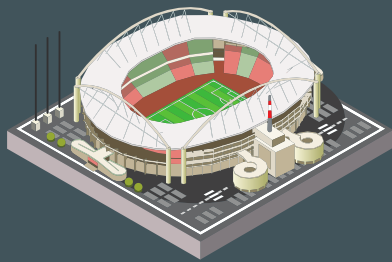


# BUILD YOUR OWN CLUB

with the



# FSA.

FOOTBALL SUPPORTERS' ASSOCIATION



@WeAreTheFSA

#BYFANSFORFANS

[thefsa.org.uk](http://thefsa.org.uk)

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Anytime you see an M you are doing a mindfulness exercise

# THE STORY

You and a group of friends started a YouTube channel for football supporters.

Over recent months you have received some significant advertising sponsorship. You now have enough money saved up (£250,000) to create a football club.

But...

- What does it take to run a football club?
- Can you be the next big thing?
- What would you do if you could make all the decisions at a club?
- Are the adults making it harder than it needs to be?
- Think you know better?

Go ahead and build your own club. Good Luck.



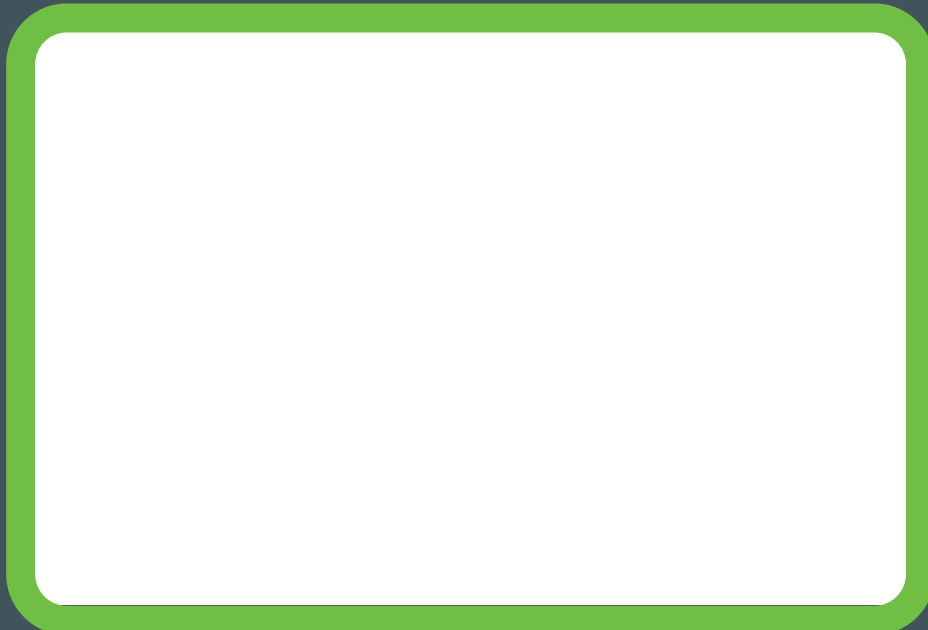
# SET THE SCENE

Club Name

(Choose your club name, write it below)



Why did you choose this name?  
(Write your reasons below)



Club Badge

(Draw the badge below)



Club Mascot

(Do you want one? If so, what's their name?)

What's the role of the mascot?  
(Write below)

Club Mascot

(Draw the Mascot below)

# WHAT IS YOUR MISSION?

A mission sets out aims and ensures joined up thinking within the club. This enables everyone, including staff, volunteers, players, coaching staff and supporters to understand the direction in which the club aims to go.

What are your values? What would you like to promote in your football club? Think about things such as the long term plan, honesty, kindness, responsibility, being environmentally friendly, paying fairly, friendly, community focused.

Example:

Our mission is to compete in all professional competitions in a manner which rewards supporters, employees and the club and to run a financially sustainable football club for many years to come.

To carry out activities that benefit and bring together the communities surrounding the club and are consistent with the club's philosophies and aspirations.

To attain the highest level of professionalism and sporting integrity and act as a good community partner and ambassador for football and the city we live in.

## WHAT WILL YOUR MISSION BE?

# CREATE YOUR CLUB MISSION

Write your club mission below...

# OVERALL BUDGET

When football clubs calculate what income they will make they think about **matchday** and **non matchday income**.

## Matchday

**Ticketing** – You are likely to have an adult price and a concession (reduced price for children and OAP's). You might also sell season tickets but these will offer a reduction compared to buying individual match tickets, for example if you charged **£12** per adult and you had 23 matches a season buying a ticket for each game would cost a total of **£276** but you might offer a season ticket for **£175**.

**Food and drinks** – How many people do you expect to attend (look at your capacity)? Make an estimate of the average profit you might make from each person on food and drinks.

**Players** – Look ahead to Page 12 and you will see roughly how much players might cost, should you set a player wage cap?

Use your local non league clubs' prices to help you do this.





# OVERALL BUDGET

**Manager** - You will have to pay the manager of the team. An average monthly wage for a manager in this league is **£500 per month**.

**Coach** - You will also have to pay a coach, the average for coaches is **£250 per month**.

## Non Matchday

**Merchandise** - It might be possible to make money from selling merchandise. Try to be cautious in your budgeting - even if all your season ticket holders bought a shirt and a scarf you might only make **£10 profit** from each of them.

**Advertising** - An advertising board might only raise **£250 or less for a year**, how many can you fit in the ground? Think about the grounds you might have been to.

**Functions/Events** - You have a bar in the ground which could be open on other days (e.g. for birthday parties). To keep things simple don't think about the costs of running the bar, just think about the profit that can be made. Depending on how successful you are this could generate quite a bit of profit, perhaps **£1,000 per week** or even more.

# OVERALL BUDGET

**Sponsors** – A shirt sponsor is essential and you should find a local company who will pay between **£5,000-20,000 for the year.**

**Staff** – A small club doesn't need too many full time staff, you might decide that you just have a general manager working full or part time who does all the work of running the club, you might expect to pay them **£25,000 per year.**

**Volunteers** – Clubs at this level rely a lot on volunteers, even most of the stewards are volunteers but you may need to pay one or two because they are specially trained. These would be paid around **£20 per match.**

**Police** – It is unusual to see police at most football games these days, particularly in the lower leagues.

**Use your local non league clubs' prices to help you do this.**



# OVERALL BUDGET

The awesome success of your YouTube channel means you have **£250,000** to work with.

You will be starting your season in a local regional league. Your stadium will be the local community ground that has a capacity of **300 people**. Your ticket prices will be somewhere between **£10-15**.

How many fans do you hope to get? How many stewards might be required to help manage the crowd? Will you have a wage cap for players?

What do you think you will need to spend money on and what are your priorities? Using the details (see anything in **orange**) in this work book you can add costs and amounts next to things you know about. Next step is to put your budget together...

# OVERALL BUDGET

Your budget is based on the amount of money you think you can bring in. Think about all the costs you have for running a football club. Remember you have a cash reserve of only **£250,000**. You will need to make this last for a rainy day.

**Example - If you calculate a loss of £50,000 per year, after 5 years your YouTube money would be gone.**

On the next sheet divide the list opposite into incomings and outgoings and work out your overall budget.

Use the previous pages to guide you or use safe search on the internet to help you further.

**Which is income and which is a cost?**

- Savings for a rainy day
- Player wages (Will you have a wage cap?)
- Gate prices (How many games, fans and at what price?)
- Merchandise (Will you have any? What will it be?)
- Sponsorship
- Stewards
- Policing (Do you need this?)
- League and cup competition money (Do you just get money if you win the league/cup?)
- Staffing costs
- Solidarity payments (Do you know what these are?)
- Non match day income (What could you do on non match days?)

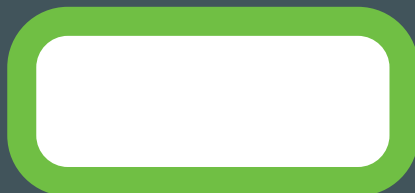


# OVERALL BUDGET

Incomings



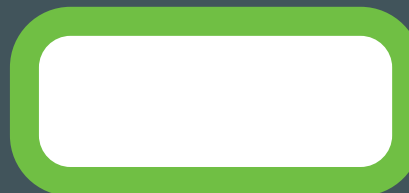
TOTAL =



Outgoings

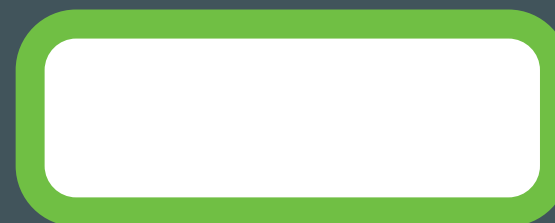


TOTAL =

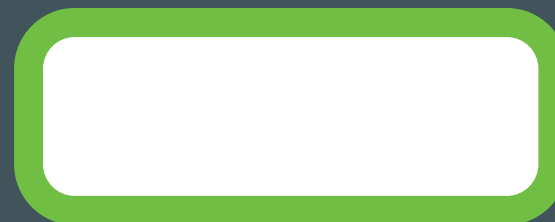


Difference between  
Incomings and Outgoings

(This is your budgeted profit or loss  
for the year)

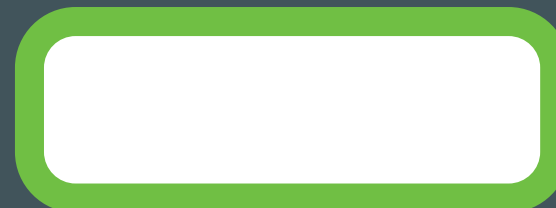


Cash Reserve =

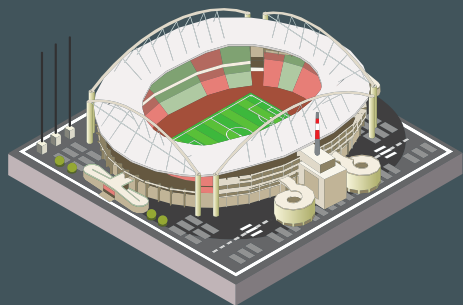


Cash reserve + Difference =

This is your budgeted cash reserves  
at the end of the year



# THE STADIUM



Your stadium is the local community ground - fill in the stadium profile below...  
What is the name of your stadium?

How many people can it hold? (See Page 8)

What facilities will you have? (toilets, prayer room, sensory room, accessibility)

What things do you need to consider to run a stadium for these particular groups?

- Players
- Disabled Fans (unseen and seen disabilities)
- Female Supporters

# SCENARIO ONE

Two potential sponsors have approached you to take part in the new season - **one is a fast food restaurant** (who want to serve only high sugar, high fat items at the stadium) and the other **a sports apparel website** (with an owner who has a bad business reputation) who wants to provide all the kits for the first team.

List the pro's and con's for accepting each sponsor below. Decide if you want to sign a deal with either sponsor.

# PICKING YOUR SQUAD

Check out the squad below. Start assessing who you would like in your team.

**REMEMBER:** You might have set yourself a player wage cap and a budget for the squad.

Player Name	Country	Position	Monthly Wage	Player Name	Country	Position	Monthly Wage
Karen Bardsley	England	Goalkeeper	£455	Drew Spence	England	Midfielder	£425
Alisson Becker	Brazil	Goalkeeper	£455	James Maddison	England	Midfielder	£425
Fran Stenson	England	Goalkeeper	£245	Jill Scott	England	Midfielder	£400
Shwan Jalal	Iraq	Goalkeeper	£245	Mason Mount	England	Midfielder	£400
				Nikita Parris	England	Midfielder	£400
Lucy Bronze	England	Defender	£500	Chloe Peplow	England	Midfielder	£300
Virgil Van Dyke	Belgium	Defender	£500	Freda Ayisi	England	Midfielder	£300
Jan Vertonghen	Belgium	Defender	£500	Lauren Briggs	England	Midfielder	£275
Kyle Walker	England	Defender	£500	Tom Smith	England	Midfielder	£250
Andy Robertson	Scotland	Defender	£425	Serhat Tasdemir	Azerbaijan	Midfielder	£228
Marcus Alonso	Spanish	Defender	£425				
Rachel Daly	England	Defender	£425	Harry Kane	England	Striker	£500
Ben Mee	England	Defender	£415	Vivienne Miedema	Netherlands	Striker	£500
Leah Williamson	England	Defender	£415	Rinsola Babajide	England	Striker	£500
Renee Hector	England	Defender	£328	Beth England	England	Striker	£450
Patrick Bauer	Germany	Defender	£328	Jamie Vardy	England	Striker	£435
Mel Brown	England	Defender	£300	Ellen White	England	Striker	£435
				Callum Wilson	England	Striker	£400
Sadio Mane	Senegal	Midfielder	£500	Jess King	England	Striker	£397
Jordan Nobbs	England	Midfielder	£500	Troy Deeney	England	Striker	£375
Kevin De Bruyne	Belgium	Midfielder	£500	Michael Cheek	England	Striker	£225



What will happen if you over spend?

Does it matter?



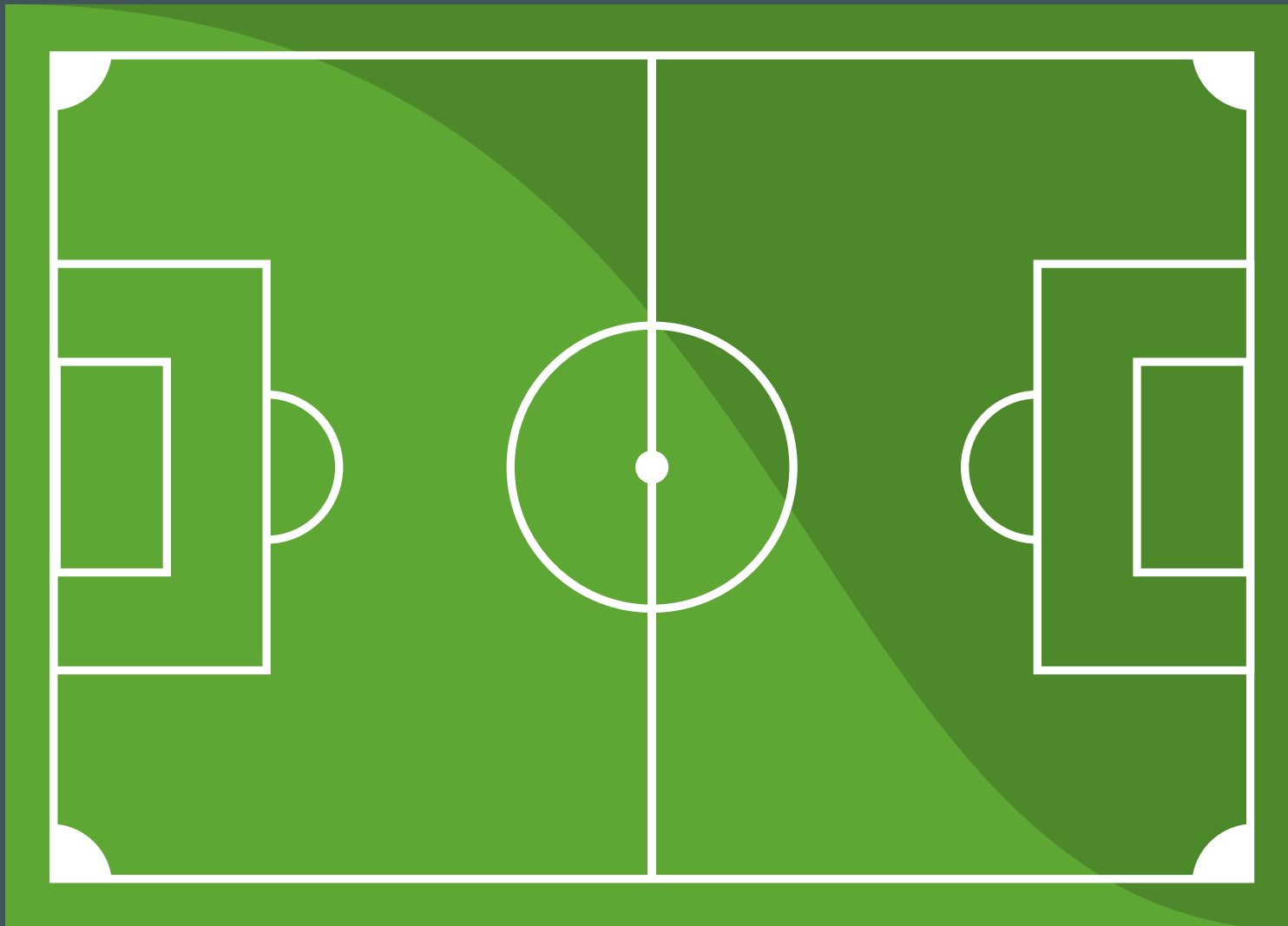
# SCENARIO TWO

Imagine you could only pick one type of player. What skills would you be missing from the team? What other qualities do footballers bring to a team? Does every player have to have every skill?

**Consider 1. Physical Attributes 2. Football Skills 3. Personality Traits** and discuss below.

# FORMATION

Your squad size is 16 players (11 starting players and 5 substitutes). What formation might you play? Draw your formation below to help you start to think about which players you want to buy.



Overall squad cost

Is it better to spend your whole budget on wages or keep some back? Explain your answer below.

# YOU'RE BANNED!

You have just been informed that a potential ban might be introduced for half of your players. These players will not be allowed to play for the following reasons:

1. Football is unsuitable for their body type
2. Kicking is too jerky a movement for them
3. They might become too popular

What do you think of this step to try and ban half of the players?

What do you think of the reasons behind the ban? Do you agree?



Did you know... women's football was banned in 1921 by the FA.

Despite teams drawing crowds of up to 53,000 fans, women were banned from playing.

What year was the ban lifted?  
Do you know?

# SCENARIO THREE

One of your players has decided to go to the press to say the club are not paying them enough wages. You as the club need to respond to these accusations. Write a short press statement responding to the accusation (think about including things like any wage caps, costs of running a club, consideration of other players).

# SCENARIO FOUR

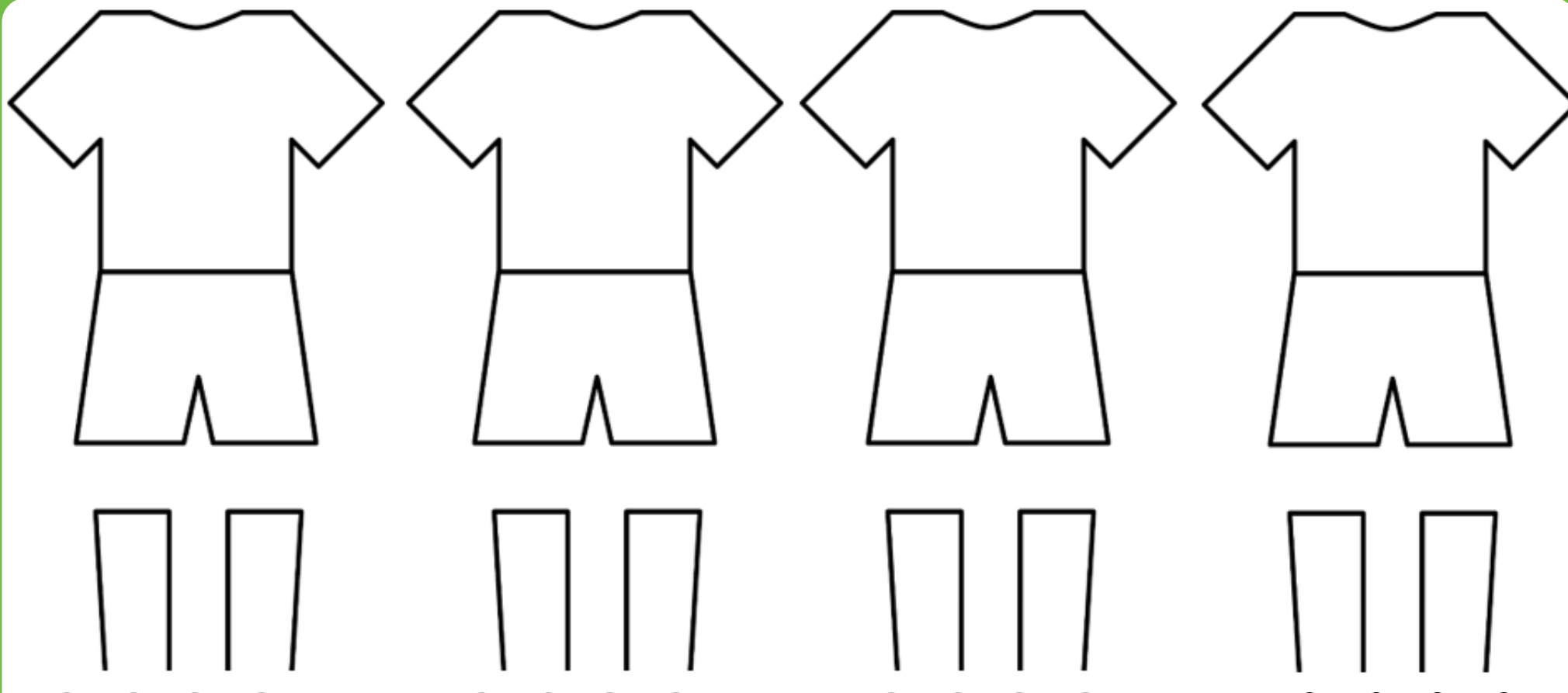
Another way of bringing money into the club is to add sponsors on different parts of the kit. Using safe search on the internet, find some examples of the different areas of kit other clubs have sponsors for. Write them below.

Based on the above examples, what areas of the kit would you like to offer for sponsorship? Are there any areas you would like to keep free of sponsors, if so why?

# DESIGN A KIT

You have a squad... now you need a kit.

Design both a home and away kit for outfield players and for goalkeepers. Remember to include a small space for your badge.



# SQUAD WELFARE

The relationship between the club and the players is not just about the 90 minutes on the pitch. From the list below what matters do you believe the club might need to help the players with? Either add them onto the player picture, draw a line from each one to the player or tick/circle the ones you think.



- |                           |                          |
|---------------------------|--------------------------|
| Car maintenance           | Education                |
| Teeth whitening           | Social media assistance  |
| Sponsorship deals         | Racism awareness         |
| Public image advice       | Discrimination awareness |
| Community work            | Team building            |
| Building fan relations    | Travel advice            |
| Mental health advice      | Contract advice          |
| Relationship advice       | Effective facilities     |
| Nutrition                 | Gym membership           |
| Strength and conditioning | Managing finances        |
| Relocation                | Gambling awareness       |
| Housing                   | Hair styling tips        |

If you missed any out, why do you think the club shouldn't help with those things? Explain below.



# GETTING TO KNOW YOUR SQUAD

You are considering your squad diversity and want to know about different players. Pick one player from England and two from another country from the squad list on Page 7. Fill the player profiles in below on each player.



Name:

Gender:

Country:

Religion:

Skills:

Team supported:



Name:

Gender:

Country:

Religion:

Skills:

Team supported:



Name:

Gender:

Country:

Religion:

Skills:

Team supported:

# PLAYER ISSUES

What is a stereotype? A stereotype is... thinking all people who belong to a certain group are the same in totality and/or labelling them negatively. An example might be somebody saying that all young people who wear hoodies are thugs, this would be both unfair and wrong.

You should try to avoid stereotyping people, treat each person as an individual.

Answer the following questions...

How are football players stereotyped? Explain your answer.

Are players stereotyped differently if they are male, female, black?

# PLAYER ISSUES

What is prejudice? Prejudice is an opinion or idea which disregards basic facts. It is an unfair way to judge people, for example gay people shouldn't be able to get married.

Everyone deserves love and respect.

Answer the following question...

Some players are abused and shouted at by supporters, as a club what actions would you take to stop this? (Using safe search - look at what other clubs could do, do you think they do enough?)

# SUPPORTERS



Write down why supporters matter to a football club. Would it have an affect on the club if there were no supporters? Explain your answer.

Think about the different groups outside of football in your community - who might these groups be and why don't they come to games? How will you entice them to come to the club? How would this benefit the club? Write down a plan to increase supporter numbers.

# SUPPORTERS

How do supporters contribute to clubs?

Tick all the words below to show how you think they can help.

Turnstile operators

Programme Sellers

Match-day mic

Atmosphere group

Prawn sandwich production

Making tea for the directors

Making tea for the fans

Playing on the pitch

Lottery organiser

Sponsored skydives

Physio assistant

Manager

Mascot

Striker

Referees

Preserving history of the club

Singing

Bringing friends to games

Enjoying themselves

Support group volunteer

Representative for any club  
meetings

Referee assistant

Being welcoming to all the  
community

Encouraging new fans to join in

Owning a stake in the club

Being a fan elected director

Being a critical friend of the club

Creating a supporter corner at  
games

Liasing with away supporters

Fundraising for a new stand

Representing the club in a  
positive manner

Liaising with the police to keep  
everyone safe



# SCENARIO FIVE

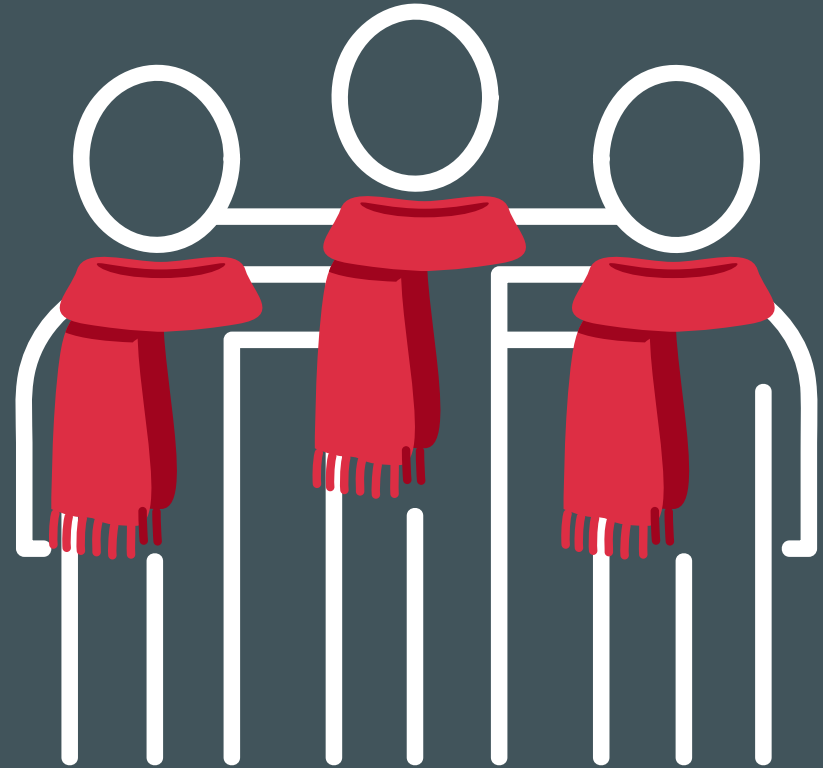
A group of supporters have been caught chanting racist and sexist abuse - how does this make you as a club owner feel? Does it reflect badly on you? What action might you take as a club? (Think about the long term and short term effects of your actions).

# SUPPORTERS' GROUPS

Can you find as much information about the supporters trust/group movement as possible? How many groups are there? What is the purpose of this movement? What's the difference between a trust and a group? Start by looking at the FSA website. Write what you find out below.

# SUPPORTERS' GROUPS

Thinking about your research above - list the ways in which a supporters group works alongside the club?





# SCENARIO SIX

A supporters group of your club has requested monthly meetings with you as club owners to understand more about how the club is run. Construct an email back to them to express your opinion - why do you think it could be a good/bad idea? If they do get involved, what should the club and group agree to do?

# OTHER STAKEHOLDERS

A stakeholder is a person with an interest or concern in something, especially a business.

Examples - Supporters, local businesses and charities, catering companies, player sponsors, schools, universities, police, stewarding and security companies.

Thinking about your community who would your stakeholders be? List them below.



# POLICE AND STEWARDS



Why are police and stewards needed at games? What different roles do they do on a match day? Are police needed at every game? Write your answer below.

Where do stewards have to work? (i.e car parks, turnstiles, concourses?) Why are they important? Write your answer below.

# SCENARIO SEVEN

After a year of running the football club, you have been promoted...

1. What changes will you make to your budget? Discuss below.

You have also decided to make some changes and would like to change the club badge...

2. What things might you do to help check this is the right decision? Who do you talk to before you change it? Discuss your thought process below.

AS YOU CAN SEE THERE ARE A LOT OF ELEMENTS TO RUNNING A CLUB.  
FOOTBALL CLUBS ARE **MORE THAN JUST THE 90 MINUTES** ON THE PITCH.

FOOTBALL CLUBS AFFECT THEIR COMMUNITIES AND  
**SUPPORTERS ARE PIVOTAL TO THE GAME.**

WE BELIEVE THAT FANS' VOICES ARE IMPORTANT IN THE GAME.

ARE YOU A MEMBER OF YOUR LOCAL SUPPORTERS GROUP?  
MAKE SURE YOU HAVE YOUR SAY.

GOOD LUCK WITH YOUR CLUB.

OUR JOB AT THE FSA IS TO SUPPORT SUPPORTERS.

WE ARE THE NATIONAL BODY FOR FOOTBALL SUPPORTERS.

ANY QUESTIONS ABOUT THIS WORKBOOK PLEASE CONTACT:

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