

Black Footballers

"The World Cup is a truly international event." - John Motson

The players in Arsenal's all-conquering team of the 1930s were all white. The Arsenal side that won the Double in 2002 was predominantly black. As recently as the 1980s, black players had to fight against racial prejudice on a regular basis in order to fulfil their footballing ambitions and it was rare to see more than one or two black players in any side.



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54 black players have appeared for England through the match against Andorra on 28 March 2007. The first black player at senior level, Viv Anderson, was the 936th player to appear for England since their first match in 1872. The most recent black player to make his England debut, Micah Richards, was the 1145th player to appear for England. Thus, since the "colour barrier" was broken a little over 28 years ago, in November 1978, roughly one in every four players making an England debut has been black.

[www.EnglandFootballOnline.com](http://www.EnglandFootballOnline.com)

A Game of Two Halves

Football is an integral part of the British way of life. For nine months of the year it takes over the television schedules and the lives of most of the male population with the right result having the power to lift the whole nation. And yet, our perception of the game appears to differ from the reality. Talk of terracing and mugs of hot bovril hark back to a golden age that, post Taylor Report and billionaire Russian chairman, are very unlikely to return. The game itself has not differed greatly from when professional football began in Victorian Britain and it appears that our collective memory of the game has stayed rooted in that era despite the off-field activities that support the game changing beyond recognition.

Chris Saunders [www.boxel.co.uk](http://www.boxel.co.uk)

Stada

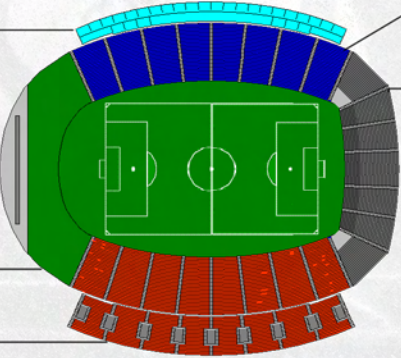
"I never played anywhere where I felt so comfortable and happy as Wembley" - Sir Bobby Charlton



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Recommendations include: all seated accommodation; research into the design of football stadia; the establishment of a National Inspectorate and Review body; specified maximum capacities for terraces and a means of restricting spectators within these limits; guidelines concerning fences, gates, crush barriers and gangways; specified duties for football clubs covering operation of turnstiles, closed circuit television, signposting, records of ticket sales; staffing, provision of a police control room; guidelines for police planning; staffing and equipment needed for communications; co-ordination of emergency services; guidelines for first aid, medical facilities and ambulances; the creation of specific offences related to selling tickets without authority, throwing missiles, chanting obscene or racist abuse, invading the pitch; the penalty for such offences; and revision of the Green Guide (the Guide to Safety at Sports Grounds).

Abstract from Hillsborough stadium disaster 15 April 1989: inquiry by the Rt Hon Lord Justice Taylor; final report



The Economy

"Some people think football is a matter of life and death.... I can assure them it is much more serious than that." - Bill Shankly

According to the British Retail Consortium, England's failure to qualify for the European Championship next year will mean England's economy is likely to suffer losses of around £2 billion.

The retail figures for alcohol, fast food and flat-screen TV's during the championship would be approximately £600 million. However, this amount was brushed off by experts who said £2 billion is a more realistic figure.

Proof from previous football tournaments show employee productivity rises as the England football team advances through major tournaments and the feel good factor kicks in. According to Simon Chadwick, Professor of Sport Business Strategy and Marketing at Coventry Business School, a successful run to the 2008 finals would have led to a £2 billion boom for the economy.

Non-football fans may be relieved that the nation won't be glued to the TV during the championship but the affect on the economy should not be under-estimated. Research has shown that sporting events bring 3% of the Gross Domestic Product each year and during World Cup and Euro football matches, takings in pubs, clubs and supermarkets increase by £35 million.

Supermarkets across Britain were taking an extra £124 million each week during last year's World Cup in Germany with Sainsbury's reporting a 70% rise in beer sales during England matches.

Furthermore, experts believe media payments, merchandising sales and sponsorship deals would have brought in around £15 million.

<http://www.investmentmarkets.co.uk/20071126-1269.html>

Merchandising

"I did have a replica shirt on, but I also have a big furry head" - Chaddy the Owl, Oldham mascot

- Adult Home Shirt 06/08 £39.99
- Adult Long Sleeve Home Shirt £44.99
- Adult Home Shorts £19.99
- Adult Home Socks £7.99
- Adult Away Shirt 07 £32.00
- Adult Away Long Sleeve Shirt 07 £36.00
- Ladies Away Shirt 07 £32.00
- Adult Away Shorts 07 £16.00
- Adult Away Socks 07 £6.00
- Sock and Dimple Pint Set £10.00
- Adult Home Shirt 06/08 £39.99
- Football Boot Money Box £4.00
- Selection Box £7.00
- Advent Calendar £3.00
- Official A3 Calendar £8.00
- COE Medal £12.99
- Crest Cufflinks £29.99
- Sculpted T.I.A. Mug £7.99
- Car Mat Set £24.99
- Salt and Pepper Set £5.99
- Soft LFC Baby Rattle £7.99



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[Liverpool FC Christmas Catalogue](#)

Catering

"Away from home our fans are fantastic, I'd call them our die hards, but at home they have a few drinks and a prawn sandwich and then don't realise what's happening on the pitch." - Roy Keane

Our matchday hospitality packages all come with the following as standard:

- Welcome packs including match programme and souvenir
- Pre-match tour (Bill Nicholson Suite only)
- Complimentary bar
- Four-course meal with wine and liqueur
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- Post-match buffet

Price per person excluding VAT:  
Silver £200 Gold £275 Platinum £350

[Spurs Matchday Hospitality Packages](#)

Media

"Televised football has become like music. It's on all the time and you can tune in or not. And most of it isn't any good" - Nick Hornby



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The new television deal running for three years from 2007-8 represents a bonanza for the Premiership, but may be less good for fans. The £1.7bn generated represents a 66 per cent increase from the previous auction. Irish sports broadcaster Setanta Sports actually won two of the packages, more than expected, but the four most attractive packages of broadcasts are retained by Sky who get 92 live matches a year, including all 38 first picks and the flagship 4 p.m. on Sunday package. Fans who want to take their pick from every match of the season will have to subscribe to two broadcasters rather than one. However, many fans may decide not to subscribe to Setanta given that it will be broadcasting matches on the Monday 8 p.m. and Saturday 5.15 p.m. slots. The Saturday slot coincides with many fans returning from an afternoon game. The Monday night slot has been hampered by the expansion of European football. Setanta may make matches available on Freeview through the paid for Top Up TV service. Setanta has paid £392m for its matches compared with £1.3bn paid by Sky.

Setanta was founded in 1990 by two Irish businessmen, Michael O'Rourke and Leonard Ryan, reportedly so peeved at not being able to see the Ireland v Holland World Cup clash of that year via their existing channels that they decided to set up their own operation. Winning the Scottish Premiership contract boosted their credibility and was an obvious move given that Glasgow Celtic are often treated almost as if they were an Irish team. The station has also developed a variety of interests in the US. The overall deal is very good news for the Premiership, but the challenge for club chairman is not to revert to previous behaviour and squander the money on a new round of player transfers and wage inflation.

[http://www.footballconomy.com/archive/archive\\_2006\\_may\\_03.htm](http://www.footballconomy.com/archive/archive_2006_may_03.htm)