

FC COMMUNITIES

MATCH DAY PROGRAMME



THE GAFFER TAPES

The view from the touchline

As we come to the business-end of a hectic season, it's time to take stock of what we've achieved and how we might move on to the next level.



To be honest the finishing line is coming much too soon for the team as we've really built up a head of steam over the past couple of months with some cracking wins at home in Sheffield and on our travels in Norwich and London. Having said that, although we have finished strongly we can't sit on our laurels as there are plenty more areas we can improve on and a European campaign is also a possibility given the right levels of investment!

We started out in a spring heatwave and early training sessions were tough but rewarding as we looked to bed in a number of new signings. Over the summer months we began to develop a slick new tactical system with Mangan focusing on the coaching side and Stone and Jenzen combining beautifully with a number of young talents at Football Unites, Racism Divides. Off the field activities also progressed nicely with a number of relationships built with a range of football-related organisations, including Supporters Direct, the Football Foundation, the Professional Footballer's Association and Show Racism the Red Card. These helped the team get a better understanding of what is required to build a successful project in a competitive environment. But anyone who understands the game of

football knows that you only get the wins out on the pitch and in late Autumn we put together a string of fine performances. Perhaps the highlight was the whole team coming together for an excellent victory at home in Sheffield in October. Here, we saw tactical innovations, the creative use of new technologies and immense support from King Egbert School Boys. We had a slight bump in the road in November due to a no-show from another school in Sheffield and fixture congestion over the Christmas period meant that we couldn't always keep our eyes on the prize but these seem like minor setbacks now. Moving into the new year, 2016 saw another good performance in tricky circumstances in Norwich. Some slick passing and a couple of fine performances from two local Fakenham lads, gave us a narrow win and the celebrations in the Sports Park afterwards showed how much the win meant to the team (as demonstrated in the Research Highlights – pages 8-9).

We're now hoping for a big end of project celebration in May, where we'll hopefully be handing out prizes to many of those who have helped us along the way. And as I've said before with a bit of luck, we could be in Europe this time next year.

ACKNOWLEDGMENTS

This publication is the product of a piece of collaborative research between Football Unites Racism Divides (FURD), the University of East Anglia, Keele University and the University of Brighton.

It was conducted with funding from the Arts & Humanities Research Council as part of the Connected Communities research programme.

The content (re)presents research findings, in the form of a match day programme, that are the result of various innovative and conventional research methods. These include questionnaires (see pages 13-14), individual and group interviews, participant observation and performative participatory research (PPR) methods (that have informed the content of the articles that follow). Our aim has been to explore the role of football (and its connected constituents) as community resource(s) and global media product(s) in the lives of young people in a collaborative manner. In doing so we feel this is an appropriate form for the (re)presentation of our findings.

As such, The Inter Section (page 4) for example represents a multiplicity of young people's perspectives told through a single fictional author's voice, drawing inspiration from the work of Gautam Malkani to stylistically mimic the vernacular of our interactions with participants. Similarly, the Community Pages (page 12) have allowed us to promote socially responsible football campaigns designed by young people as a research exercise as if they had become fully realised. In the case of the Football Circus, this is an actual event being used to promote the research.

We would like to thank community partner FURD, a youth and community engagement organisation based in Sheffield, for helping act as cultural intermediary in reaching out to young people as well as the support of King Egbert School, coaches and participants involved with the Sheffield United Community Foundation and Fakenham Academy, Norfolk.

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Connected Communities

The AHRC is leading on Connected Communities, a cross-Council programme designed to help us understand the changing nature of communities in their historical and cultural contexts and the role of communities in sustaining and enhancing our quality of life.

<http://www.ahrc.ac.uk/research/fundedthemesandprogrammes/crosscouncilprogrammes/connectedcommunities/>

INTER-SECTION All-T

Where the local meets the global and the politics of identity

My dad supports Manchester United because he says they was the only team he knew of in Pakistan when he was young. He used to listen to the matches on the radio. Imagine only being able to hear the match and not see it. It must have been sick when he moved to England and could watch 'em on tv.

My dad supports Manchester United because he says they was the only team he knew of in Pakistan when he was young. He used to listen to the matches on the radio. Imagine only being able to hear the match and not see it. It must have been sick when he moved to England and could watch 'em on tv. He went to Old Trafford once and promised to take me some day. That would be sick. He says it weren't the same when he went to a match in Sheffield though. He says it were exciting but he didn't feel welcome so only went a couple times. I go if I get free tickets. They give out loads of tickets sometimes as part of their community programme. It's ok but the football is rubbish. Much better to watch Premier League on Sky.

When dad was younger there wasn't as much football on tv as there is now. He says the only live football was Serie A matches on Sunday afternoons. All English football was on satellite, which was too expensive back then. Well, it's still expensive I s'pose but we can afford more stuff nowadays. Some of the big English players had gone to play in Italy. Like, Paul Ince had moved from ManU to Inter Milan. He was one of dad's favourite players. Dad says he was a really strong midfield enforcer and back then he was one of only a few black players that had made it. I think that's why dad liked him. I guess you had to be strong back then, if you're black or Asian.

So, dad also supports Inter Milan. They're not very good these days though so I prefer watching Spanish football. I always watch ManU though. Dad sometimes watches with me but he's busy working at the weekends so usually it's just me

and my sister. She's not really into football but she's started coming down the youth club. They have a girls football session every Tuesday. They play just before us. They're alright, we always have a bit of a laugh as they finish and we're waiting to start. Most of 'em can't play very good though. Except this one lass. Somali girl. She has some skills, man. My sister just stands around chatting most of the time. I guess it's ok though. She wants to be different. Not end up just staying at home like mum. She has this thing about Cristiano Ronaldo, my sister not mum. She thinks he's well fit. Who cares about that, his skills are sick.

I follow CR7 on Instagram and that. And share stuff. Like if there's some new video on YouTube or whatever I'll tag my friends. We always chattin' who's better, Ronaldo or Messi. Ronaldo, obviously! I probably watch Real Madrid more since he moved there from ManU.

Lots of my friends support Liverpool or ManU (some like Arsenal or Chelsea). Some of the lads at school though support Sheffield United or Wednesday. They have their own banter but to be honest both clubs are shit, innit. They take the piss out of us ethnics (who support other clubs) because they say we glory hunters but like they all still watch the Premier League. I don't think it's a racist thing. It's just a laugh, innit. They give it when ManU lose. I give it back when their team loses, which is most of the time. The thing is, their families have lived in Sheffield for time; they have grandparents who would like go Bramall Lane on a horse or summat. I'm no glory hunter. I support ManU 'cause my dad does.

FOOTBALL NETWORK Thierry

Football Followers

👍 Like? 🗨 Dislike?

Young people are not obsessed by social media but do use it as a tool to keep informed and inform others about what interests them. Online networks tend to reinforce face-to-face connections with the addition of extremely loose ties that reach beyond their immediate physical lifeworlds.

There is a great deal of football related information online with which to engage, to share, to interact or to consume. Here's a quick round up of what our youngsters are up to in the footballing digitalis.



Tag a look at dis: Started following @leomessi on Instagram. I like to think every follower matters to him.

Check out the new Adidas 15.1 boots he's wearing #Messi15.

MyViews on YouTube:

Leading up to the latest instalment of El Clasico, F2Freestylers provided their review of Messi v Ronaldo's stats and request viewers to get in on the debate: www.youtube.com/watch?v=i4718ZGFEyA&app=desktop



Nice tricks in the sports hall from the Best Vines Footsal Skills 2015:

www.youtube.com/watch?v=29aVnpOeRU&app=desktop

Learn the Douglas Costa feint with the help of the SkillTwins tutorial. They're after 30,000 likes:

www.youtube.com/watch?v=HQ-BVLMhOBE

And, courtesy of Football Skills YouTube channel here's the man himself taking on Hector Bellerin in the Arsenal v Bayern Munich Champions League match:

www.youtube.com/watch?v=m7qa9VgWrQo

EA Sports – It's in the game:

So FIFA 16 arrived a couple of weeks ago and I've been playing it non-stop since. Started with Arsenal, obviously, then moved on to playing as Sheffield United, helped them get promoted then beat Wednesday. Oh yes!

I've been playing some random guy from Brazil. I was told I have to be careful. That people threaten to hack you if you beat them online. I haven't had any threats, just got to meet new people, make friends. Obviously not added them on Facebook and if they like say, 'Oh, what school do you go to?' That's weird! You live in Brazil – like what do you care?!

FEATURE ARTICLE

Los Modelos de Conducta de Fútbol?
La Liga's holy triumvirate

Elite professional football players are admired for their skills and followed through a range of media platforms. Young people use Twitter and Instagram to keep up to date on what their favourite players are doing and saying but show a healthy degree of cynicism towards what is done and said. In short this research found no real evidence that football players are seen as role models beyond wanting to be as good as them at football (perhaps along with some of the material benefits this generates).



Three names are consistently mentioned, Messi, Ronaldo and Neymar – the holy triumvirate of young people's football aspirations and horizons. Obviously for young people living in Norfolk and Sheffield, these players are first and foremost media stars, their performances viewed on satellite television (Sky covering La Liga on a regular basis) and subsequently scrutinised via countless Youtube clips, where particular goals, tricks, skills and celebrations were endlessly pored over and, usually, exulted. Interactive gaming, notably FIFA, also seems important in generating knowledge of both

foreign leagues, clubs and players and in allowing young people to experiment with playing styles, tricks, skills and celebrations. The valorising of these three (and other skilled sport stars) does not mean, though, that young people view their performances or lives uncritically, as many of the more hysterical role-model debates suggest. Young people are not easy to impress at the best of times. Combine this with an informed knowledge of the game derived from a range of sources (the media, yes, but also friends, family and so on) and the healthy scepticism that negotiating with these different sources entails and you have a group that is a long way from the cultural dupes that purveyors of lazy clichés imagine them to be. We should perhaps treat with caution the surveys which apparently show how many young people view footballers as role models. Simply ticking a box or writing down your favourite football player doesn't really indicate why they are considered to be role models.



Do football players matter to young people? **Yes**

Do they follow their performances and lives in great detail? **Of course**

Are their abilities on the field of play prized and evaluated? **Absolutely**

Would young people like to follow in their footsteps and have access to their talent, wealth and adulation? **You betcha**

Are they held up as beacons of probity or exemplars beyond their footballing skills? **Very, very rarely**

Put simply, the 'footballers as role model' claim has become one of those pieces of 'folk wisdom' that seems to be largely trotted out because surely it must contain a kernel of truth if it gets repeated that often. It has also become a stick with which to beat overpaid young men who happen to be good at a high-profile sport. Young people aren't stupid. They understand the rules of the game, the role of the media in hyping players and their indiscretions and they also understand (at least, to some degree) the pressures football players are under. Unless we find some actual evidence that Jack Wilshire smoking a fag in a Las Vegas Jacuzzi is encouraging young people to smoke, then maybe we should give up on trying to pretend that footballers have this sort of power to influence young people – at least, when it comes to off-field activities.

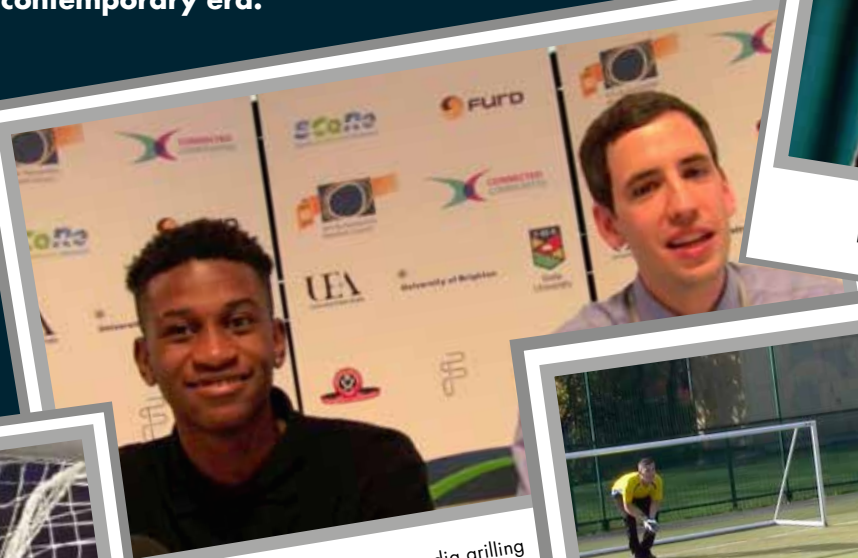


RESEARCH HIGHLIGHTS

These photos highlight the range of methods that were used to try to understand young people's engagement with football in the contemporary era.



"I just like football!" The concluding remark from a live interview at the FURD girls and women's football session.



Manager and striker facing a media grilling about alleged recent controversies.



A match during the workshop that leads to a penalty shootout...



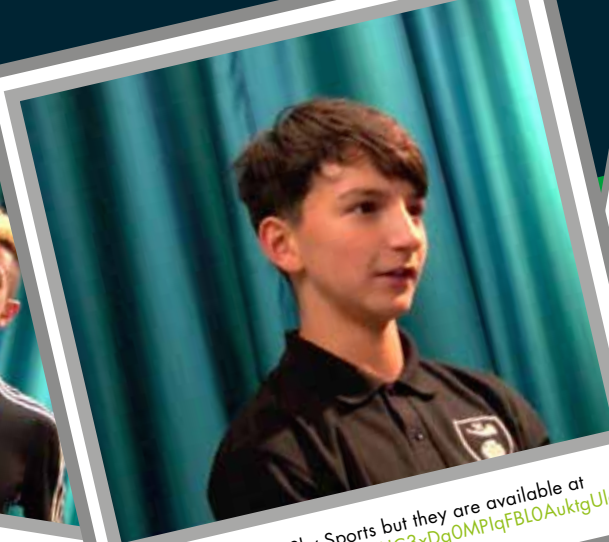
Preparing for the pre-match press conference in a research workshop



We made this - participants making their own films (available at www.youtube.com/channel/UC3xDg0MPlqFBLOAuktgUlgQ)



Player profiles being filmed in the sound studio at FURD.



It's not quite Sky Sports but they are available at www.youtube.com/channel/UC3xDg0MPlqFBLOAuktgUlgQ



Participants' initial draft of a football based social campaign.



...and the inevitable post-match interview.



Go fish - an angling based performance mimicking a YouTube clip of an Icelandic football club renowned for intricate goal celebrations <https://www.youtube.com/watch?v=QieyCqOVb-M>

A COACH'S VIEW

All credit to the club, we've got a great bunch of players and a good infrastructure so the kids can come, have a bit of fun and learn about how to behave. At the end of the day, that's what it's all about. If you ask me what's important about coaching I'd say:

Coaching children

- It's about **participation rather than performance**. Making sure that kids can have a bit of fun. They learn about how to behave and when they're here, they're not getting into trouble anywhere else. Very few of them are going to become professional players, but what's important is to get them playing together, learning how to co-operate and how to respect each other.
- As a coach, there's an element of **youth work in everything** we do. We're teaching them how to behave on and off the pitch. For that reason, respect is very important.
- It always helps if you've played for a well-known club, even if it's only trials or the academy. It gives you **credibility** with the kids.
- Going to football practice is great for the kids because it's **a different type of relationship with the coaches**. It's not family and it's not a student/teacher relationship. It's something entirely different. When you have the kids' trust, they'll tell you things, often quite difficult and emotional issues that they aren't confident enough to tell anyone else. So the role is often about lots more than football.

Coaching in the community

- You've got to **start with the local area** and build it from there. As a coach the kids all respect me because I'm from their local area. I know them all and I know their families. I understand the hotspots and why they happen. I know all the rivalries with other neighbourhoods, so we can just get started because they don't have to explain anything to me and I don't have to explain anything to them. It's about building trust and respect, not just with the kids but with their parents as well.
- You've got to **mix the local with the broader community**. Even though being a local is important, it's really good for the kids' confidence to mix. That forces them out of their comfort zone and shows them that you need to learn how to interact with strangers.
- Coaching isn't about finding the next generation of professional players. It's about **continuity and mentoring in the community**. In other words, finding the next generation of volunteers, mentors and coaches. We're constantly thinking about ways to get everyone involved and to keep them involved.
- You've got to make sure that it **feels 'proper'** so that you're on a proper pitch, with bibs and all the kit. Otherwise nobody will take it seriously and it shows a lack of respect.

Coaching as a way of life

- Coaches can end up being **important role models** in their communities. We lead by example and teach kids how to behave on and off the pitch. We're probably not celebrities, but they definitely all know us by name and they call out to us when they spot us anywhere.
- Most coaches have a love of the game and end up **combining professional and volunteering coaching**. We quite often work seven days a week sorting out various sessions and then coming along to help out.
- All the coaches I know **started off as volunteers**. Some of the older coaches asked me to help tidy things away after a session when I was 13 or 14. Me and my mates started helping out and then the coaches suggested we do the coaching training and it just started from there. So my whole life has been volunteering as a coach and then getting paid to do it. It's made me what I am today! And even now, I'm doing the same thing, I'm **looking for the next generation of coaches and volunteers**. We're like a big family here. It's not work, it's fun.



COMMUNITY PAGES

BULLY PROOF

Stay Strong, Overcome the Odds

Bullying has an impact on many people's lives. Whether it is physical, verbal, emotional or cyber bullying, it can be extremely distressing for the victims and their families.

People can suffer at home, work, school. It can happen on social media or in the street.

BullyProof involves football's biggest stars telling their stories of overcoming the odds.

Local clubs have encouraged players to address the issues faced by going into local schools and raise awareness.

#overcometheodds



RESPECT

Respect the Ref, Refspect yourself

Some of football's most controversial and most respected players have got together to support referees in what they hope will be a fruitful campaign.

Suarez the Refspect Strawberry has already become a global sensation on social media.

He has now been joined by Messi the Mango, Ronaldo the Rhubarb and Patrick the Peach in an animated film to promote Refspect.

#refspect



ROLL UP, ROLL UP, FOR THE SPECTACULAR
FURD

FOOTBALL CIRCUS



**Zorb out by joining in.
StreetKick the fun back
into football.**

Freestyle challenges, video confessions and digital football competitions – a FIFA masterclass where the winner takes it all. Fantasy Football for fans and followers of all ages.

**See the Mighty Magness
attempt fantasmagorical
football feats.**

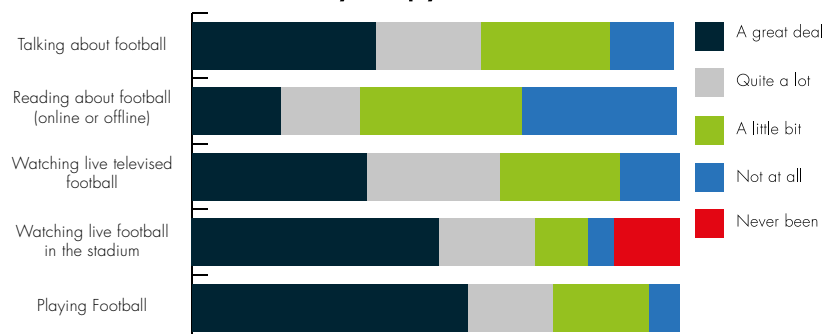
Soccer AM presenter and Freestyle Footballer, Dan Magness, will be attempting to break his own ball juggling World Record. The main event: A freestyle football match where style scores.

Further information available at www.furd.org or call 0114 258 7787

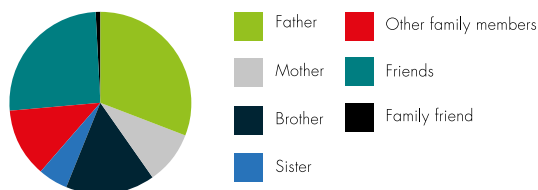


RECENT RESULTS

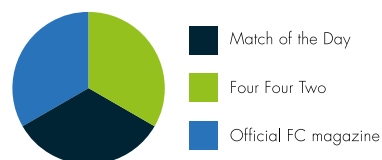
How much do you enjoy...?



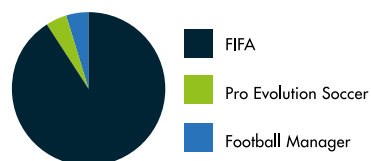
Who do you go to matches with?



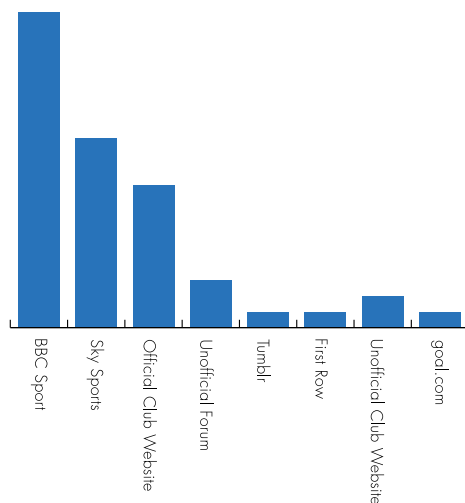
Magazines used to follow football.



Digital games played.



Websites used to follow football.

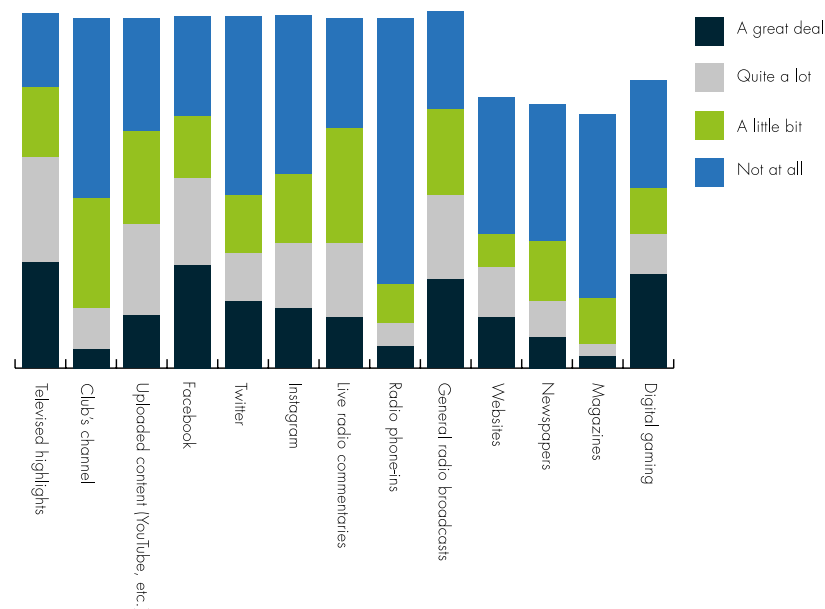


Favourite footballers.

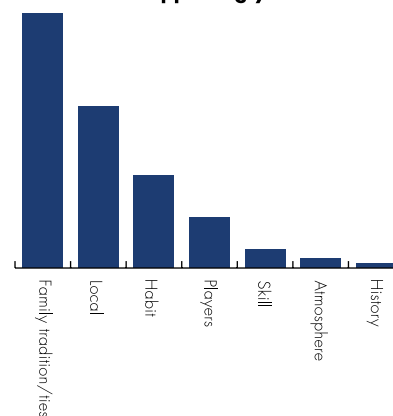
1. Messi
2. Ronaldo
3. Neymar

Others included: Suarez, Walcott, Rooney, Russell Martin, Oxlade-Chamberlain, Eriksson, Chris Sutton, Bradley Johnson, Thierry Henry, Harry Kane, Steven Gerrard and Rudy Gesteira.

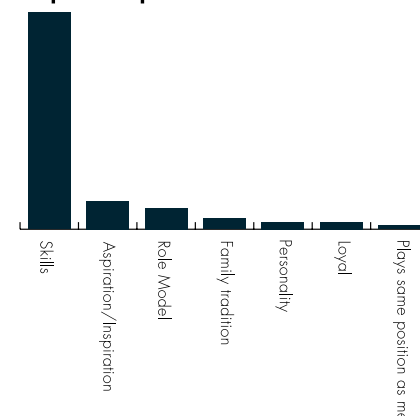
How do you follow your favourite team?



Reason for supporting your team?



Important qualities of favourite footballers.

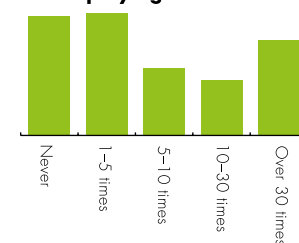


Top 10 supported teams*

- | | |
|----------------------|-------------------------|
| 1. Norwich | 6. Ipswich |
| 2. Liverpool | 7. Tottenham |
| 3. Manchester United | 8. Barcelona |
| 4. Chelsea | 9. Sheffield United |
| 5. Arsenal | 10. Sheffield Wednesday |

* Based on a sample of 132 in Norfolk and Sheffield

How many times have you watched your favourite team playing live?



TEAM SHEET

**BARKER'S
BOYS**



F.C. U-MIX

Manager:
Andrew Barker

Coach:
Isabel Barnes

1. **Dar**, Muhammad
2. **Little**, Andrew
3. **Rutter**, Bill
4. **Myers-Millington**, George
5. **Maziarz**, Krystrian
6. **Milnes**, Oliver
7. **Kamali**, Tamim
8. **Cunningham**, Alex
9. **Mtimbusya**, Patrick
10. **Ali**, Hamzah
11. **Sheriff**, Aiden

Manager:
Saudat Adinani

Coach:
Sandro Vashakize

1. **Barre**, Sumaiya
2. **Barre**, Suraya
3. **Artan**, Hodan
4. **Adriana**, Deborah
5. **Khushi**, Maryam
6. **Baruud**, Hafsa
7. **Ghaffour**, Ishmael
8. **Grant**, Mali
9. **Muhire**, Axel
10. **Lesco**, Laszlo
11. **Ahman**, Faizal

