
But it really does feel that this is a turning point.  
But how much of a turning point?  
That's what we're going to be discussing on today's podcast.  
Welcome to the newsagents.  
The newsagents.  
It's John and later in the podcast we're going to be talking about inflation,  
the economy, whether the Tories should be on a victory lap  
or whether that is still somewhat premature.  
But on the subject of victory laps, the lionesses can certainly be doing that  
because that 3-1 victory over Australia in a lively Sydney cauldron was absolutely fantastic.  
We're going to have a special match report from there in just a moment.  
But there's also something that we want to discuss as well about women's football  
and just how it feels so different from the men's game.  
I absolutely love football.  
I'm a season ticket holder.  
I've gone to see England play around the world and in the UK.  
And I'm a fan.  
But you compare to the final, when we were in the Eurofinals a few years back  
and we were playing Italy, so many people were coked up, aggressive,  
then stormed the entrances in a kind of day of shame  
which should have been a day of joy for England being in the final  
and all sorts of people getting attacked for no apparent reason.  
You just don't feel that it's like that in the women's game.  
It's competitive. It's great sport.  
But it just doesn't seem to have the same toxicity as the men's game.  
And, you know, there are women players who are openly gay and it's no big deal.  
We still do not have a player in the Premier League in the men's game who is gay.  
That's just impossible.  
And maybe this is a really tedious old fart thing to say.  
And frankly, football hooliganism has been in the game pretty much all my adult life.

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

But is there just a sense in which the joy in the women's game has sort of got lost slightly in the men's game?

I don't know. Before we get to that, let's cross now to Sydney because pity the people who are English, who live in Australia, but who may have married an Australian.

We're going to hear now from Max, who was at the game with his Australian wife.

He's English. He's my son.

So what was the atmosphere like, Max?

Incredible. The Australians were incredible.

The English were incredible. It was a great game.

England was superb. Rousseau was star. Tuna star. Millie Bright had the back of star.

I was so proud of them.

Barely any England fans in there at all and they were incredible.

They were so brave.

When Kerr scored, for them to come back and score two was incredible.

And a fantastic night.

How's your wife?

She's good. She's good.

The Matilda's are coming round now and they're applauding.

So they're giving them a huge cheer because the nation has got behind them so much.

This is not a football country.

This is an AFL and rugby country and this is being the biggest story ever.

Sam Kerr is a superstar now.

Other TV channels cancelled their programming.

So everyone can watch the Matilda's.

It's game changing.

This team is completely loved and the country loves them.

So they have changed football and women's sport here forever.

Is it going to be all right with you and Kate tonight?

I mean, you know, she's lost. They've lost.

Yeah, it'll be fine. We're both...

I think there's pride for the Matilda's, pride of England.

These are both two great teams and I think everyone's good.

Everyone's good.

All right. Lovely to talk to you. Love you.

When are you flying down for Sunday?

Exactly. All right. Speak soon.

See you. Bye.

Well, that's the emotion, the flavour inside the ground from my son Max.

Let's talk about some of the sort of colder economics of all of this

because we're joined now by Kieran McGuire

and he is the football finance expert at Liverpool University

and he was also the host of the Price of Football podcast

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

and Kieran, great to have you on the pod.

Thank you so much for doing this.

Does this change anything in terms of how women's football is going to be perceived economically?

I think it's a further step along the road as far as the growth of the game is concerned.

We saw with England winning the European Championships last year that the national team is certainly capable of selling out a big stadium.

We have seen over the course of 22-23 season

Arsenal have been playing quite a few matches at their stadium getting crowds of 40, 45,000

which is a significant growth on where we were five years ago.

Winning or losing on Sunday won't make a huge amount of difference

because the game is big enough in its own right

to cope with England not winning the World Cup

but it will maintain that level of interest

at both the grassroots level and a professional level.

I was looking at some numbers saying what the average pay was

the average salary of a woman in the Super League in the UK

which is the equivalent of the Premier League

it is a pittance compared to what Premier League footballers are getting.

It is, I mean certainly the research work that has been undertaken

would indicate we're probably looking at mainly in the 30 to 40,000 pound pay bracket

now the highest paid player in the WSL

is probably on around about 300,000 pounds a year

you drop down into the championship

there's some players on as low as 12

so there is a big range

I think comparing it to the Premier League

I see the logic of that

but the Premier League has now been going for 30 years

and that was on the back of English football

and the Football Association remember it banned the women's game

in effect for 50 years

so I think we ought to be looking at the women's game as a start-up business

and the level of growth which is significant

and whilst the salaries are not necessarily high

what we are seeing especially in relation to some of these England players

is that they are starting to become brands in their own right

and they're now starting to sign the commercial deals

Elisa Russo has just signed up with Oakley along with Kylian Mbappe

that's how high some of these players are regarded by commercial partners

and that is significant isn't it

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

because the sponsorship deals that you can get  
about whose boots you're wearing  
and what deodorant you're using  
and what shampoo you prefer  
those things can bring in huge sums of money  
Yes and we've seen that in other sports as well  
where the women who have been successful in the sport  
you look at the likes of tennis and golf  
that they have been able to market themselves  
you're potentially appealing to a different demographic  
so therefore that attracts in advertisers  
different markets, different sponsors and so on  
and I think the players are likely to benefit on the back of that  
everybody wants to see England holding up that trophy on Sunday  
and the money will follow the success  
Yeah and the brands presumably see a big plus in associating  
identifying with young women footballers  
who are in some ways role models for so many others  
That's right, they're personable, they're aspirational  
if you take a look at the growth of women's grassroots football  
it still is a struggle that there are too many schools  
where girls can't play football  
there are too many towns and cities in the country  
where you can't get to join a women's football club  
but it's all helping us move in the right direction  
and I think the players at the top will reap the rewards  
and give something for those lower down  
the chain somebody's looked forward to  
Yeah, it's just interesting while we're on the subject of the Women's World Cup  
that I want to play this clip of Megan Rapinoe  
who is probably the most famous woman footballer in the world  
in the sense that she was the captain of the US side  
and had a very very high profile  
Donald Trump absolutely hated her  
which probably absolutely added to her profile  
but she was sort of asked after the US crashed out  
about what she would regard as her greatest achievement  
Is there a memory that stands out to you right now in this moment?  
I mean, probably equal pay chance after the final  
and I think, you know, they were saying equal pay  
but could have been saying a lot of things  
I think this team has always fought for so much more  
and that's been the most rewarding part for me

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

of course playing in World Cups  
and winning championships and doing all that  
but to know that we've used our really special talent  
to do something that's really changed the world forever  
I think that means it most to me  
and the players in this locker room here  
they're just getting started  
and all the players that I've played with obviously  
who know what it's like to be in the grind  
that's the best part  
Equal pay, we're years away from that aren't we?  
If you're comparing the women's super league to the Premier League  
At the team level, yes  
but ultimately the ability to pay wages  
is driven by the revenues that any business generates  
and the Premier League has a TV deal  
which brings in £3 billion a year  
you look at the amount paid for the rights by BBC and ITV  
of around about £8 million compared to £100 million  
that were paid to FIFA for the men's World Cup  
so there is a difference at team level  
but at a national level  
England pay the same amount to both the men and the women  
because they are both representing the country  
and that's right and proper  
And we're talking about this mainly through the prism of England  
I was very struck hearing the statistic that in Australia  
for the quarter final against France when the Matildas were playing  
the viewing figures were the highest  
since the opening of the Sydney Olympics in 2000  
and you think, wow  
there have been some pretty big sporting occasions  
since then in Australia  
and Australia is a sport mad country  
and yet this has clearly captivated  
huge percentage of the population  
It has and rightly so  
people want to be associated with success  
they want to be able to fly the flag  
if we take a look at viewing figures in 2021 in the UK  
with the exception of the passing of the Queen  
the highest viewing figures for a live event  
was England winning the Euros

## **[Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final**

so there is certainly a market there  
there are eyeballs there on the back of that  
and of course that will further attract sponsors  
and that will further attract interest into the game  
But there were disputes weren't there  
over the bonuses that players would get paid  
Yes, there is an ongoing dispute  
between the England women's team  
and the Football Association  
I'm not necessarily certain that  
the people who were advising the women's team  
have conducted themselves particularly well  
What does that mean?  
I think perhaps sometimes you've got agents  
and other people that start quoting telephone numbers  
which aren't necessarily realistic  
and on the back of that  
it's led to dissent  
and a fallout between the women's team  
and the Football Association  
Now the women's team did put out a press release  
prior to the start of the tournament  
and said, right, we're not happy  
about the level of effectively  
the bonuses available on the back of success  
but we're going to park that, we're going to focus  
because it's every player's dream  
to play in a World Cup and to win a World Cup  
and we've seen that with the quality of the play  
and the quality of the coaching  
and that issue now has to be resolved  
at the end of the tournament  
Is there any risk that you get something  
that you have in the Olympic Games  
where you suddenly find yourself fixating on a sport  
that you knew little about  
because England are doing really well in it  
and for five minutes  
we can think of nothing else  
except the tactics in how to play a badminton game  
or obscure martial art form  
where we're in line to win gold  
that kind of we have a golden moment now

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

for women's football  
and actually then we sort of just  
start to forget about it a bit  
I think that there is that  
as a potential danger to the sport  
but we are seeing the written media  
and certainly the broadcast media  
have started to embrace the women's game  
matches are being broadcast  
and I think it's important  
there's a combination of both subscription  
and free to view available  
so for those people that can't afford subscriptions  
they can still gain access to seeing  
Arsenal women's team, Manchester City, Chelsea  
all of these other teams on a regular basis  
we've got to make sure it's not a lost opportunity  
as far as the game is concerned going forwards  
but if you take a look  
at the level of income  
generated by the women's game  
the clubs now are  
I would say on a par with  
League 1, League 2  
in terms of revenue  
so that is a substantial progress  
to where we were four or five years ago  
and what we've got to do  
is to ensure that perhaps some of the mistakes  
that have been made in the men's game  
where there is  
unequal distribution of money doesn't then  
transfer to the women's game  
because you don't want football to become a procession  
or scrapped between two or three clubs  
because I don't think the women's game is able  
at this stage to deal with that on a club level  
you need competitive balance, you need jeopardy  
Kieran I think that's a really fascinating point  
that you made that the revenue being brought in  
by the women's teams  
are akin to what you would get in a League 1  
or League 2 side

## **[Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final**

so I mean that would make the argument  
it's not just a bolt-on  
that Manchester United or Tottenham  
or City or whoever  
have a women's side just to look good  
there is a commercial reason for this  
Yes, the clubs are losing money at present  
but that's again what you'd expect in a start-up  
and if I was owning a football club  
and looking for growth  
if I've got a stadium which holds 50 or 60,000 people  
I know that there's a finite number of time  
that the men's team can play there  
and fill that out  
but as we've seen at Arsenal this year  
you are getting fantastic crowds  
on the back of that  
you can start to sell hospitality packages  
you can start to sell merchandise  
women's kits are still as expensive as the men's kits  
so there is money to be made  
we're not there at a point where it's profitable  
but then 18 out of 20 teams in the Premier League  
lost money on an operational level last season  
so the women's game is not alone  
Absolutely fascinating Kieran  
Thank you so much for being with us  
I hope we talk again maybe after Sunday  
when we've lifted the World Cup  
Absolutely, thank you  
That was Kieran Maguire from the Price of Football  
podcast and also from the University of Liverpool  
and we've heard from my son Max on the podcast today  
so in the interests of sibling equality  
and to show that I love both my children equally  
Anna has asked will we get a bank holiday  
if England win the World Cup  
I think probably not  
but who knows  
we'll be back in just a moment  
on the economic circumstances  
which would allow us to have a bank holiday  
This is The News Agents



## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

Welcome back  
and delighted to say that I've got some company finally  
in the studio I'm no longer Billy Nomates  
and our spirit is here  
editor of Red Box from The Times newspaper  
and regular contributor to The News Agents  
and great to have you with us  
How are you?  
Thank you and well, how are you?  
Yeah, I'm doing very well, thank you  
We had today the inflation figures from the government  
which given the sort of almost lap of honour  
they were taking  
you would get the impression  
that we were back on to the 2% target  
which is what inflation should be  
and we're nowhere near that  
and indeed we're not forecast to be near that  
until well into 2025  
if I'm correct  
Jeremy Hunt did make reference to that today  
said we want to get back down to the 2%  
but of course Rishi Sunak's target is more around the 5% mark  
because he himself pledged to Harvard  
back in January  
inflation then around 10%  
and so he thinks that he is well on course  
to do that on account of today's figures  
I get the impression that what John Glenn, the chief secretary  
to the Treasury is now saying is  
well it was always we set ourselves  
the most difficult, punishing, impossible target to reach  
and I don't think they thought that  
I think they thought this was going to be a much easier  
nut to crack  
Well it's very interesting as a target  
because it is one of those targets  
where it's not necessarily clear  
exactly which government intervention  
is going to make a huge difference to that  
and I think there was a gamble  
in some senses inside number 10  
that on account of projected falling energy prices

## **[Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final**

that would near them towards this target  
actually some prices have stayed really doggedly quite high  
and I think today's figures  
you know food inflation around 14.8%  
that will worry people inside number 10  
I think we take a closer look at these figures  
that's worrying and the other thing to note  
is indeed we've seen a fall today  
and I think it's fair enough to say  
that people should be cheered by that  
but there is a projected  
rise potentially next month  
people have seen warnings from inside the Treasury  
saying that they're readying themselves  
on account of wage growth for a slight rise next month  
and the consequences of that could be huge  
because John Glenn, who you mentioned  
chief secretary to the Treasury  
before the summer resetted indeed  
been in talks with Mel Stride  
which are ongoing about possible welfare cuts  
that was reported in the...  
And Mel Stride is the welfare pension secretary?  
And that was reported in the Sunday Times  
that on account of possible rising inflation  
putting possible pressure on rise in state pension  
that actually you could see welfare cuts  
being needed to pay for this  
so there are huge knock-on effects of this  
and I know that we have this cycle  
whereby every month we focus on the monthly  
inflation figures  
but I think taking a longer view on this  
it's very hard to see how Jeremy Hunt goes into  
the budget in the autumn with a considerable amount  
of fiscal headroom before the election  
The other thing that struck me  
looking at the figures this morning  
was the numbers suggesting that  
wage rises were outpacing  
inflation now  
and of course that is inflationary  
now the Bank of England Governor

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

didn't exactly make himself very popular  
when he started advocating that people needed to take  
below inflation pay rises  
but if you're going to crack down  
on inflation  
that is what you need to do  
to get more than the rate of inflation  
in your pay rise  
then you've got more money to spend  
and that drives inflation  
Yeah and it was interesting yesterday  
wasn't it with that news  
that kind of 22 year record  
in wage rises really have been stagnant  
for a long time  
that Rishi Sunak was cheered by that  
and did make kind of optimistic intonations  
to the regard of we're all actually  
maybe potentially on a more positive path  
out of this  
but like I just said  
that wage growth for many public sector pay packets  
will be kicking in pretty soon  
that is part of the reason why I'm saying  
that we may well see a rise in inflation  
the following month and why today's figures  
shouldn't be taken as a kind of indication  
that there will just be fall upon fall upon fall  
so that itself is something that I think  
people inside number 10 will be worried about  
Yeah well that was something that  
Angela Reina picked up on  
to suggest that things had not gone  
quite as well  
as the government might have us believe  
here she is on Sky News  
It shows that we're not in the position  
that we were in when Liz just  
crashed the economy  
but it shows that we're still in a very weak position  
when we look at ourselves internationally  
and as I said the Conservatives  
still haven't got a plan on how we

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

you know tackle the low wage  
the low growth and the high tax economy  
that they've left us with after 13 years  
have been in power  
so whilst the inflation rate isn't going up  
in the steep curve that it was  
people are still going to see prices rise  
and people are still going to struggle  
and of course these are bills that  
families can't get away from  
mortgage, your rent, your energy prices  
your food prices are all  
costs that you can you know  
offset that you can't get away with not paying  
so it is having an impact on people's  
cost of living at the moment  
Okay well that was Angela Reina  
doing what Labour does  
there was a really interesting interview  
I thought on the Today programme  
between John Glenn the Chief Secretary  
and Nick Robinson  
over the way the economy  
was bouncing back or not  
The UK economy has grown  
faster than Italy, Japan and Germany  
since 2016  
If you look at the way  
that UK services exports  
are growing up 18%  
since 2016  
if you look at our trade with the EU  
is also growing  
if you look at the opportunities  
that we've taken with CPTPP  
to join a 12 trillion  
trade bloc  
there are significant changes happening  
in the UK economy  
forgive me Pushey on this  
but inflation has not fallen this month  
because of anything you can  
identify that Rishi Sunak

## **[Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final**

or you at the Treasury along with the Chancellor have done has it Well I think active management of public finances is a core function of the Treasury and this Prime Minister Laura there was something you said a minute ago that I thought was really interesting and that's the possibility of kind of welfare cuts that could affect the elderly One of the great things that was introduced was this so-called triple lock and just I want you to explain in a second what that is but also why it would be so important and why politically it is also so risky So the triple lock and you're right it is very politically risky and it would be I think one of the most fascinating decisions that the Treasury will make in the autumn The triple lock is a system whereby the state pension rises in line with whichever is highest out of inflation, earnings growth and it's deemed extremely politically risky to touch it partly because pensioners are very important voters but also partly because and I think this is often missed in the commentary on it it came in on the back of considerable financial insecurity for huge numbers of pensioners one-fifth of pensioners it was estimated when needing a means-tested top-up pension credit top-up to their state pension in 2010 before the coalition introduced that final earnings point and now though my colleague Jerry Scott at the Times reported last week was that by 2025 the state pension will cost I think 135 billion it's already risen 6 billion on last year that 135 billion

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

is more than the budgets of the Home Office  
Defence and Education departments combined  
so I think it's really important to put that in context  
it's just how much it is  
but the costs of scrapping it  
politically will be very very hard  
and actually if you read the reporting on this  
there's not really any suggestion that it will be scrapped  
the boldest suggestion that you see  
in this idea that potentially  
there could be some sort of arbitrary freezing around the 5% mark  
because of course we could see both inflation  
and wages above 7% come the autumn  
and Rishi Sunak  
of course when Chancellor  
did freeze the earnings part of that  
because of this huge rise in the cost of it  
so the previous argument around the triple lock state pension  
being that it provides security  
for pensioners, that it's inviolable and stable  
and you prevent having this kind of  
annual row between the Department of Work and Pensions  
and the Treasury about what the price should be  
you prevent that uncertainty  
actually it hasn't proved inviolable since it's come in  
we have seen tinkering  
albeit kind of relatively minor tinkering  
but still tinkering  
I think in the context of possible welfare cuts amounting to billions  
as the Sunday Times has reported  
I think that decision becomes potentially  
a lot more complicated for Jeremy Hunt to be making  
Yeah and it's interesting that Rishi  
Sunak has come back from his holiday  
and I suspect will be keeping a very wary eye on that  
because as you say  
it's not just that pensioners are a very important group  
when it comes to voting  
they vote in much higher numbers  
traditionally than young people  
and young people without going into  
sweeping generalisation  
tend to be more liberal, labour

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

older people tend to be a bit more conservative and so it is a key constituency and of course the other thing that the Tories want to avoid is headlines which suggested that Mrs. Miggins

in her place and she's 85 years old can no longer afford to heat it

and therefore she's sitting shivering the other side of that argument is that the elderly pensioners have been protected

in a way that every other group in society has not

Yeah and there is, and this is credit in some senses to the coalition government there has been stability by and large for that group as a result of the triple lock for some time

I think looking demographically at the changes that we'll see in society, something like 30% of people by 2070 will be that a long way off of state pension age

I think there's no surprise when you look into the research that people like the Institute of Fiscal Studies have done which shows that high numbers of people around 30% of people don't think that the state pension will last

I don't expect the state pension to exist in triple lock form when I come to be eligible to claim it so that is a question of generational fairness I think and it's something that you'll see people debate a lot more openly, it's important there are leading conservative voices like Lord Hague of Richmond for example, former party leader who himself criticised the triple lock before has raised

I think valuable questions about how sustainable it is, it's not that there is this echo chamber in the Conservative party whereby you just cannot touch it whatsoever, I think you are seeing a situation where people are having a meaningful debate about its long term viability, that said

## [Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final

the prospect of altering it before  
the next election in the current context  
I think very very difficult to see how Jeremy  
Hunt does that in any fundamental form  
and where is Labour on this and if one was  
to be unkind in caricature  
you'd say well probably exactly where  
the government is?  
Labour haven't pledged to scrap the triple lock  
if that's what you're asking  
they haven't pledged to scrap the triple lock  
I think there would be a huge amount  
of wariness about doing that  
in a context where like you mentioned  
the possible headlines as a result  
of that but also the genuine credit  
that we should give the triple lock in lifting  
a huge number of pensioners out of poverty  
and I think that is a case that Labour  
have made and will make and I think it would be  
surprising if you saw them row back  
with their commitments.  
Meanwhile Keir Starmer has been out and about  
and he's been with Anasawa  
the Scottish Labour leader  
and he's posting these videos  
do we think they have vote winning  
or not I'm not sure  
How are you doing? Nice to see you  
Thank you very much  
How are you?  
Good combination  
Fantastic  
Thank you  
And I got you a ton of tea cake  
My tea cake  
Thank you very much  
I mean I know it's August  
but laughing with a tea cake  
and we should say in the interest  
of impartiality and showing our workings  
Lara Spirit did bring in buns  
into the office today



## **[Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final**

before we recorded so  
we're all on a bit of a sugar rush in here  
but I just thought the idea of posting a video  
just eating a tea cake  
and giggling  
I think the idea  
in setting out what they would have wanted  
from that video the idea would have been to try  
and convey Starmer's warmth  
that he is good with people  
that he is sociable  
things that we perhaps don't usually see of Keir Starmer  
My question with that video actually  
was less the content of it and more the music  
I'm sorry that that's a very  
inane thing to say but it's that  
I immediately felt that I was  
waiting on hold for something  
that I didn't particularly want to have  
You were waiting for customer service  
we will send your concerns to Keir Starmer  
and the Labour Party  
we share those concerns here at the news agents  
Lara Spirit thank you very much indeed  
Thank you  
This is The News Agents  
And before we go just to remind you  
The News Agents USA  
which we had a fascinating episode  
because we interviewed Christopher Steele  
he's the former MI6 officer  
who wrote the Steele dossier  
which led to the whole  
Russia investigation  
into Donald Trump  
and his reflections now as Donald Trump  
faces huge legal difficulties  
in the United States  
Don't you have a desire to see him brought down  
given the shit he's given you  
I certainly hope  
he doesn't become  
US President again and I think he represents

**[Transcript] The News Agents / A financial turning point for women's football? The Lionesses reach the WC final**

a real threat to Western democracy  
in my opinion  
Do you think the intelligence services in the UK  
also probably think similarly  
I'm sure they do yes  
Do you say I'm sure they do  
because you school in touch with people  
That would be a reasonable assumption  
And you can hear that on  
Global Player and wherever else you get your podcasts  
and we will be back tomorrow  
and Lewis Goodall will be here in the studio  
Hurrah!