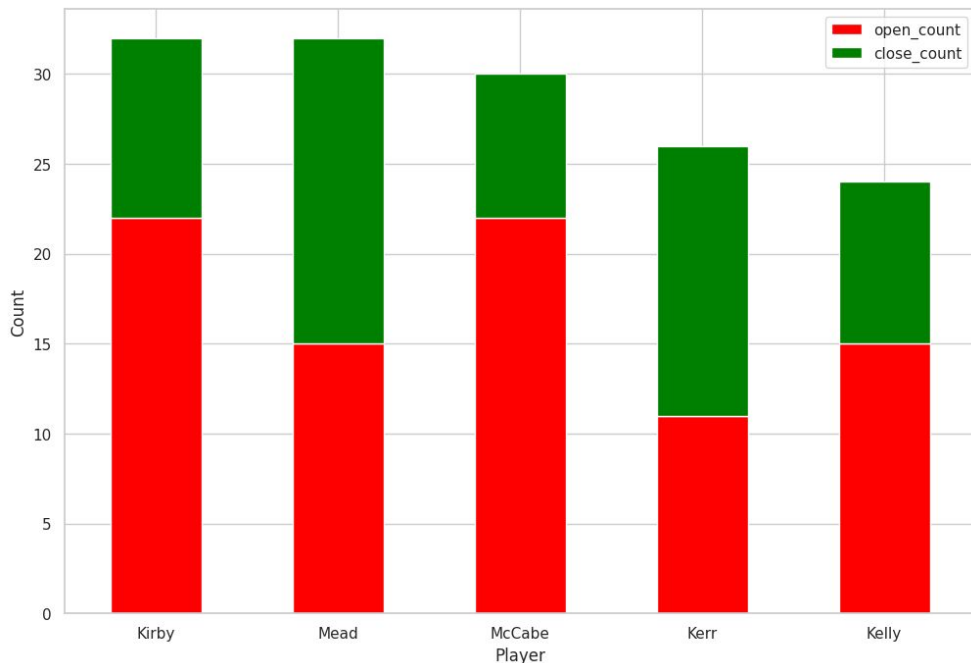


Beth Mead Passing Report: An analysis of chance creation via one-two passes



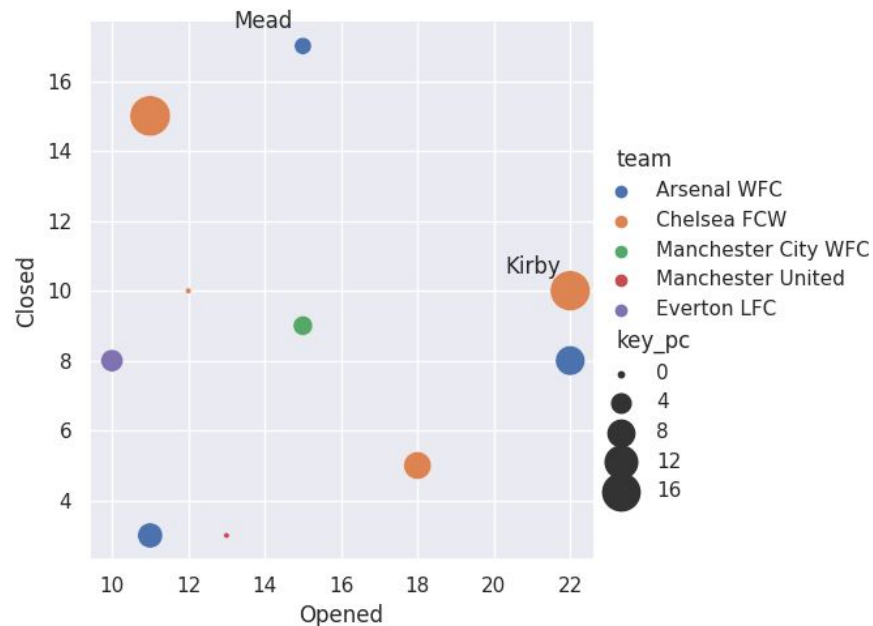
How does Mead rank amongst other WSL players in terms of participation in one-twos?

- Mead is jointly ranked number 1 as the WSL player involved in the most one-two passes (with Kirby), with a total of 32
- Mead's role in the exchange is flexible; she is approximately equally likely to open the one-two compared to closing it. Note that Kirby initiates more one-twos than she closes
- Mead finishes the one-two with possession of the ball 47% of times (Kirby 69%)

Beth Mead Passing Report: An analysis of chance creation via one-two passes

How effective are Mead's one-tuos?

- One-tuos are considered effective if they are key passes (see attached report)
- Kirby's one-tuos are significantly more effective than Mead's - 18.8% of closing passes are key passes compared with just 3.1% for Mead - despite the two players participating in the same number of one-tuos
- Note that Chelsea has the most effective one-two passes overall, and this somewhat correlates with league standing. Chelsea finished top of the WSL for this season, with Arsenal and Manchester City rounding out the top 3 for both league standing and one-two effectiveness.

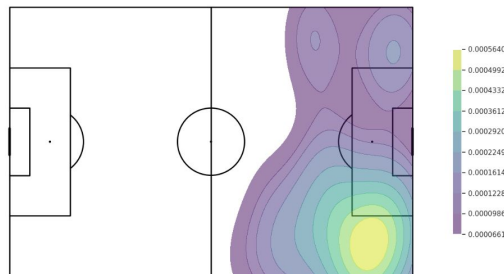
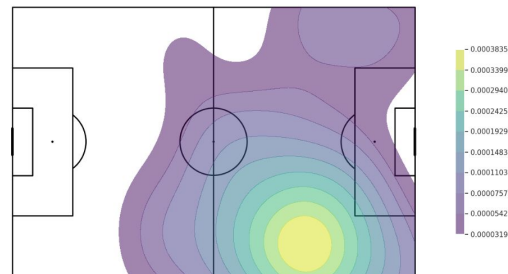


Beth Mead Passing Report: An analysis of chance creation via one-two passes

Beth Mead

Opening Pass

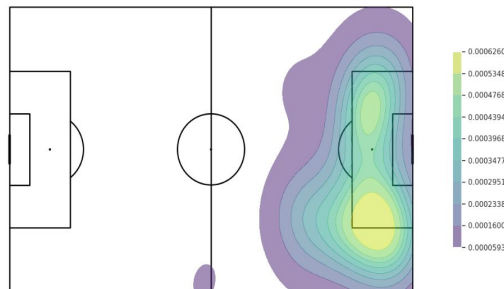
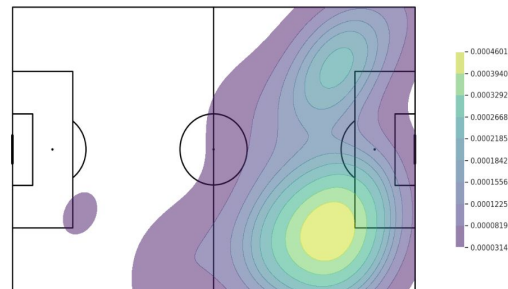
Closing Pass



Fran Kirby

Opening Pass

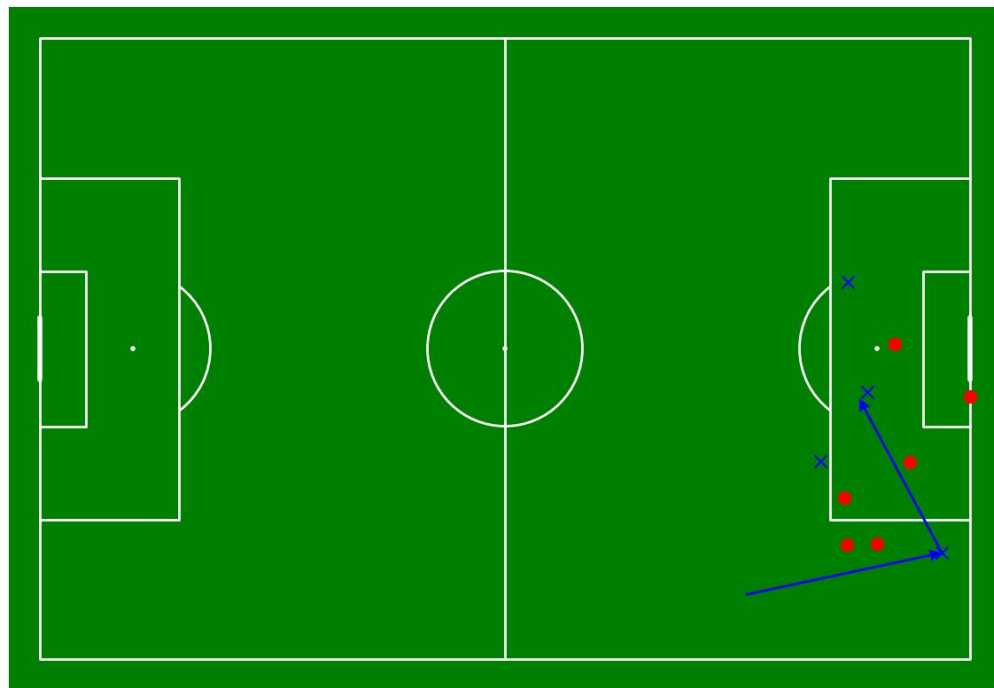
Closing Pass



Spatial Analysis of Mead's One-Two

- Heatmaps show the spatial differences in Mead's less effective one-two compared with Kirby's
- Mead opens and closes the exchange wider in the wings - both passes in the one-two are often taken within a yard of the touchline
- Mead also initiates one-twos lower down the pitch closer to the defensive half, whilst Kirby finds the space further up into the attacking third
- Mead's closing pass is typically received outside of the box - but Kirby concentrates the second pass within the box

Beth Mead Passing Report: An analysis of chance creation via one-two passes



England players shown in blue (x) and opposition in red (o). One-two pass from White to Mead.
Player locations are shown at the close of the one-two.

Can we apply this insight to international football?

- We analyse Mead's one-tuos in the UEFA Women's Euro 2022
- Mead participated in a single one-two that closed more than a yard inside the box during this tournament
- This exchange resulted in a shot on goal by one-two opening player Ellen White
- No other one-two involving Mead closed with a key pass for the Euro 22 tournament

Key Points

- Mead is the **top ranking** WSL player by number of one-two passes closed, and is joint leader for total one-twos
- The value of Mead's one-twos (defined in terms of key passes) is **significantly lower** than fellow top-ranking one-two player Fran Kirby
- Mead both opens and closes these exchanges from out wide in the wing, and often **fails to close the pass inside the box**
- Applying this to the Euro 22 data, there is a **direct correspondence** between one-twos Mead closed inside the box and one-twos that are considered key passes

Insight: one-two passes are more effective when they occur more centrally and are received inside the box. One-twos closed outside the box, as Mead's typically are, pose a lesser threat in terms of shots, goals, and key passes. Mead could improve the attacking value of her one-twos by considering these spatial factors when attempting to create or identify space for a one-two.