

FOOTBALL AND ITS COMMUNITIES
INTERIM REPORT 2
Mapping Case Study Clubs' Communities
SHEFFIELD UNITED FOOTBALL CLUB

For the Football Foundation

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CONTENTS

	Page
1. Introduction	4
2. Resident/Neighbourhood Communities	6
2.1 Introduction	6
2.2 The Socio-Economic Context of Sharrow	6
2.3 Sharrow – ‘Community’ and Relations with Sheffield United Football Club	13
3. Business Communities	19
3.1 Introduction	19
3.2 Sharrow – The Local Business Community	19
3.3 The Bramall Lane ‘Business Community’ and Relations with Sheffield United Football Club	23
3.4 Sheffield United’s Main Sponsors	27
3.5 Sheffield United’s Match-day Stadium Advertisers	29
4. Communities of Disadvantage	32
4.1 Introduction	32
4.2 Sheffield’s Communities of Disadvantage	32
4.3 Sheffield United Football Club’s Interventions into Communities of Disadvantage	44
4.4 Other Sports-Based Interventions into Communities of Disadvantage in Sheffield	48
5. Supporter Communities	51
5.1 Supporter Communities (1) Introduction	51
5.2 SUFC’s National Supporter Communities	51

5.3	SUFC's Supporter Communities – South Yorkshire	55
5.4	A Socio-Economic Profile of SUFC's South Yorkshire Supporters	62
5.5	SUFC's Supporter Communities – Sheffield	77
5.6	A Socio-Economic Profile of SUFC's Sheffield Based Supporters	83
5.7	Supporter Communities (2) Introduction	98
5.8	SUFC's Supporter Communities – Formal Community Groups and Fan/Club Relations	98
5.9	SUFC's Supporter Communities – Informal Community Groups	102
5.10	Dislocated Supporter Communities	104
6.	Overall Emerging Themes	107
6.1	Introduction	107
6.2	Resident/Neighbourhood Communities	107
6.3	Business Communities	108
6.4	Communities of Disadvantage	109
6.5	Supporter Communities	109

1. Introduction

1.1 This is the second of four interim reports from the *Football and its Communities* research project being conducted at Manchester Metropolitan and Sheffield Hallam Universities between October 2002 and October 2005.¹ The project is a detailed investigation of football's relationship with, and impact upon, various types of 'communities'. The study is based upon detailed, longitudinal case studies of three major urban English football clubs: Leeds United, Manchester City and Sheffield United. This report is based on our analysis of Sheffield United Football Club. Similar reports have been prepared for Leeds United and Manchester City.

1.2 The brief of this second report is to present:

A 'map' of the different communities and constituencies at each of the chosen clubs, and an analysis of the relationships between these different 'communities' and the clubs, and their relationships with each other.

1.3 This report follows the project team's first interim report which provided a baseline analysis of the case study clubs' community initiatives and other sport-led community programmes in the case study cities. Project reports that follow this one are to be focused on the following areas:

- i. **Third Interim Report:** The full range of 'community' issues associated with stadium moves or stadium redevelopments
- ii. **Final Report:** A comprehensive set of recommendations for the Community and Education Panel covering policy changes, targeted areas for Panel investment, and best practice models for club community work.

1.4 The purpose of this report is to analyse the relationship between the case study football clubs and various types of 'communities' or groups of people. The research team has concentrated on four specific types of community to structure this report:

- i. Resident/neighbourhood communities
- ii. Business communities
- iii. Communities of disadvantage
- iv. Supporter communities

1.5 Resident/neighbourhood communities have been included in this report as these are arguably the most obvious and immediate communities of any football club. By referring to information provided by the 2001 national census and a range of other sources, we have analysed the demographic and socio-economic profiles of the geographical areas in which our case study clubs are located. We have also evaluated relationships between the football clubs and their local neighbourhood populations through interviews with local residents and club personnel, and observations conducted around the neighbourhood areas of the case study stadia. We have been particularly interested in investigating how the case study clubs impact upon the lives of local residents, and have sought to uncover case study club policies directed at these groups.

1.6 The research team has adopted a range of strategies to assess relationships between the case study clubs and business 'communities' of various types. We have conducted business surveys in the geographical locales of the case study stadia to measure the impact of football clubs on local trade, and have sought to uncover formal and informal links between the football clubs

¹ For more information on the project and its aims see www.footballanditscommunities.org.uk

and their neighbouring businesses. This has been achieved through interviews and observations conducted with local businesses around the case study stadia. We have also collected information on sponsors and advertisers at the case study clubs to evaluate the strength of links between the football clubs and local/regional businesses.

1.7 In the research team's first interim report, we noted the growing importance of concepts of 'disadvantage' in structuring our case study clubs' community work. For this reason, we have mapped levels of deprivation in the case study cities in this report, and have analysed the football clubs' interventions into 'communities of disadvantage'. We have also analysed other community sports interventions into communities of disadvantage within the case study cities to place the work of the football clubs into context. This approach provides a comprehensive evaluation of the targeting of community sports interventions in the case study cities, and offers valuable information on whether this work is being directed at communities most in need of assistance.

1.8 A number of strategies have been used to analyse the case study clubs' supporter communities. We have mapped a range of supporter databases to determine the geographical spread of fans who have a formal relationship with the clubs, and have compared these data against 2001 census results and other information to present socio-economic profiles of the areas in which supporters reside. The research team has also interviewed and observed supporter representatives, 'ordinary' fans, football club staff and a range of other individuals to determine how different groups of supporters relate to the case study clubs and vice versa. This approach has enabled us to determine the formal and informal ways in which supporter groups constitute communities. It has also helped us to determine whether the case study clubs conceive of their fans as communities, whilst evaluating any supporter-based community policies that the clubs may operate.

1.9 In addition to the four sections outlined above, this report also contains a concluding 'emerging themes' section. This section details a range of subjects and areas of potential investigation that have emerged during the research for this report. Information contained within this section will inform forthcoming reports which will emanate from the project team's continuing work.

1.10 The information contained in this report is taken from a variety of established sources and from project interviews and observations. All quotes from interviewees have been made anonymous in line with the project team's confidentiality agreements. All interviews and observations referred to in this report were conducted between October 2002 and February 2004.

2. Sheffield United Football Club - Resident/Neighbourhood Communities

2.1 *Introduction*

2.1.1 Sheffield United Football Club is based at the Bramall Lane stadium to the south of Sheffield city centre in Sharrow, towards the border with Heeley (see Map 2.1 for a map of the City of Sheffield). Three major arterial roads that transfer traffic from the city centre to outlying districts penetrate this area. Ecclesall Road in the north-east and Queens Road along with the railway line in the south-west of this district act as clear physical geographical boundaries.

2.1.2 In order to provide information on the residential/neighbourhood communities in the areas surrounding the stadium, this section will adopt two central strategies. First, information from the 2001 national census and the 2000 Index of Multiple Deprivation (IMD) report will be presented to indicate key features of the population in the Sharrow ward in which the club is based. Secondly, information from interviews and observations in the area will be presented to explain the strength/nature of 'community' in Sharrow and surrounding districts and the relationship between the local population and Sheffield United Football Club.

2.2 *The Socio-Economic Context of Sharrow*

Sharrow - Population

2.2.1 The resident population of Sharrow, as measured in the 2001 census, was 17,897 of which 52 per cent were male and 48 per cent were female. The average age of the local population was 31.6 which was younger than the average age of Sheffield as a whole (38.5), and England and Wales (38.6).

	Sharrow	Sheffield	England and Wales
Under 16	15	19.1	20.2
16 to 19	10.7	5.3	4.9
20 to 29	33.4	14.8	12.6
30 to 59	28.5	39.5	41.5
60 to 74	7.6	13.3	13.3
75 and over	4.8	8	7.6
Average age	31.6	38.5	38.6

Table 2.1: Sharrow - Resident Population and Age (%)

2.2.2 Sharrow is an area of considerable ethnic diversity. The main ethnic groups in the local area in 2001 were White (69% including White Irish), Asian or British Asian (16.3%), and Black or Black British (7.5%). The local Asian population was drawn principally from Pakistani heritage (10.7%) with significant numbers of residents of Bangladeshi (2.2%) and Indian (1.9%) heritage. The local black population was mainly of African heritage (4.2%), although a considerable number of residents of Caribbean heritage (2.8%) lived in the ward. There are also significant numbers of residents of mixed heritage (3%) and people who defined themselves as being Chinese or other ethnic group (4.2%).



2.1: City of Sheffield – Ward Boundaries

	Sharrow	Sheffield	England and Wales
White	69.0	91.2	90.9
of which White Irish	1.1	0.6	1.3
Mixed	3.0	1.6	1.3
Asian or Asian British	16.3	4.6	4.6
Indian	1.9	0.6	2.1
Pakistani	10.7	3.1	1.4
Bangladeshi	2.2	0.4	0.6
Other Asian	1.5	0.5	0.5
Black or Black British	7.5	1.8	2.1
Caribbean	2.8	1.0	1.1
African	4.2	0.6	1.0
Other Black	0.5	0.1	0.2
Chinese or Other Ethnic Group	4.2	0.8	0.9

Table 2.2: Sharrow - Ethnic Group (%)

2.2.3 Sharrow's ethnic diversity is particularly notable when compared to Sheffield as a whole and the national picture. The population of Sheffield was, according to the 2001 census, 91.2% white, whilst the population of England and Wales was nearly 91% white. Sharrow's Asian population of 16.3% compares to an Asian population in both Sheffield as a whole and England and Wales of 4.6%.

2.2.4 The ethnic diversity of Sharrow is similarly reflected in the ward's religious diversity. The largest single group in Sharrow defined themselves as Christian (43.6%) in 2001, but there was also a large Muslim population (19%). The other main faiths measured by the 2001 census were not particularly well represented in Sharrow but the area also had a very significant non-religious population (26.2%).

	Sharrow	Sheffield	England and Wales
Christian	43.6	68.6	71.8
Buddhist	0.9	0.2	0.3
Hindu	1.3	0.3	1.1
Jewish	0.3	0.2	0.5
Muslim	19	4.6	3
Sikh	0.4	0.2	0.6
Other religions	0.5	0.2	0.3
No religion	26.2	17.9	14.8
Religion not stated	7.8	7.8	7.7

Table 2.3: Sharrow - Religion (%)

Sharrow - Health

2.2.5 In Sharrow, over two-thirds of people described their health as 'good' (68.6%) in the 2001 census, with 10.1% of people describing their health as 'not good'. In addition, 17% of

the local population indicated that they had a long-term illness, health problem or disability that reduced their daily activities or work. In general, the stated health of the population of Sharrow is very similar to that of the whole of Sheffield and England and Wales.

	Sharrow	Sheffield	England and Wales
Good	68.6	65.2	68.6
Fairly good	21.2	23.5	22.2
Not good	10.1	11.3	9.2
With a limiting long-term illness	17	20.6	18.2

Table 2.4: Sharrow - Health (%)

Sharrow – Economic Activity and Educational Skills and Training

2.2.6 Sharrow is an area marked by relatively low levels of economic activity. Only one third of the population aged between 16-74 were classified as ‘employed’ in the 2001 census (33.6%). This compares very unfavourably with a national employment rate of 60.6%.

	Sharrow	Sheffield	England and Wales
Employed	33.6	55.7	60.6
Unemployed	5.5	4.2	3.4
Economically active full-time students	10.6	3.3	2.6
Retired	6.3	13.5	13.6
Economically inactive students	29	8.1	4.7
Looking after home/family	5	5.9	6.5
Permanently sick or disabled	5.5	6.2	5.5
Other economically inactive	4.5	3.2	3.1

Table 2.5: Sharrow - Economic Activity (%)

2.2.7 The economic inactivity of the population of Sharrow is explained to some extent by the high number of students living in the area which is related to Sharrow’s geographical proximity to Sheffield’s two universities and the nature of the housing stock which includes a significant private rented sector. Over a third of the local population were classified either as economically active or economically inactive students (39.6%). Beyond this, the number of people who classified themselves as unemployed was 5.5%, which was itself higher than Sheffield’s unemployment rate of 4.2% and a national unemployment rate of 3.4%.

	Sharrow	Sheffield	England and Wales
Had no qualifications	21	32	29.1
Qualified to degree level or higher	27	18.8	19.8

Table 2.6: Sharrow - Qualifications (%)

2.2.8 In 2001, the population of Sharrow was divergent from the local and national educational trend in two ways which suggest a well qualified population. Only 21% of Sharrow residents (aged between 16 and 74) had no qualifications, compared to 32% of Sheffield residents

and 29.1% of the population of England and Wales. Additionally over a quarter of Sharrow residents were educated to degree level or higher in 2001 (27%) compared to 18.8% for Sheffield as a whole and 19.8% in England and Wales. This can again be partly explained by reference to the student population and Sharrow's proximity to Sheffield's two universities.

Sharrow – Housing and Household Information

2.2.9 According to the 2001 census, the housing stock for Sharrow was made up primarily of terraced housing (42.6%) and flats (38.9%). Detached and semi-detached housing comprised only 17.2% of the housing stock in the ward, compared to 51.4% and 54.4% for Sheffield and England and Wales respectively.

	Sharrow	Sheffield	England and Wales
Detached	5.6	14.1	22.8
Semi-Detached	11.6	37.3	31.6
Terraced	42.6	29.9	26.0
Flat	38.9	18.6	19.2

Table 2.7: Sharrow Housing Information (%)

2.2.10 The 2001 census reveals that only 33.3% of households in Sharrow lived in owner-occupied accommodation compared to 60.2% for Sheffield and 68.9% nationally. According to the census, 32.1% of households in Sharrow lived in council or social housing, while 34.6% rented from a private landlord or lived rent-free. The number of households living in council or social housing in Sheffield and in England and Wales was lower at 30.3% and 19.2% respectively, while the numbers renting from private landlords was approximately 10% for Sheffield and 12% for England and Wales.

	Sharrow	Sheffield	England and Wales
One person households	40.4	31.6	30.0
Pensioners living alone	11.4	15.5	14.4
Other All Pensioner households	3.7	9.2	9.4
Contained dependent children	20.8	27.3	29.5
Lone parent households with dependent children	6.1	6.2	6.5
Owner occupied	33.3	60.2	68.9
Rented from Council	22.1	26.5	13.2
Rented from Housing Association or Registered Social Landlord	10.0	3.8	6.0
Private rented or lived rent free	34.6	9.6	11.9
Without central heating	14.8	8.2	8.5
Without sole use of bath, shower or toilet	2.1	0.5	0.5
Have no car or van	52.0	35.7	26.8
Have 2 or more cars or vans	12.9	21.5	29.4
Average household size (number)	2.4	2.3	2.4
Average number of rooms per household	4.8	5.1	5.3

Table 2.8: Sharrow – Household Information

2.2.11 The 2001 census shows that 40.4% of households in Sharrow comprised of just one member compared to 31.6% for Sheffield and 30% for England and Wales. The census also revealed that 11.4% of these households were pensioners living alone. The other key statistic relating to households is the number of lone parents with dependent children (6.1%), which is lower than both Sheffield (6.2%) and England and Wales (6.5%). The census also indicates that 14.8% of households in Sharrow did not have central heating, compared to 8.2% of households in Sheffield, and 8.5% in England and Wales.

2.2.12 In relation to access to private motor transport, 52.0% of households in Sharrow did not own a car or van compared to 35.7% for Sheffield and 26.8% for England and Wales, while only 12.9% owned two cars or vans (Sheffield 21.5% and England and Wales 29.4%). This last statistic is perhaps not too surprising given the large number of one person households in the ward, but it is also indicative of the levels of the extent of the poverty in the ward.

Sharrow – Multiple Deprivation

2.2.13 If the socio-economic indicators discussed above are considered together it is clear that the population of Sharrow is suffering from multiple deprivation rather than a discrete number of separate problems. This point is well illustrated through the 2000 Index of Multiple Deprivation (IMD) report.

2.2.14 The extent of the deprivation in Sharrow becomes apparent when it is considered that this ward is amongst the top 13% of most deprived wards in the country. Table 4.9 shows Sharrow's national deprivation ranking on income, employment, health, education, housing, child poverty and multiple deprivation.

Ward	IMD	Income	Employment	Health	Education	Housing	Child Poverty
Sharrow	1059	1009	706	1702	1806	776	437

Table 2.9: National Index of Multiple Deprivation 2000 (National Rank)²

2.2.15 Using the IMD report at a local level reveals Sharrow's deprivation compared to other wards in Sheffield. As Table 4.10 indicates, Sharrow is one of the more deprived wards in Sheffield, being in the top half of deprived Sheffield wards in all categories except education. Sharrow is also the most deprived ward in Sheffield for housing.

Ward	IMD	Income	Employment	Health	Education	Housing	Child Poverty
Sharrow	11	12	9	13	15	1	7

Table 2.10: National Index of Multiple Deprivation (Sheffield Rank)³

Sharrow – Population Summary

2.2.16 From the information above, it can be summarised that the population of Sharrow is distinguished by a number of central characteristics. According to the 2001 census and the 2000 IMD report, the population is:

- Diverse ethnically, with a large Asian/Asian British population
- Diverse religiously, with a large Muslim and non-religious population
- Healthy to a level commensurate with local and national standards
- Economically active to a level well below local and national standards
- Educated to a level above local and national standards
- Suffering from very poor housing
- Suffering from multiple deprivation

² A rank of 1 is assigned to the most deprived ward in the country and a rank of 8414 is assigned to the least deprived ward

³ There are 29 wards in Sheffield

2.3 *Sharrow – ‘Community’ and Relations with Sheffield United Football Club*

2.3.1 Whilst in the previous section, a detailed quantitative analysis of the demographics of the Sharrow ward was presented, we recognise that the populations that serve and host Sheffield United stretch beyond these administrative boundaries. In this section, a more qualitative approach which is less restrained by political demarcations is developed to reveal something of the character of the local area, its ‘community’, and the historical relationship between local people and Sheffield United Football Club. The information presented in this section was gathered principally through interviews and observations.

2.3.2 Sharrow itself has a long history which is reflected in the contemporary diversity of both its population and its physical appearance. Whilst evidence of its status as a wealthy suburb survives in the form of Victorian mansions to the west of the ward, closer to the city centre and Bramall Lane the scars of industrialisation and enduring poverty are revealed in industrial workshops, dilapidated mills and run down housing. Whilst there is only a limited stock of council housing consisting mainly of small flats and maisonettes, as we saw in the previous section, there is a large private rented sector which caters for the student market.

2.3.3 The availability of low cost rented accommodation has also contributed to the richness of the area’s ethnic diversity with Sharrow playing host to over 60 nationalities and even more languages. However, these statistics disguise significant localised residential patterns within the ward and beyond its immediate borders. Indeed, ethnic diversity is less marked in the areas immediately surrounding SUFC’s Bramall Lane stadium and in the neighbouring district of Heeley, which lies beyond the railway lines to the south of the ground. Hosting a predominantly white, working-class population, it is traditionally from these areas that much of United’s support would make the walk down the steep terraced streets towards the stadium, whilst London Road in the heart of Sharrow has provided a home for the many pubs and eateries frequented by fans migrating to the area on match days.

2.3.4 The psychological and physical segregation implied by these distinctions is both challenged and, at times, perpetuated by different forms of community organization in the area. The most significant of these in terms of direct liaison with SUFC is the Sharrow Community Forum which was formally constituted in 1997 as a community based ‘umbrella’ organisation with the aim to promote the regeneration of the area. Membership is open to individuals and organisations who live, work or have an interest in Sharrow and share the Forum’s objectives. As a formally constituted company limited by guarantee and a registered charity, the Forum is directed by a Board of Trustees who are elected by the membership annually. Staff are housed in office accommodation on London Road and have formed a number of local partnerships with key local regeneration agencies as well as the Federation of Stadium Communities and SUFC.

2.3.5 Beyond the Forum, whose board has specific powers to co-opt additional members in order to ensure that it reflects the diversity of the Sharrow communities, organised community activity has developed along the very lines of that geographical and ethnic diversity. Simunye is an inter-cultural project whose mission is to, ‘build community through the honoring and celebrating of cultural diversity’. The formal business of providing support to arts-oriented individuals, groups and enterprises via business advice, workshops and showcasing opportunities is supplemented by the Simunye Cafe on London Road which creates an informal space for the encouragement of people of varying backgrounds to integrate at their leisure.

2.3.6 Although governed by a philosophy of inclusivity, both in terms of promoting their own cultures to the rest of the local population and facilitating integration, the Asian Welfare Association based in Wolseley Road in the south of Sharrow and the Chinese Community Centre on London Road, are almost exclusively used by Asian and Chinese residents. Nevertheless, as elderly members play cards at the table in the corner of the Chinese Community Centre and others read newspapers in Mandarin or watch satellite television live from the Far East, the manager of the centre observes that with its open door drop-in policy, many see the centre as a second home.

2.3.7 At a more informal level, one general store on London Road acts, as one customer puts it, 'like a community centre' itself. Human traffic continually passes through, some customers popping in for essential groceries and others for international phone cards, whilst stopping for a quick chat with the local shopkeeper. The shop owner seems to know everyone and, with one eye almost constantly fixed on the street outside, continually acknowledges those not entering his shop. Beyond the business of selling everyday commodities, he provides advice on bus routes, offers character witness statements for application forms and chats to people about their lives whether they are buying eggs or just taking time to read the local paper.

2.3.8 For some it is clear that this range of community organisations is reflective of a continuing community spirit and vibrancy in the area. One community activist who has been resident in the area for 35 years and was instrumental in the foundation of the Sharrow Community Forum reflected that:

educating people to look after their own patch can be mind blowing but there is no greater joy than seeing a group of people come together and say yeah, we can do that... Just because you live by a sports stadium doesn't mean you have to put up with all sorts of shit. I passionately believe that.

2.3.9 Whilst supportive of organised community activity, other residents to whom we spoke were more skeptical about the capacity to overcome the decline and disappearance of 'community' spirit. One elderly resident in his late 80s who has lived in John Street, which forms one side of Sheffield United's ground, since 1939 lamented on changing formations of class and community:

I class myself as a working man...I like being among ordinary people and in those days they were nice people. I'm not saying they're not nice now but they don't mix and help each other...You could leave your door open [then]. People were more honest.

2.3.10 The part that Sheffield United played for these people was as much as a social club as a football club. The chair of the Official Supporters Club remembers Bingo in the old cricket pavilion that stood before the modernisation of the South Stand. 'It was for local people that weren't football supporters necessarily'.

2.3.11 In part such perceptions may relate to our respondent's formative impressions of the area during the Second World War when 13 bombs landed on Bramall Lane and the cellars along his block of terraced houses were joined together. Since that time the area has been transformed both through the demolition of housing and the re-settlement of the area with new residents. In this respect the most noticeable change along London Road in recent years has been the increased presence of the Chinese community which has seen a series of new businesses

contribute to the regeneration of the area which was quite run down until the last couple of years. In the last year alone, half a dozen new Chinese owned businesses ranging from a Noodle Bar to a Travel Agents have opened in spaces where derelict properties formerly stood.

2.3.12 Despite the cultural diversity within Sharrow, there is little sign of overt disharmony or conflict being driven on racial or ethnic lines, even if the degree of cultural exchange and mutual integration remains limited. One West Indian resident on the Lansdown Estate noted that there was no ill feeling between different groups, but that this was due to the various groups 'keeping themselves to themselves'. At least in the perception of local residents, this is a perspective which until relatively recently could equally be applied to Sheffield United.

2.3.13 Prior to the commencement of the club's 'Community Day', Sheffield United's engagement with minority ethnic communities had been extremely limited even beyond a lack of presence amongst the base of paying supporters. For local community activists and campaigners, this detachment of the club from local affairs had extended well beyond the issues associated with the emerging cultural diversity of the surrounding district. Prior to the most recent programme of redevelopment at the ground associated with the Chairmanship of Kevin McCabe, there was a perception that the club had little concern for the interests and needs of local residents. Regardless of the validity of these assertions, this situation enabled opposition to a series of planning applications to be mobilised which ultimately resulted in them being rejected.

2.3.14 Once more this belief that the club did not have concern for local residents was in part a reflection of structural changes in the wider society which had contributed to the post-war dispersal of families to outlying districts of Sheffield and south Yorkshire, and the subsequent wider use of the motor car as a mode of personal transport. As one resident of Heeley pointed out:

The biggest change on match day is the number of cars...Years and years ago most people walked or went by bus but now most people go by car.

2.3.15 This change in motor car usage took place prior to the development of residents parking schemes, the management of traffic or even the effective control of visiting supporters which were increasingly agitating local residents. Since that time the club has become more sensitive to the needs of the local community and with the foundation of the Sharrow Community Forum and the succession of Kevin McCabe, himself born in Sharrow, to the position of PLC Chairman, the planning submission for the redevelopment of the John Street stand was premised upon a more co-operative approach. We will review this development and subsequent planning issues in more detail in interim report 3. More pertinent here is the emergence out of this new approach of a formal partnership, known as the Blades Community Partnership (formerly Sharrow Partnership).

2.3.16 Initially formed to address the management of the Sharrow Community Hall and the Blades Enterprise Centre, which formed part of the re-development of the John Street stand, the partnership includes representatives from the club, the Enterprise Centre, the Sharrow Community Forum, Football Unites Racism Divides and the Federation of Stadium Communities. As it has developed, the partnership has begun to address a range of community issues which relate to the everyday concerns that go with living near to a major venue without attempting to address what is not achievable. As the Chair of the partnership meetings, who is a longstanding resident and campaigner reflects on the match day situation:

Match day is like a church calendar. It's gonna happen. There's a load of traffic which comes at 10, then it goes. Well its a bit like match day. Match day the traffic comes in here for 2 or 3 hours and then its gone. People moan about match day because unlike church day match day brings with it the litter, the noise, the disruption... Yes match day brings litter but because of the partnership we have and the discussions even before the partnership I see things getting better and better as we go along. Today we have litter picks the day after matches. The traffic is the other issue. Aside from the football ground we already have a traffic problem in Sharrow. It's the way the land is laid out. [But] it doesn't give them the right to park and block people in...

The pubs do get invaded by home fans...because home fans are still Sheffield people I suppose that gives them the right to come to their home club and pub and I suppose it does...there's nothing wrong with that but it doesn't give them the right to come into the community and get absolutely pissed up and go down and fighting and pissing wherever they go...[but] Saturday night in Sharrow suddenly the world has turned into lager louts and food eaters. We must have at least 40 eateries on London Road and it's nothing to do with football...when people are being sick and urinating everywhere that's when people get upset...that's unpleasant.

2.3.17 The range of issues and how they are integrated into local patterns of life has led the Partnership to seek a re-assessment of its role which is now subject to discussion with a view to pursuing the objective of promoting 'good relationships and integration between the club and community and to actively seek ways to work for the benefit of both'. There is strong evidence that this objective is being achieved with the Chair of the Partnership suggesting that local attitudes towards the club have improved 50% since the completion of the John Street development. Reflecting an entrepreneurial attitude every bit as astute as that of the PLC Chairman the mantra runs: 'If you don't like your football club, make friends with them.'

2.3.18 It is important to note that SUFC's physical presence is not confined to the Sharrow district. The club's academy training facility, officially opened in 2002, is located in the north of the city in Firshill where local residents have been presented with a new football club presence and some of the associated tensions that go with it. We will discuss this development in more detail in our final report, but it is worth reflecting here that some of the lessons of community engagement in Sharrow have been put to good use in the establishment of the new academy.

2.3.19 In addition to the provision of a full community programme which involves local people in sports activities on site, the Academy Director has ensured that community consultation has been a key feature of the physical development of the site. As such the Chairman of the Firshill Residents' Association is on the Academy board and residents have been leafleted in relation to specific building proposals and staff have attended residents' meetings and community events. Local residents have also been invited to become members of the social club, especially as the Forgemasters' works, sports and social club had previously been on the site. The club has responded to residents' concerns about additional traffic and potential road accidents by funding road calming measures and have adopted a relaxed attitude towards local people coming on site whilst responding sensitively to disruptive behaviour.

2.3.20 This is not to say that Sheffield United have addressed all of the concerns of all their neighbours or fully engaged with all of the diverse communities represented in the two areas. Indeed, whilst one of the main club sponsors of Sheffield United is the Chinese Fruit Juice company Desun, the engagement of the club with the local Chinese community is currently quite limited, although there is a presence at the Community Day and some plans for developing links through the Academy's Community Programme. Perceptions are hard to shift, though, and from our interviews it has been revealed that in the past Chinese people in the area would avoid going out on match days due to the threat of 'trouble'. Whilst much of the older generation still associate football with violence and try to discourage an interest amongst younger elements, these fears have been moderated as those that have grown up in the area have responded to the more positive and less threatening atmosphere on match days. Nevertheless, the interweaving of commercial considerations with community concerns appeared to be more limited when the Chinese Community Centre approached the club with a request to perform a Lion Dance display at a match to raise money for a Chinese New Year event and were reportedly met with the response, 'What's in it for us?' For one interviewee at least, there is still 'no apparent welcome or encouragement from Sheffield United'.

2.3.21 For the most part it would appear that the presence of Sheffield United in Sharrow seems to go largely unnoticed by local residents, apart from an increase in noise before and after games. The primary concerns of local people are more likely to revolve around the fear of crime, the presence of drug users, anti-social behaviour and refuse collection. However, on occasion more dramatic disturbances can and do arise. One long standing resident suggested to us that disorder is not as widespread as it once was:

In Sharrow [the football] doesn't bring much vandalism. I've lived in Sharrow for nearly 35 years and back then I think there was more vandalism then because you would have hundreds of people charging up Shoreham Street from the railway station and windows might go in but today the organisation of away fans is pretty well organised.

2.3.22 Those responsible for the management of fans are conscious of the continuing disruption that can be caused as a consequence of football rivalry. The Police Football Intelligence Officer responsible for Sheffield United reflecting on the location of disturbances told us that:

its more and more further afield. It's certinally not in the stadium now...so the violence takes place outside the stadium. Sometimes at set fights quite far away, but our worst trouble is in the City Centre on a Saturday night between Sheffield Wednesday and Sheffield United fans at about 8, 9, 10 o'clock, a good 4 hours after a match.

2.3.23 As Gary Armstrong (1998)⁴ argues 'antagonisms and oppositions around football identities in Sheffield take many forms, but have always centred round the conflicting loyalties of Blades [Sheffield United fans] and Owls [Sheffield Wednesday fans]'. Incidents involving these fans can have repercussions beyond the fan communities and those who are directly involved, as the Football Intelligence officer went on:

⁴ Armstrong, G. (1998) Football Hooligans: Knowing the Score (Oxford: Berg)

Our approach involves quick response which involves the blue light and going the wrong way up a one way street and people being manhandled out of the way and being told in no uncertain terms, 'leave the area, its gonna be dangerous', and that can be very frightening for people who are not used to that kind of treatment from the police.

2.3.24 More typically, though, it was the invisibility of the football club in the area which was increasingly noted by residents, even on match days.

Whereas once you would know whether United had won or lost as soon as you walked into a pub on a Saturday night, now you don't even know there has been a match sometimes.

2.3.25 On the other hand the positive benefits of proximity to a football ground were noted by one local proprietor who personally had no interest in football. He was very positive about the atmosphere on match days saying how he, 'enjoys the red and white coming down the road. It brings a lot of life into the area'. For others this extends to personal interaction which can lead to lasting personal relationships and community ties, whilst acknowledgment of less positive relations always remains present:

I have a parking spot that I give to a Sheffield United fan who parks there every week and I've seen his kids grow up and every year I get a box of chocolates or a bunch of flowers - cos I wouldn't take any money - and a lot of people in Sharrow are like that. 'Yeah you can park there. Are you coming every match. OK then you park here every match and then I don't have to worry about it it'll be sorted'. A lot of people think like that. But that's the nice people. You get a lot of people coming in with their car and thinking their God and they'll park where they want to park. They pay their road tax and they're going to the match and they're the people that are a nuisance.

Summary

2.3.26 From the interviews and observations conducted by the research team, a number of summary conclusions can be made about the population of Sharrow and its relations with SUFC:

- Sharrow is an ethnically and socially diverse neighbourhood, although there is evidence of segregation both in terms of the physical and the cultural geography of the area
- This segregation is both challenged and perpetuated by the nature of organised community groups and their work
- Whilst residents do experience a range of problems associated with litter, traffic, congestion and noise, the club's presence outside of match days largely passes by unnoticed
- Relations between SUFC and local residents have improved markedly following the development of formal channels of communication between the football club and local stakeholders
- Some ethnic groups feel less engaged with the football club than others

3. Sheffield United Football Club - Business Communities

3.1 *Introduction*

3.1.1 The research team has adopted a number of strategies to assess the relationship between Sheffield United Football Club and a variety of 'business communities'. First, we conducted a census of businesses located around the Bramall Lane stadium to gauge the impact of the football club on the level and character of local trade. Second, we undertook observations in the areas around Bramall Lane and interviewed local business owners and employees. Again, we wanted to gather their thoughts on the impact of the football club on local trade, and uncover any formal or informal relationships that they might have with SUFC. Finally, we gathered information on the main sponsors and stadium advertisers at SUFC. We thought that this strategy would provide us with a measure of the relationship between SUFC and the local business community by showing how many of the club's sponsors and advertisers were drawn from the local area.

3.2 *Sharrow – The Local Business Community*

3.2.1 The research team conducted a visual survey of businesses in the immediate area surrounding Bramall Lane and London Road in Sharrow in April 2003.

3.2.2 The research team concentrated the census on five main areas around the stadium (see Map 3.1):

- Area 1: East of Shoreham Street up to St Mary's Road and Duchess Road to the north and the Sharrow boundary to the south and east
- Area 2: The area between Shoreham Street and Bramall Lane up to St Mary's Road in the north and Alderson Road in the south
- Area 3: The area west of Bramall Lane up to St Mary's Road in the north and Alderson Road to the south
- London Road
- Bramall Lane

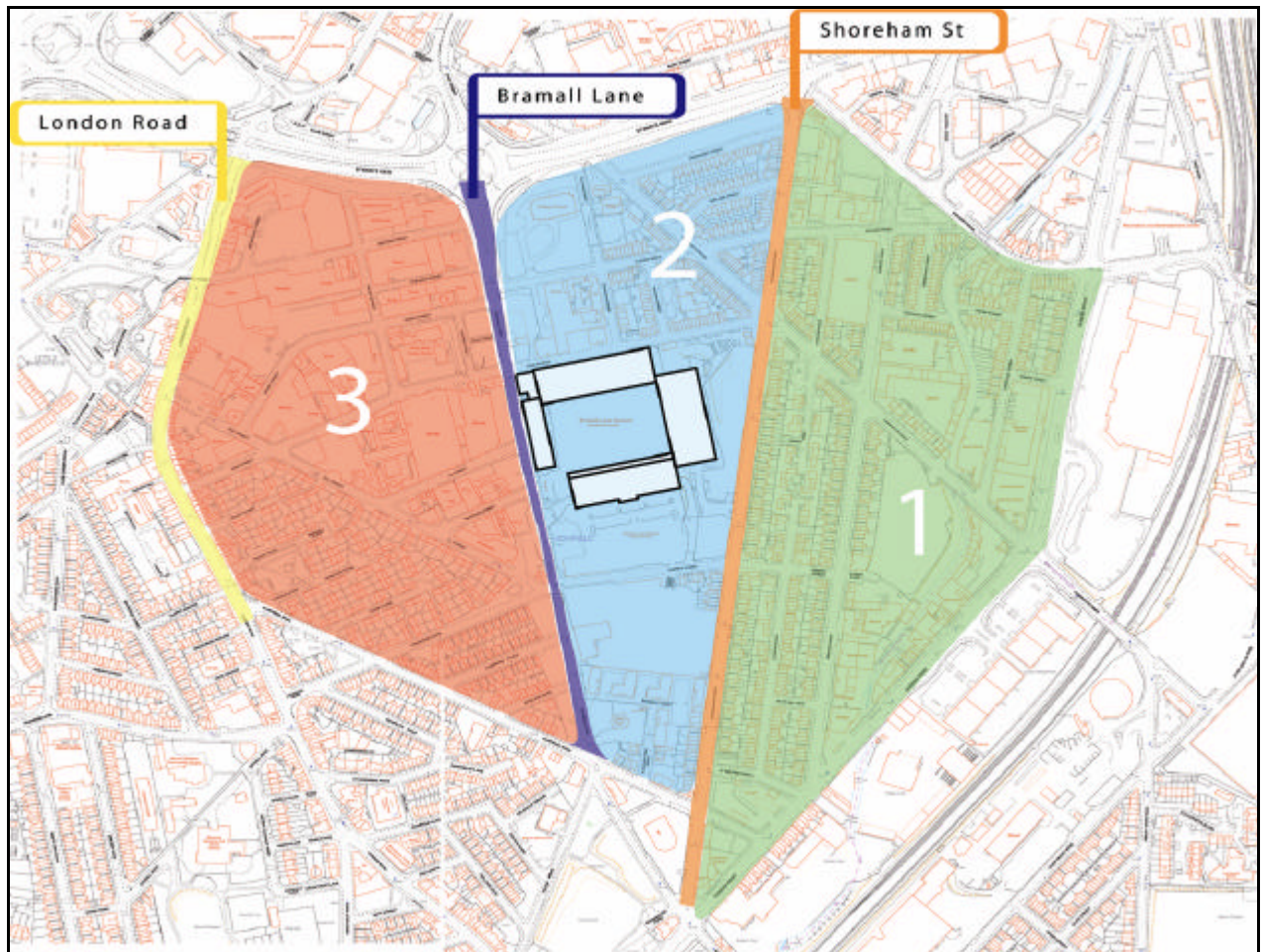
3.2.3 London Road in particular, but also Bramall Lane and Shoreham Street, are the main thoroughfares through Sharrow that are most likely to house businesses influenced by the activities of the football club. Both London Road and Bramall Lane are so heavily populated by businesses that it was felt worthwhile to include them as distinct entities in their own right. The three identified 'areas' include the network of streets which criss-cross the spaces between these main roads. As such, the businesses in these areas represent Sheffield United's most immediate geographical 'business community'.

3.2.4 The businesses around Bramall Lane were classified into 14 categories:

- Public House
- Takeaway Food Outlet
- Restaurant
- Bookmaker
- Newsagents/Off License
- Other Shop/Retail
- Public Services
- Managed Workspace

- Light Industry
- Heavy Industry
- Warehouse
- Empty Property
- Place of Worship
- Other Services

The principal aim was to judge how many local businesses rely directly or indirectly upon the existence of the football club (and especially the club's supporters) for their level of trade.



Map 3.1: Sheffield Business Survey Areas⁵

⁵ Crown Copyright Ordnance Survey. An Edina Digimap/JISC supplied service.

3.2.5 Figures 3.1 and 3.2 show the results of the Sheffield United business survey. Figure 3.1 indicates the collective nature of the ‘business community’ in the area around the Bramall Lane stadium. The most striking feature of the area’s business community is the relatively high number of shops (especially along London Road and in Area 3 which borders London Road – see Figure 3.2). This balance is explained by the fact that London Road is historically a key retail centre going back to the times of market trading, although the type of outlet located here has changed with the population over the years.

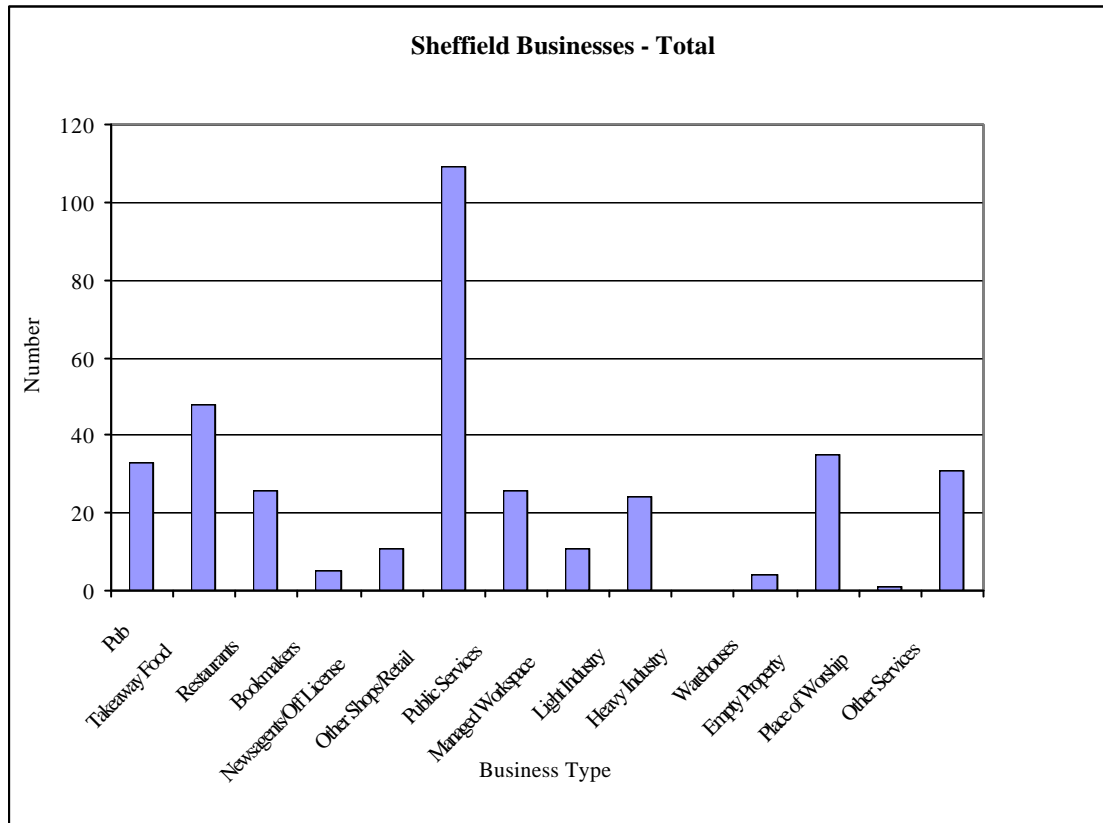


Figure 3.1

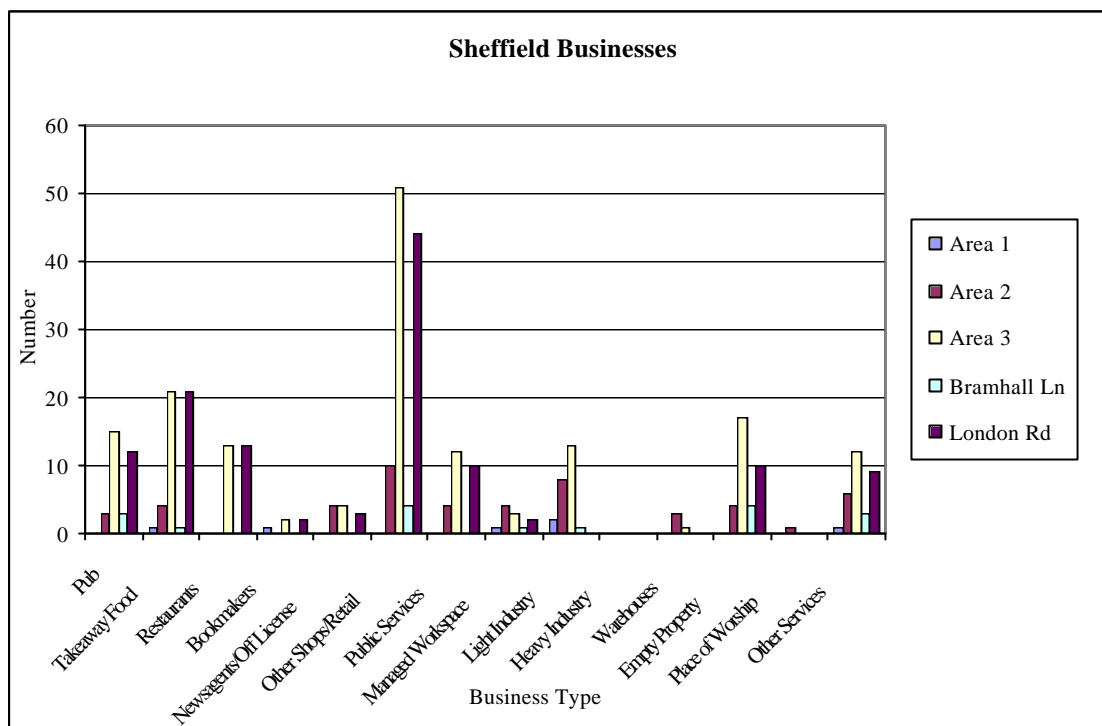


Figure 3.2

3.2.6 We assumed that case study stadia would have a large number of public houses, takeaway food outlets, bookmakers and newsagents/off-licenses in their immediate vicinity. All of these business categories were very well represented in the case of Sheffield United: 33 public houses; 48 takeaway food outlets; 5 bookmakers; and 11 newsagents/off licenses; as well as 26 restaurants. The volume of public houses, takeaway food outlets and restaurants in the area is particularly striking, especially when compared, for instance, to the 6 public houses found in the vicinity we surveyed around the Maine Road Stadium in Manchester. However this may be related to their proximity not only to the football club, but also to a large student population and the area’s status as a location for evening entertainment.

3.2.7 Despite the extent of economic activity in the area, the third highest business category that we registered around Sheffield United’s stadium was the 35 empty/derelict properties. This indicates the continuing status of the district as an area in need of economic regeneration, as well as the shifting basis of the local economy in terms of a transition from manufacturing industry to service sector business. Whilst there are still a significant number of operational industrial units in the area as a whole (24), much of the area between Bramall Lane and London Road is populated by former industrial mills and workshops which are slowly being filled by a myriad of small scale retail and service sector businesses. However, this process is gradual and partial, leaving room for more substantial development and regeneration.

Summary of the Sheffield United 'Business Community'

3.2.8 From the information gathered during the business survey, it can be concluded that the area around the Bramall Lane stadium is characterised by:

- High numbers of shops/retail outlets
- Very high numbers of takeaway food outlets and restaurants
- A relatively high number of public houses
- Significant numbers of empty business properties
- Transition from industrial sector to service sector

3.3 *The Bramall Lane 'Business Community' and Relations with Sheffield United Football Club*

3.3.1 In addition to carrying out a census of local businesses in the Bramall Lane area, the research team also conducted a series of interviews and observations around the stadium to determine the influence of the football club on local businesses. The research team wanted to understand better how Sheffield United's presence influences business operations in the local area. We wanted to study formal and informal relations between local businesses and the football club, and determine the level to which the football club had influenced local business practices. We also wanted to know whether the football club had provided 'benefits' to the local 'business community'.

3.3.2 The concentration of visible economic activity around the food and entertainment industry has contributed to the perception of the area as being run down, transient and even unsafe. Certainly the high volume of pubs and takeaways does at times lead to a proliferation of litter, noise and fouling of the pavements, whilst the turnover of businesses in the area ensures that there are regularly boarded up properties. Having said this, the area's diversity has ensured the visibility of a dynamic multi-cultural vista of continental cuisine, supermarkets and international call shops. The most noticeable change along London Road in recent years has been the increased presence of Chinese run businesses. The long standing existence of a Chinese supermarket has encouraged other businesses to open which have contributed to the regeneration of the area. In the last year alone, half a dozen new Chinese-owned businesses have opened ranging from a Noodle Bar to a hairdressers to a Travel Agents where before stood derelict properties. Given the lack of any obvious relationship between the football club and the Chinese community we are confident that these developments have been largely unrelated to the presence of the football club.

3.3.3 What is possibly more significant are the wider structural changes in the economic base of the area, and Sheffield more generally. The decline of traditional manufacturing industry, which once peppered the area, has forced the many pubs which serviced the industrial workforce to adjust to new market conditions. Whilst from our observations supporters do not tend to stay in the local pubs after matches, preferring to head into town or back to where they live, healthy profits can be made from the pre-match trade. One supporter noted how the numerous pubs within walking distance of Bramall Lane managed to keep operating whilst so many in other parts of the city were being closed down. Some of the local pubs maintain a regular custom throughout the week but those situated next to the ground are virtually empty outside of match days.

3.3.4 These pubs look and feel dated, offering little to attract the more discerning consumer. Inhabited in the week by a few lost souls, they are transformed on match day when

customers of a pub on Denby Lane are greeted on entry by a doorman who the landlady relies on for his knowledge of all the different faces and groups of supporters who attend the games and drink in the pub. These are her regulars. 'Away' supporters who make their allegiance known are refused entry. This is a 'Blades' pub as indicated by the coloured engraving of the Sheffield United badge on the window and the variety of memorabilia adorning the interior. Even the carpet is patterned with the Blades insignia, as if to symbolise the place's real purpose when it is unpopulated during the week.

3.3.5 The landlady points to the closure of much of the local industry as a cause for the down turn in trade during the week. She says they rely on the few students that stop in on their way into town, but admits that requests to the brewery for money to develop the pub are not met with enthusiasm. Her market is the football supporter and the need for refurbishment is, therefore, seen as unwarranted. She hopes that the building of new student accommodation nearby might prompt the management to widen their horizons and create a market on non-match days.

3.3.6 As with other stadiums, it should be noted that match-day related business activity around Bramall Lane is not only confined to fixed business premises. Mobile catering vans, licensed merchandise traders, unlicensed merchandise traders, fanzine sellers, and the occasional young 'car minder' routinely provide their services in the vicinity of the ground on match days. Indeed the Max Snax 'mobile' catering facility, whilst permanently moored on Bramall Lane only opens up when events take place at the stadium.

3.3.7 Whilst economic opportunities are provided on match days, with the effect on pubs and takeaway food outlets being particularly pronounced, matches also change the pattern of business and can create a certain degree of nuisance for some local businesses. For one shop owner, in his premises on London Road, sales shift to cigarettes and Coca Cola from the otherwise prominent flow of phone cards and fresh samosas over the counter in the midst of continuing friendly exchanges with regulars in red and white shirts. Others adopt a more cautious approach with pubs in the immediate vicinity of the ground in particular employing door staff to keep 'visiting' fans out as a consequence of previous instances of trouble. Only one pub, directly opposite Sheffield station, is regularly and openly patronised by 'away' supporters.

3.3.8 The problems associated with licensed premises can extend well beyond the environs of the ground, though, and well into the night on match days as a consequence of the previously highlighted rivalry between fans of the two Sheffield clubs. As the Football Intelligence Officer explained:

sometimes when they [Sheffield United 'lads'] use the train with the station at the bottom [of town] and the pubs they like to use at the top up by the University, they have to pretty much walk through the whole city centre when they've returned home by train...and vice versa and that's when there's a recipe for trouble. There are pubs generally on the line from the station up to West Street. A lot of the door staff will not have the Sheffield United lads in and that is a result of intelligence that gets passed ... The [name of pub] has recently had problems two weeks in a row. They've now seen it in their business interests not to let the Sheffield United lads in and that's not yet been challenged by the Sheffield United lads so they'll be looking for somewhere new to drink and we'll be looking over the next few weeks to see if they go somewhere else.

3.3.9 Beyond the problems presented to local businesses by fan disorder and rivalry, the club has established increasingly positive relations with the local business community, largely as a consequence of the work of the Sharrow Community Forum. Through the partnership that was forged with the club around the plans to develop the new John Street stand, local business have established a significant presence at the Bramall Lane stadium both in terms of use of the Community Hall, which is managed by the Forum, and the Enterprise Centre which has its reception on the corner of Bramall Lane and John Street. Established with the assistance of Objective One regeneration funding, the concept behind the development of the centre was to provide a space for young emergent businesses and particularly those led by business people from minority ethnic groups. As the Chair of the Blades Partnership explained:

The Blades Enterprise Centre is full of office facilities for young businesses who are starting up and merely getting on their feet. And in there they employ a manager to make sure that those offices get filled... One of the jobs of this new manager is to make sure that 25% of these offices are filled by ethnic minority businesses. That part of the agreement wasn't happening and eventually the manager was changed and a new manager came in, namely [the manager] who's there now... And we thought that a feasible number was perhaps 6% of the whole thing to be ethnic minorities. Today we have partnership meetings down there and... the whole of that building is practically full. And the goal of getting so many ethnic companies in there has been filled.

3.3.10 The tenants' wider relationships with the club are restrained, however. Apart from the display case just inside the door filled with Sheffield United merchandise, the reception of the Blades Enterprise Centre seems like that of any other office building. Beyond this transient space you become aware of how so many different businesses can be housed here, as the office space extends far beyond the small tower in the corner of the Stadium down the full length of the John Street Stand. But as one of the directors of a not for profit charitable company based there explains, 'you wouldn't really know you were in a football club. People think we sit down and have dinner with the players...'. In general, there is no direct relationship with the club and it has to be re-iterated to potential employees that they are not going to work for the football club.

3.3.11 One of the reasons for moving into the Enterprise Centre when it opened was that the then Centre Manager seemed to have fostered a welcoming culture towards new ventures. The rent is also more favourable than for other accessible locations, although it is still in fairly close proximity to the city centre and within easy reach of a number of different bus routes. The directors suggested, though, that the initially welcoming environment has changed and that, although they are not made to feel unwelcome, they do feel somewhat invisible. There is little sense of a community within the centre beyond the shared use of technical services and the communal orders to local sandwich shops which are facilitated by the receptionist.

3.3.12 For other Enterprise Centre businesses run by Sheffield United fans, the location within the stadium is recognised as both a source of attraction and a potential business threat. For a lifelong Sheffield United supporting director of an independent lending firm, having an office located within the stadium was a big attraction with access to use of executive boxes for meetings providing an additional natural ice-breaker. At the same time the official company address that he uses is The Forsyth Enterprise Centre, John Street, rather than the more usual Blades Enterprise Centre, Bramall Lane, because he wants to avoid any possibly negative immediate associations with Sheffield United Football Club. Despite these issues, he does enjoy being known around the

ground by different members of staff and is hoping to use these connections to open doors to getting work with the players. Beyond these informal relations with Sheffield United staff, there is no real connection between the businesses in the Enterprise Centre and the club, although the director is keen to get some advertising either pitchside or on the scoreboard which he recognises as being more to do with flattering his own ego than boosting his business.

3.3.13 Sheffield United's own ambitious plans may lead to a more direct impact on local business activity in the medium term if planning permission is granted for their plans for a £50 million integrated entertainment complex which could create up to 2,500 jobs in the leisure sector and 2000 jobs during the construction phase. The plans include a casino, retail food and drink outlets, a health club, a museum featuring the history of the club and the Sharrow district, indoor sports facilities and a children's play area. These plans are seen by the club as pivotal to the regeneration of Sharrow and the club's future prosperity. The Sharrow Community Forum has been consulted extensively and the positive relationship has ensured support for the development which is increasingly pro-active, as the Chair of the Blades Partnership points out:

Well in the future, Kevin McCabe our property tycoon is hoping to put a hotel on the corner of Bramall Lane. And I am with him all the way on that. However it's not happening yet. Until that happens, yes we've got that all in our heads that we need to get people in the wings, trained up, ready to apply for those jobs. If you're not trained up and ready, it's our own fault. If you're going to employ local people, local people must be trained up to go into those jobs. Otherwise they'll bring people from outside the community and then it's your own fault.

Summary

3.3.14 From interviews and observations conducted by the research team, the following conclusions can be drawn about local businesses in the Sharrow area and their relationships with Sheffield United Football Club:

- The presence of SUFC in Sharrow is increasingly central to plans for the economic regeneration of the area
- Sharrow business people and local residents believe that public houses and takeaway food retailers benefit most from the presence of the football club in the local area
- Many public houses are primarily sustained by income generated on match-days by football fans
- Some local businesses encounter a range of trading problems associated with match-days, including access problems and public disorder
- Whilst significant business activity takes place on the stadium site, there are very limited relations between businesses occupants and SUFC

3.4 *Sheffield United's Main Sponsors*

3.4.1 The table below lists the location of Sheffield United Football Club's main sponsors for the 2003/2004 season.

SPONSOR	LOCATION
Westfield Health	Sheffield
Torex / Direct Wholesale / Duds	Sheffield
Sheffield Newspapers	Sheffield
Hallam FM	Sheffield
Radio Sheffield	Sheffield
Dendale	Sheffield
Sheffield Assay Office	Sheffield
Sheffield Co-Operative	Sheffield
Pyramid Carpets	Sheffield
Gordon Lamb	Sheffield
Global Windows	Sheffield
Henry Boot (Hallam Land Management)	Sheffield
Arnold Laver	Sheffield
EDS	Sheffield
Abbey Friar 1&2	Sheffield
Carlsberg	Leeds
News International	London
Ladbrokes	London (Harrow)
Le Coq Sportiff	London (Hertfordshire)
RCA Advertising	Lanchashire
PFA Football in the Community	Manchester
Nationwide	Swindon
Streetwise Sports	Warrington
Desun	China

Table 3.1: Sheffield United's Main Sponsors, 2003/2004

3.4.2 As Table 3.1 indicates, SUFC has 24 main sponsors. The locations of these have been listed according to the sponsor's main operating base, or in the case of multinational corporations, the company's UK headquarters.

3.4.3 Table 3.1 indicates that all but 7 of SUFC's main sponsors are located in Sheffield (70.8% of total); 2 elsewhere in Yorkshire; 2 in London; 2 elsewhere in the UK; and 1 overseas.

3.4.4 The club's local sponsors include a variety of business types from small-to-medium local businesses (such as Global Windows and Pyramid Carpets), local media outlets (such as Hallam FM and Sheffield Radio), and national organisations that operate from the city (such as EDS). The club's regional sponsors are major national and international brands with a regional base (Ladbrokes and Carlsberg), whilst the sponsors from London and other parts of the UK are similarly major national and multinational firms (Nationwide and News International). Interestingly it is the overseas firm, Desun, who is the club's primary customer and shirt sponsor.

3.4.5 It should be noted that a number of the companies listed above sponsor Sheffield United as part of broader relationships with the football industry. For example, the PFA principally provide sponsorship/funding for the club's Football in the Community (FiTC)

activities, Carlsberg are partners of the FA, News International own Sky TV which televises Football League and FA Cup games, whilst Nationwide were themselves, of course, the main sponsors of the Football League until Summer 2004.

Summary

3.4.6 From the information above, it can be concluded that SUFC:

- Has fewer sponsors than MCFC, but more than LUFC
- Has a high number of local sponsors, relatively few national sponsors, and only one regional sponsor
- Draws little sponsorship from national or multinational corporations
- Has a number of companies that sponsor the club as part of broader relationships with the football industry

3.5 *Sheffield United's Match-day Stadium Advertisers*

3.5.1 The research team conducted a survey of stadium advertisers at Sheffield United's Bramall Lane Stadium in October 2003. The table below lists the sponsors and the location of their main operating base. In the case of multinational corporations, the location of UK headquarters have been listed, except where the company trades only from overseas.

ADVERTISER	LOCATION
Barrels and Bottles	Sheffield
www.FireplaceDirect.co.uk	Sheffield
BBC Radio Sheffield	Sheffield
T.C. Harrison (JCB)	Sheffield
Direct Wholesale	Sheffield
Peter Brooks Honda	Sheffield
Gordon Lamb MG/Rover	Sheffield
Fox and Oke Building Contractors	Sheffield
A.G. Group (Canon Copiers)	Sheffield
Global Conservatories Windows and Doors	Sheffield
Henry Boot (Property Devt. Land Mgt. Construction)	Sheffield
Sheaf Self Drive	Sheffield
The Sheffield Star/GreenUn	Sheffield
Plumco (Plumbing and Heating Supplies)	Sheffield
Taylor & Emmet Solicitors	Sheffield
Major Events Security	Sheffield
B. Braun	Sheffield
ELG Haniel Metals Ltd	Sheffield
Autoworld	Sheffield
Sheffield Cooperative Society	Sheffield
Pyramid Carpets	Sheffield
Hallam FM	Sheffield
S & M Furnishings	Sheffield
Westfield Health Centre	Sheffield
WinchesterCars.com	Sheffield
Autosave (St. Mary's Gate)	Sheffield
CrystalPeaks.uk.com	Sheffield
FURD	Sheffield
Birley Moor - News and Off License	Sheffield
Hendersons Relish	Sheffield
Blades Superstore	Sheffield
Magic AM	Sheffield
Dearneside Fabrications	Sheffield
Gilders Volkswagen	Sheffield
Hallam FM Arena	Sheffield

Table 3.2: Continued

ADVERTISER	LOCATION
Sheffield Assay Office	Sheffield
Arnold Laver	Sheffield
Century Mills Factory Warehouse	Sheffield
GarySinclair.co.uk	Sheffield
Northern Rock	Gosforth
Carlsberg	Leeds
Gordon Lamb Toyota	Chesterfield
VodkaKick	Chesterfield
Nisa Today's	Scunthorpe
The Sun (News International)	London
Decathlon Sport and Leisure Megastore	London
Logbook Loans	London (Dartford)
SkyBet	London (Isleworth)
Le Coq Sportif	London (Hertfordshire)
Arriva	Sunderland
Gala Bingo	Nottingham
Nationwide	Swindon
Bet Fred	Warrington
Streetwise Sports	Warrington
Carlotti Italian Inspiration	Warrington
CIS Insurance	Manchester
Bank of Scotland	Edinburgh
RC&A Sports Advertising	Lancashire
Sports Management Ltd.	Lancashire
Base London	Loughton, Essex
DeSun	China
Stan James (Bet Online)	Gibraltar
Ikon (IkonFootwear.co.uk)	Boston, USA

Table 3.2: Sheffield United's Match-day Stadium Advertisers, October 2003

3.5.2 Table 3.2 indicates that SUFC draws advertising for its stadium from a range of locations. Of the 63 advertisers listed, 39 are based in Sheffield (61.9%), 6 in the north and North Eastern region (9.5%), 5 in London (7.9%), 9 elsewhere in the UK (14.3%), and 4 operate from outside the UK (6.3%). This represents a far heavier concentration of advertisers from the immediate locale than was the case with Manchester City and Leeds United.

3.5.3 In common with MCFC, however, the football club's stadium adverts emanate from a range of business sizes and types. The club draws local advertising from traditional heavy engineering firms (Dearnside Fabrications, ELG Haniel Metals Ltd), local media outlets (Magic AM, Hallam FM, BBC Radio Sheffield, the Sheffield Star), a variety of service industries ranging from major local car traders (Gordon Lamb) through to the smallest of local businesses (Birley Moor News and Off License). Similarly, it attracts advertising from national (Northern Rock) and international (Carlsberg) companies at a regional level, and a number of international companies from around the country (Bank of Scotland, Nationwide) and offshore (Stan James).

3.5.4 As is to be expected, a relatively high number of SUFC's sponsors also advertise products at the Bramall Lane stadium. Such companies include the club's primary sponsor, Desun.

Summary

3.5.5 From the information above, it can be concluded that SUFC:

- Has significantly more stadium advertisers than LUFC and MCFC
- Draws the majority of its stadium advertising from locally-based companies
- Draws a significant amount of advertising from small-to-medium sized national companies
- Draws little stadium advertising from national or multinational corporations

4. Sheffield United - Communities of Disadvantage

4.1 *Introduction*

4.1.1 This section will be split into three parts. In the first, an outline of the main ‘communities of disadvantage’ in Sheffield will be presented to indicate those areas most in need of outside assistance and support. The second section will map Sheffield United’s interventions into these communities, and will question whether the club is targeting its work correctly. The final section will show the location of a variety of other sport-related interventions in Sheffield.

4.2 *Sheffield’s Communities of Disadvantage*

4.2.1 The analysis in this section is based on the Government’s Indices of Multiple Deprivation (IMD) published in 2000. The report was commissioned to provide a ward level index of deprivation structured around six ‘domains’: income; health; education; child poverty; housing; employment; and geographical access to services⁶.

4.2.2 According to the IMD, Sheffield is suffering from relatively high levels of deprivation. In the 2000 report, 3 out of Sheffield’s 29 wards (10.3%) are amongst the top 1% of deprived wards in England. In addition, a further 7 Sheffield wards (24.1%) are amongst the top 10% of deprived wards in England. This means that over a third of Sheffield’s wards are suffering from acute or serious deprivation by national standards.

4.2.3 The Sheffield wards that are suffering from the most serious levels of deprivation can be found in Table 4.1.

WARD	NATIONAL IMD RANK
Southey Green	43
Burngreave	60
Manor	76
Park	98
Firth Park	129
Castle	198
Nether Shire	369
Darnall	561
Owlerton	605
Brightside	635

Table 4.1: Deprived Sheffield Wards – Index of Multiple Deprivation

4.2.4 In terms of geographical location, acute deprivation in Sheffield appears to be concentrated in two swathes moving out from the city centre to the north (Castle, Burngreave, Firth Park, Owlerton, Nether Shire, Brightside and Southey Green) and to the east (Manor, Darnall) (see Map 4.1). As such, much of the existing regeneration work in the city has focused on the expanse of former industrial areas to the north of the city. These wards are located away from Sheffield United’s ground in Sharrow, although the Sharrow ward does border the Park ward in the south.

⁶ Geographical access to services is not included in the discussion here as it is not relevant to discussions of urban deprivation. The measure was included in the IMD to measure poor access to services in rural areas.

4.2.5 A significant number of Sheffield wards score highly on the individual deprivation domains measured by the IMD. In terms of income, 11 Sheffield wards (37.9%) are amongst the top 10% of deprived wards in England. The most deprived wards in terms of income can be seen in Table 4.2:

WARD	NATIONAL INCOME RANK
Manor	94
Southey Green	98
Burngreave	123
Park	137
Firth Park	163
Castle	283
Nether Shire	401
Brightside	611
Owlerton	688
Darnall	757
Norton	783

Table 4.2: Deprived Sheffield Wards - Income

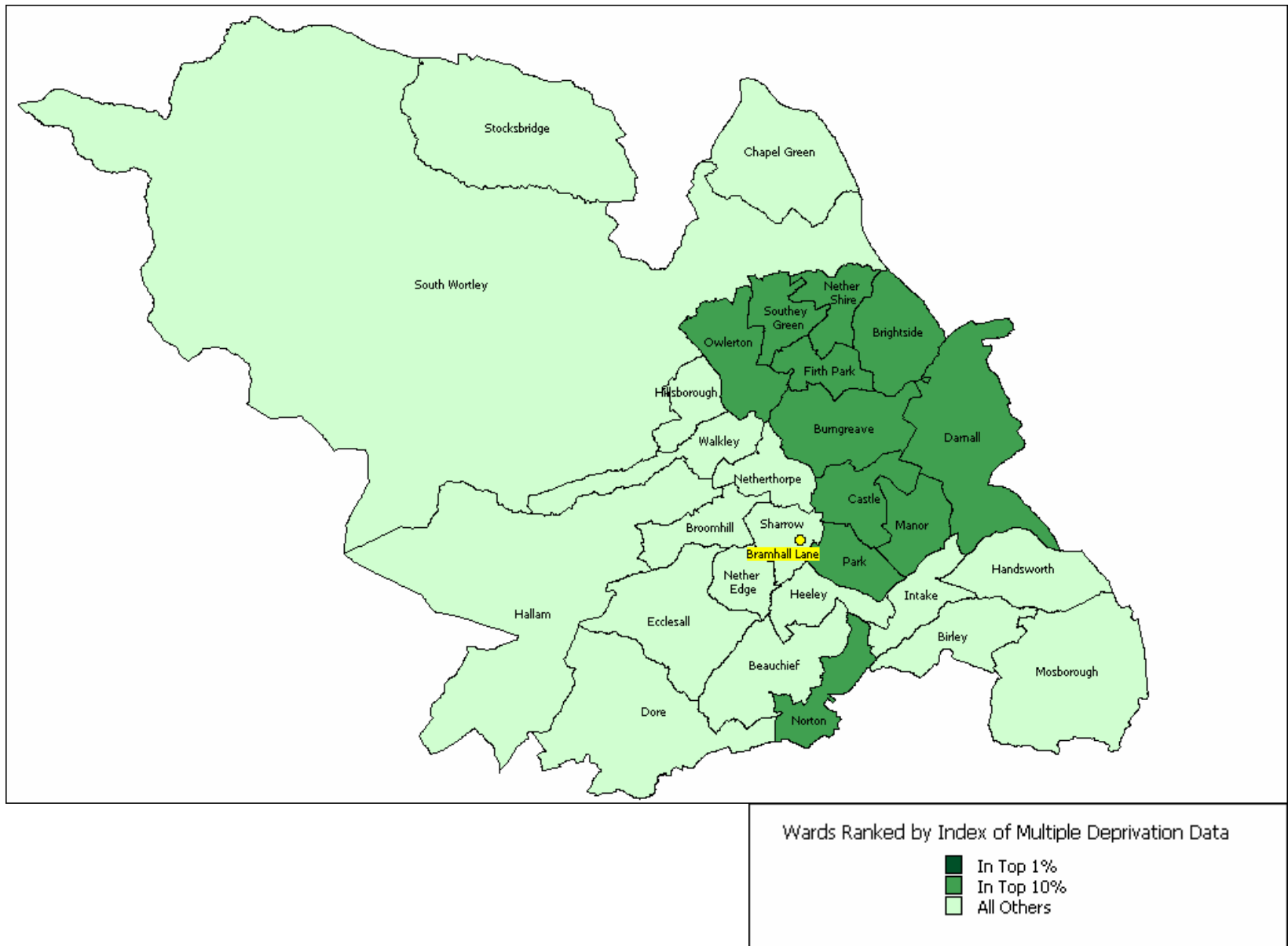
4.2.6 The geographical spread of the most intense income deprivation in Sheffield is again concentrated in the north (Southey Green, Burngreave) and east (Manor), although the Park and Norton wards in the south also feature prominently (see Map 4.2).

4.2.7 On measurements of health, Sheffield scores relatively well on the IMD, at least in comparison to Manchester. Less than a quarter of the city's wards (7 wards – 24.1%) are in the top 10% of deprived wards for health in the country.

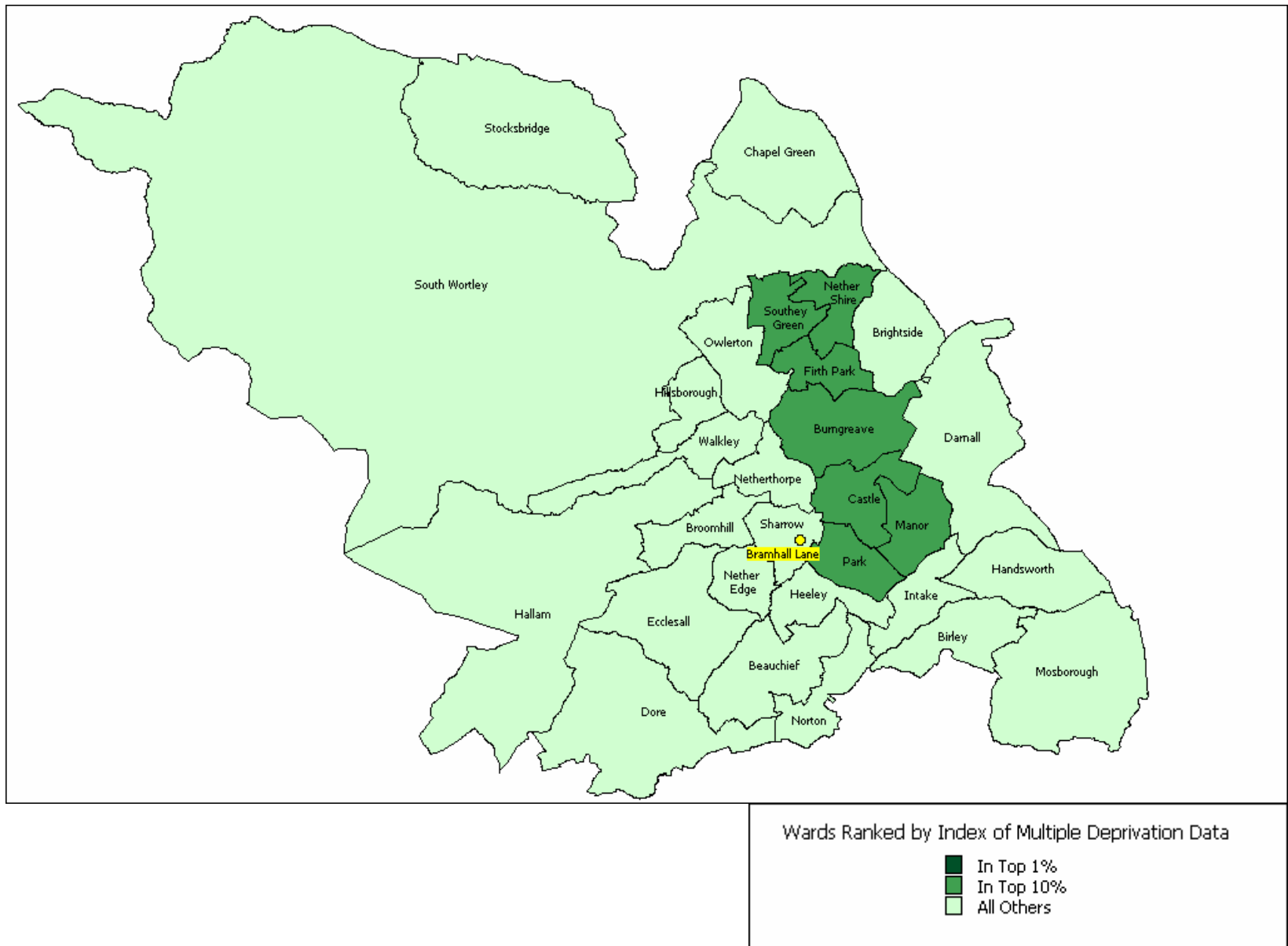
WARD	NATIONAL HEALTH RANK
Southey Green	223
Manor	247
Burngreave	343
Park	358
Firth Park	409
Nether Shire	457
Castle	511

Table 4.3: Deprived Sheffield Wards – Health

4.2.8 A similar geographical spread can be identified in relation to health deprivation in Sheffield with the most intense deprivation being located in the north (Southey Green, Burngreave), the east (Manor) and south (Park) (see Map 4.3).



Map 4.2: City of Sheffield – Index of Income Deprivation



Map 4.3: City of Sheffield – Index of Health Deprivation

4.2.9 In terms of education, Sheffield scores much worse and has a significant number of very deprived wards (see Table 4.4). Six of the city’s wards (20.7%) are in the top 1% of deprived education wards nationally, and a further 5 wards (17.2%) are in the top 10%. This means that a total of 11 of Sheffield’s wards (37.9%) are in the top 10% of deprived education wards in England.

WARD	NATIONAL EDUCATION RANK
Southey Green	4
Park	12
Castle	38
Firth Park	40
Owlerton	43
Manor	79
Burngreave	98
Darnall	116
Brightside	132
Nether Shire	174
Handsworth	424

Table 4.4: Deprived Sheffield Wards – Education

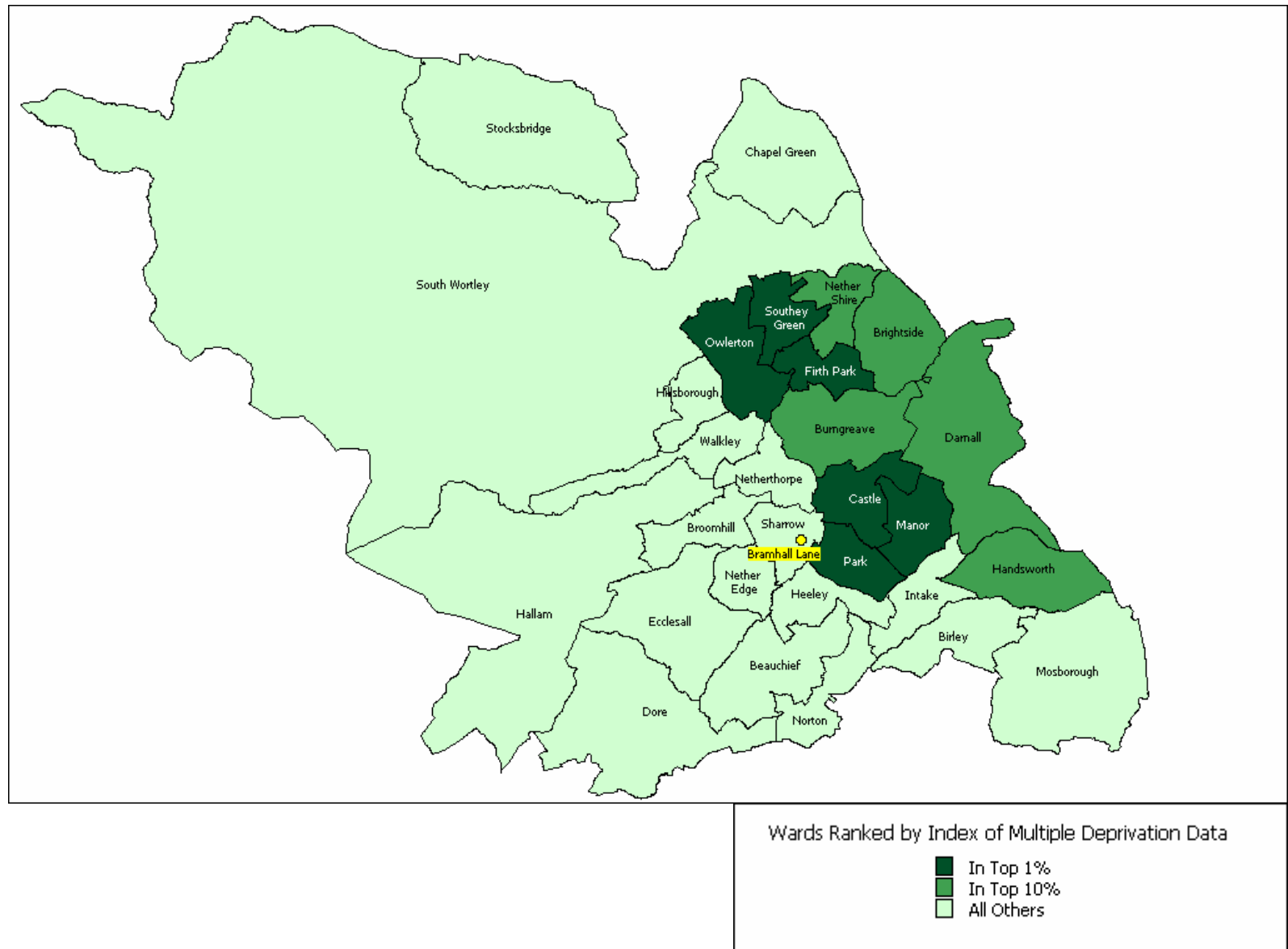
4.2.10 Education deprivation in Sheffield is more geographically dispersed with wards from the north (Southey Green, Firth Park, Owlerton), centre (Castle), south (Park) and east (Manor) all featuring in the top 1% of most deprived wards in the country (see Map 4.4).

4.2.11 On child poverty, none of Sheffield’s wards are in the top 1% of deprived wards nationally. However, the city still has 8 wards (27.6%) that are amongst the top 10% of deprived wards for child poverty in England.

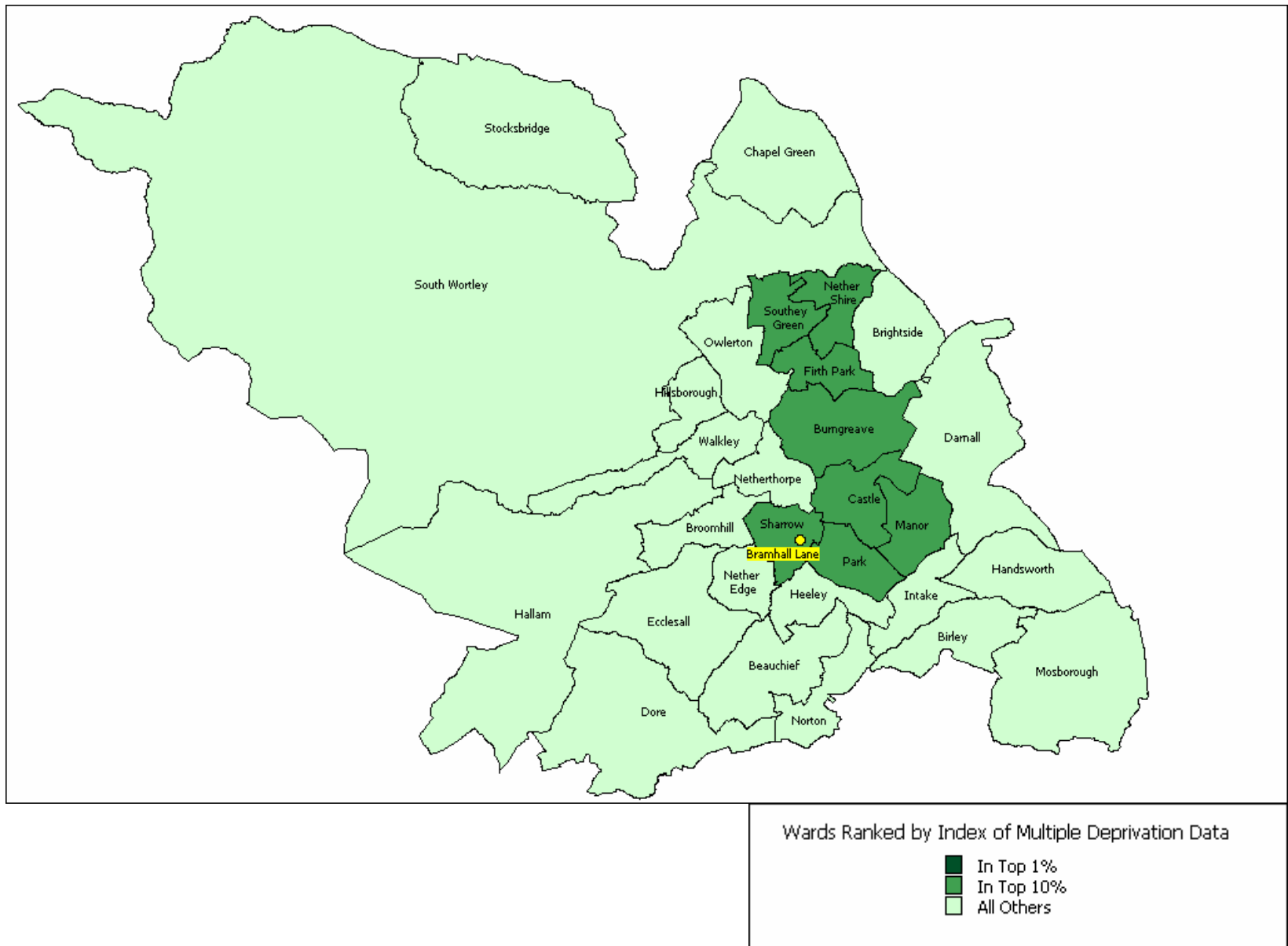
WARD	NATIONAL CHILD POVERTY RANK
Park	99
Manor	101
Southey Green	155
Firth Park	248
Burngreave	277
Castle	305
Sharrow	437
Nether Shire	563

Table 4.5: Deprived Sheffield Wards – Child Poverty

4.2.12 Child poverty in Sheffield is similarly dispersed across the city, although the greatest concentrations are found in the north (Southey Green, Firth Park, Burngreave, Nether Shire). The most intense deprivation is, however, found in the south (Park). Significantly, the neighbouring Sharrow ward, where Sheffield United’s Bramall Lane stadium is located, also features in this category (see Map 4.5)



Map 4.4: City of Sheffield – Index of Education Deprivation



Map 4.5: City of Sheffield – Index of Child Poverty.

4.2.13 On housing, Sheffield performs far better than it does on the other indicators measured by the IMD (see Table 4.6). The city has no wards in the top 1% of deprived housing wards nationally, and only 1 ward in the top 10%. However whilst this indicates that, according to the IMD report, housing deprivation is not one of Sheffield's most serious social problems, the ward that is ranked in the top 10% is Sharrow, where Sheffield United has its home (see Map 4.6).

WARD	NATIONAL HOUSING RANK
Sharrow	776

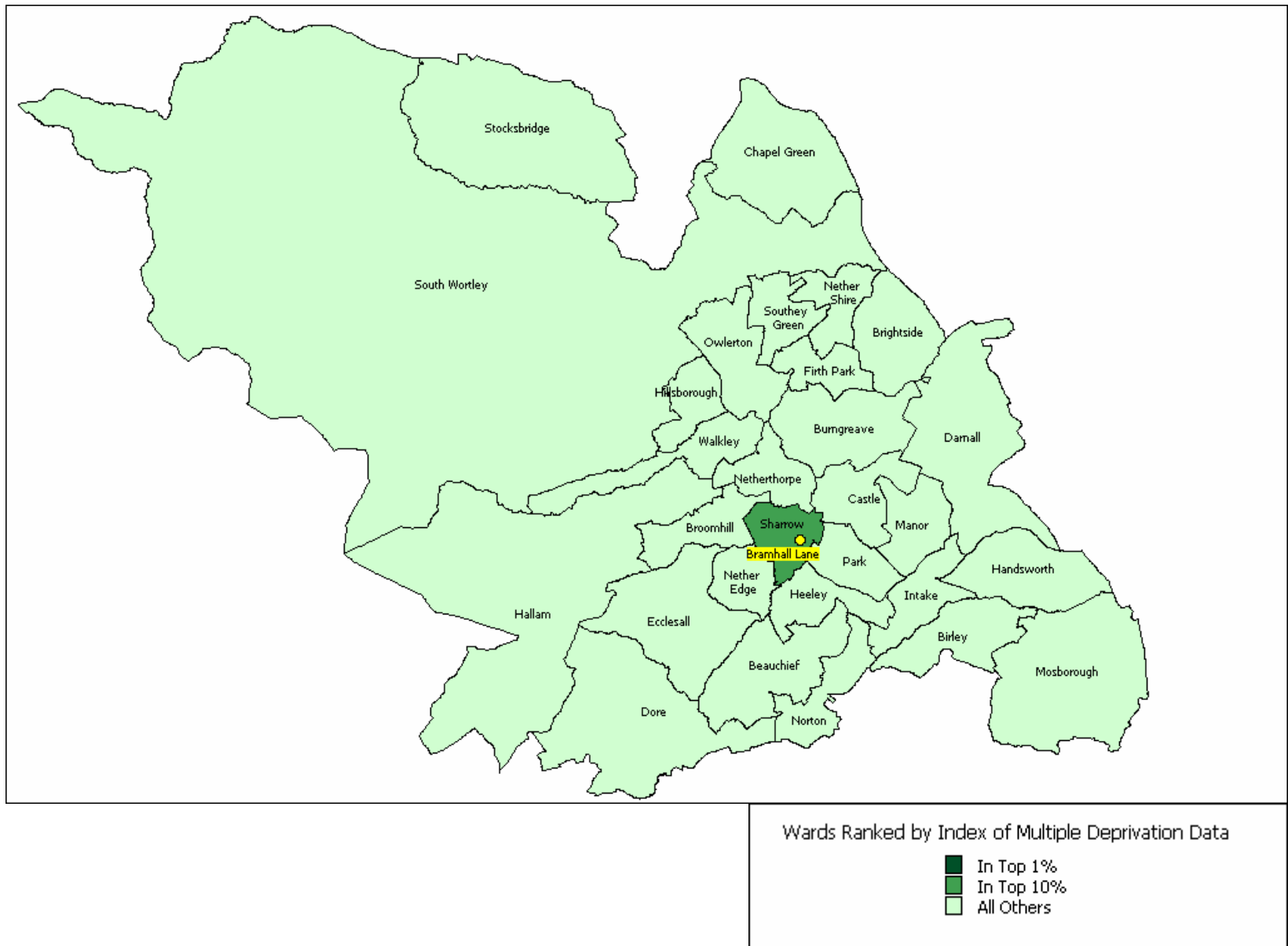
Table 4.6: Deprived Sheffield Wards – Housing

4.2.14 An area of significantly more concern for Sheffield, according to the IMD report, is employment. One of the city's wards is in the top 1% of deprived wards for employment in England, whilst a further 8 wards are in the top 10% (see Table 4.7). This means that nearly one third (31%) of Sheffield's wards are suffering from very serious deprivation in terms of employment.

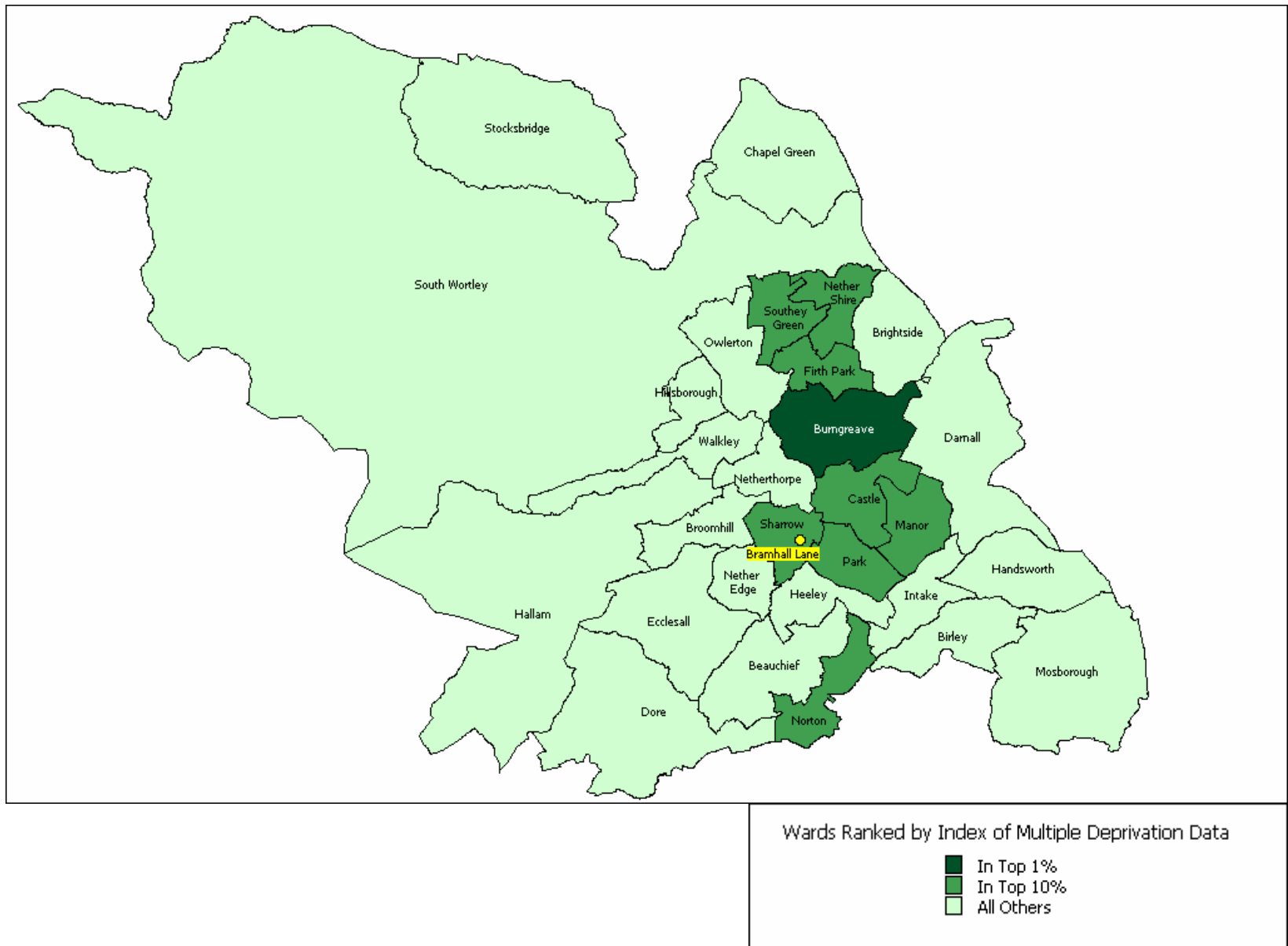
WARD	NATIONAL EMPLOYMENT RANK
Burngreave	44
Southey Green	115
Manor	123
Park	144
Castle	256
Firth Park	258
Nether Shire	565
Norton	625
Sharrow	706

Table 4.7: Deprived Sheffield Wards – Employment

4.2.15 Employment deprivation in Sheffield follows the general pattern for the city with the most intense and widely spread concentration across the north of the city (Burngreave, Southey Green, Firth Park, Nether Shire), although there is also a significant spread of deprivation across the south (Park, Norton, Sharrow) and in the generally deprived wards in the centre (Castle) and east (Manor) (see Map 4.7).



Map 4.6: City of Sheffield – Index of Housing Deprivation



Map 4.7: City of Sheffield – Index of Employment Deprivation

Summary

4.2.16 From the information presented above, it can be concluded that, according to the IMD report, Sheffield is suffering from high levels of environmental, social, health-related, and economic deprivation. In summary, the following points can be made:

- Over one third of Sheffield's wards are suffering from acute or serious levels of multiple deprivation by national standards
- Multiple deprivation in Sheffield is primarily concentrated in a swathe through the north of the city, with pockets in the south and east
- Almost two fifths (38%) of Sheffield wards are suffering from acute or serious levels of income and educational deprivation
- Almost one third (31%) of Sheffield wards are suffering from serious levels of child poverty and employment deprivation
- Less than a quarter (24%) of Sheffield's wards are suffering from acute or serious health deprivation
- The indices for education, employment and child poverty show a more significant presence of deprivation in the south of the city than other indicators
- Only one Sheffield ward is suffering from serious housing deprivation. However, this ward is Sharrow which plays host to Sheffield United's Bramall Lane stadium

4.3 *Sheffield United Football Club's Interventions into Communities of Disadvantage*

4.3.1 In the first project interim report, it was explained that Sheffield United Football Club was making football development and 'social' interventions in a number of areas. At the time of the first report, the majority of the club's interventions, including the new Community Hall, the Football in the Community Scheme (FiTC), and the Learning Centre were based in and around the club's stadium and the surrounding areas, although they drew in participants from across the city of Sheffield. In this section, we will make tentative comments on the geographical and social targeting of SUFC's work, and explain how the club's work is evolving in new directions.

4.3.2 When the research team initially reported on the scope of SUFC's community interventions, activities were largely concentrated in the stadium itself, through the work of the Study Support Centre and the location of the Community Hall in the John Street Stand. Beyond this, the FiTC scheme was involved in the delivery of football development programmes and other activities at the Sheffield Works Department Sports Ground in Heeley and in Kiverton Park during school holidays. The FiTC scheme was also engaged in a wider programme of sports coaching at schools across the city which were not specifically targeted at deprived wards or communities of disadvantage. Indeed the charges which are made for the holiday programmes imply a more commercial imperative.

4.3.3 In addition to concentrating work in certain geographical locales, SUFC was also working with specific ethnic communities at the time of the project's first report. Much of this work was delivered through the local campaigning and youth organisation Football Unites Racism Divides (FURD). An example of the partnership with this agency is provided by the Community Day which is hosted by the club at Bramall Lane at the end of each season. The free event is a celebration of multiculturalism which is reflected in a series of football tournaments and other activities on the pitch and music, entertainment and food in the John Street Stand. The club regularly make clear their support for the work of FURD and actively support the annual football-wide anti-racist week of action. At the same time, it is clear that in some regards there is a sense in which activity in this area has been 'left to the experts', which is underpinned by a confidence in the director at FURD who is a lifelong 'Blade' and has a long association with activity at the club.

4.3.4 Beyond this activity, the Enterprise Centre, with its reception on the corner of Bramall Lane and John Street, was established with the assistance of Objective One regeneration funding. The development was intended to provide a space for young emergent businesses and particularly those led by business people from minority ethnic groups. Initially ethnic minority led businesses were intended to occupy 25% of the office space and, whilst that figure was never achieved, a significant and growing presence of minority ethnic groups has been established.

4.3.5 It is this partnership approach that increasingly characterises Sheffield United's approach to community intervention which has most obviously been made apparent through the Blades Community Partnership. Whilst initially formed out of the proposals for the development of the John Street Stand and with a responsibility to manage the Community Hall situated there, there has been pressure for the partnership to take on an increasingly ambitious role in plans for local regeneration. As well as dealing with the use and development of the Community Hall and providing a forum for communication, the partnership has been involved in the development of a litter picking initiative, the organisation of the community day and proposals for a match-day creche. More significantly there are now proposals for the partnership to become a key local

community development resource, with benefits to both club and residents on the basis of the following objectives:

- Promotion of community participation in the club and use of facilities
- Contribution to economic growth and sustainability
- Encouragement of community cohesion
- Promotion of community participation in sport and football in particular
- Contribution to making Sharrow a safe community
- Ensuring the environment is maintained to the best possible standards

4.3.6 Whilst only proposals at this stage, there are suggestions that the pursuit of these objectives might include:

- Increasing training opportunities for local residents, Sheffield United and Enterprise Centre employees in line with local labour market needs, particularly in light of the planned commercial developments at the ground
- The promotion of Job Fairs to promote career opportunities in football, the Enterprise Centre and the proposed leisure facility developments
- The development of income generation possibilities by increasing use of the club's facilities in light of the specific needs of minority ethnic groups
- The development of the club's profile within the local student population
- Increasing the club's involvement in the Sharrow Community Forum's Holiday Sports Programme
- Wider and more effective community consultation

4.3.7 The nature of this partnership in particular necessitates that its focus is on developments within the Sharrow district. However, as we have shown, Sharrow is by no means the most deprived ward in Sheffield. Whilst it faces significant housing problems associated with the transient nature of the local community and a high number of student residents, and also has problems in terms of employment and child poverty, there are many more severely deprived areas in the city.

4.3.8 Sheffield United's development of a new football Academy on Shirecliffe Road in the north of the city has provided the club with an opportunity to address some of these wider needs and to rethink and redesign its community operations. With a significant element of the funding for the Academy coming from the Football Foundation, the issue of community access and engagement with the social inclusion agenda were built into the planning applications and proposals in much the same way that recent developments on the Bramall Lane site have progressed. As such, the state of the art facilities are far from the preserve of the first team or, indeed, Academy players. As the Director explains:

We would have had a community programme without any funding, there's no doubt about that. But what the funding provided really was a mandate to deliver a certain programme that was influenced by the local personnel – the local authority, the county FA, the people that work here - in bed with the Football Foundation who could influence what was happening. And so their priorities would be slightly different than Sheffield United's priorities, not necessarily in everything, but they would be. It meant that the community therefore runs like [in] a democratic [way]. If you want to use the facilities and the facility meets your needs, you're welcome. So I think it's worked that way. I think representation on the trust shows that.

4.3.9 It has taken about a year since the Academy opened in December 2002 to get the programmes running as envisaged, but from the start there was an imperative to ensure that the community programme was prioritised, before attention was turned to commercial income. Whilst there is an acknowledgment that these elements cannot always be clearly distinguished, arrangements are in place to ensure that the facility is made as accessible as possible. A scale of charging has been put in place so that the facility is free to local schools and local community groups. Grant-aided and voluntary organisations are provided access at 50% of the commercial rate, whilst those that can afford it pay the full commercial rate, in line with competitors. As the Director explains:

I mean it'll take a while for us to try and balance the different groups but I think we've gone about it the right way... by getting the community involved first of all... We've worked hard with the Firshill Association, the residents' associations, the local schools, to make sure that our neighbours are first in. The whole concept was, we get the community embracing Sheffield United and then there's sensitivity and affinity with Sheffield United. So that's been the biggest target. Northern General Hospital, the secondary schools, the primary schools in the area, and then we've tried to work very closely with people like FURD because of the ethnicity of the area, and we thought that programme was doing well and so the ethnic mix is much better than we could hope to achieve by just inviting them to join Sheffield United.... We work with Nacro, the social inclusion groups and then the disability groups. In fact we had a real run on the disabilities, they've got the deaf, the blind and the wheelchair groups have been in.

4.3.10 Increasingly this is being organised on a pro-active basis in recognition of the differences that exist between a football club and those agencies and groups that have traditionally been associated with the social inclusion agenda. Whilst academy development officers had gone initially to work with agencies and imposed conventional development programmes, it was recognised that engagement with disadvantaged communities often involves a different, more sensitive and targeted approach:

So we try and work harder now with helping them develop their own leaders or get their own leaders in to develop... We put a manager in to facilitate the user groups and now he goes to their group meetings, their committee meetings, the forums, and he's working with them sort of to try and get people employed by that organisation to develop their activities under his management. And I think that might be worth watching over the next 12 months to see how it works, to see what kind of grants of course they get. Because they can access the grants then knowing they've got a facility to operate in and a leader to lead. So that's interesting.

Conclusion

4.3.11 From the information presented, it can be concluded that the club is adopting a broader approach to community work than it did previously which is often informed by partnerships with agencies who have expertise in the fields of community, economic and social development. In most areas of work, rather than focusing its efforts on work with the most

deprived communities in Sheffield, the club appears to be concentrating its interventions in the areas which surround its two principle facilities at Bramall Lane in the south and Shirecliffe Road in the north of the city. However, it is important to note that the Shirecliffe Road site is located within the Burngreave ward which is ranked as the 60th most deprived ward in the country and that both of these districts are suffering from varying degrees of structural economic and social deprivation. This demonstrates that the club is balancing a 'local' focus with a strategy to embrace the wider social inclusion agenda through collaboration with interventions focused on the most disadvantaged communities.

Summary

4.3.12 With reference to the interventions that Sheffield United Football Club were running at the time of the project's first interim report, a number of summary points can be made. It can be stated that the club were adopting a fairly ad-hoc and non-strategic approach towards the development of community based activity that involved:

- Running a schools football programme
- Running soccer centres at Heeley Road and Kiveton Park
- Conducting work with a range of ethnic communities through relatively passive collaboration with the campaigning group FURD
- Conducting targeted education work through the Learning Centre at Bramall Lane. This work was targeted on schools in a range of deprived education wards in Sheffield
- Engaging with residents in the vicinity of Bramall Lane through the auspices of the Blades Community Partnership
- Making office space available which is targeted at small, emergent businesses, particularly those led by businesspeople from minority ethnic groups
- Establishing contact with a variety of community groups targeting marginalised communities with a view to use of their Academy facilities

4.3.13 More recent developments point the way to a slightly more focused approach associated with the development of the Blades Community Partnership and the Academy. In summary, the situation now involves:

- Continuation and expansion of football development activities through the Football in the Community Scheme and at the new Academy which, it is hoped, will become the lead agency for football development in the city
- Capacity building of social inclusion agencies with a view to developing their own sports and football development skills and providing access to state of the art facilities at the Academy
- Continuation of the targeted approach to education interventions
- Contribution to the regeneration of the Sharrow area in association with partners such as the Sharrow Community Forum and FURD
- Ensuring a balance between the commercial imperatives and aspirations of the club and the needs and concerns of local residents

4.4 *Other Sports-Based Interventions into Communities of Disadvantage in Sheffield*

4.4.1 To place SUFC's work in communities of disadvantage into context, it is helpful to consider briefly other key providers/facilitators of football projects in Sheffield. There are a large number of these across the city, and the information provided below is not designed to comprise an exhaustive list. It is, rather, offered here to indicate those areas of Sheffield that are benefiting from football or sport-related interventions and those areas that are not.

4.4.2 The main providers of sports-related interventions in Sheffield are Sheffield City Council (SCC), although their delivery of community sports programmes and initiatives, through the Sport and Community Recreation section of the Leisure Department, is limited. The council employs Sport Development Officers (SDOs) and Football Development Officers (FDOs), but their principle role relates to more conventional sports development. One of the main service targets of the Sport and Community Recreation service is, however, for Sheffield to become 'an active city' with the aim of:

- improving quality of life
- extending life
- improving community life
- creating a vibrant and competitive city

4.4.3 Beyond managing a number of sports and play facilities around the city, development officers deliver city-wide programmes in a range of individual and team sports, including: athletics, basketball, tennis, golf and swimming. They provide support to community groups and sports clubs, including training courses and advice on fund-raising and club development. A number of football programmes are also delivered which are mostly focused on conventional football development, although some elements are specifically targeted at disadvantaged communities. An example of this is the North Area Football Development Forum which has the objective of improving both partnership working and the provision of facilities/opportunities in deprived parts of the north end of the city.

4.4.4 A range of statutory and voluntary agencies in the city have developed sporting programmes which are more specifically targeted at disadvantaged communities. Some of the most significant agencies in this regard are FURD, NACRO and Positive Futures.

4.4.5 When FURD, who are based in Sharrow, were launched in 1995 by a group of Sheffield United fans they had the aim of, firstly, ensuring that everyone who plays or watches football does so without fear of racial abuse and harassment, in either a verbal or a physical form, and, secondly, increasing the participation of people from ethnic minorities in football, especially but not exclusively at Sheffield United, as either players, spectators or employees. Increasingly these broad objectives have led FURD to become involved in a range of activities targeted at socially marginalised and excluded groups which include:

- Coaching sessions, utilising the street kick facility which is targeted specifically at boys and girls in areas of high black and minority ethnic populations
- Coach education and support for minority ethnic groups who wish to coach football
- Supporting the work of Positive Futures in the north of the city through the provision of staff and facilities
- Football-based anti-racism work in schools, colleges and youth clubs
- Organisation of the Millennium Volunteers scheme for 16-24-year-olds fostering community support and integration

- Leadership and support for Sharrow United and Surud United football teams through coaching, venue hire, league and FA affiliation fees, balls and kits. Sharrow United was developed from Highfield FC, a predominantly Asian side who used to organise friendly matches against other teams in the area. In 2000, FURD were approached by members of that team to assist them in the formation of a new side, Sharrow United, to play in the Sheffield Regional Alliance Sunday League. More recently, in 2003, Surud United were formed with the intention of giving players from the local community who are not old enough to play in the adult league the opportunity to compete at an appropriate level

4.4.6 NACRO has a football project, focused around the Wyeburne, Manor and Shirecliffe estates in Sheffield, which aims to provide football opportunities for children and young people who are at risk of offending or becoming engaged in anti-social behaviour. The project works with a number of local partners including SUFC, Sheffield Wednesday FC and Positive Futures. It aims to provide exit routes for programme participants into vocational work/training or Further Education.

4.4.7 Positive Futures is a nationwide Home Office social inclusion initiative that works with children and families in deprived neighbourhoods with a view to building relationships which will facilitate greater life opportunities and wider horizons. It aims to achieve this by getting people involved in sport and physical activity and by building links to education, training and employment programmes for 16–19 year olds. Sheffield Positive Futures has recently been re-organised under the leadership of Sheffield Futures who work in partnership with a wide range of agencies including the Sheffield Youth Offending Team, NACRO, South Yorkshire Police, Handsworth Police Boxing Project, FURD, Sheffield Leisure Services, Sport England, SUFC, Sheffield Wednesday Football Club, Sheffield North PCT and SOVA.

4.4.8 Beyond these projects a whole host of community and social inclusion interventions have embraced the use of sport in their work. These include the 393 Club, Base Ten, Brightside Active, the Burton St Project, Crofthouse, Positive Activities for Young People, Sheffield Drug Action Team, Sheffield Duke of Edinburgh Award Scheme, SOVA and the Youth Offending Team as well as the various Connexions offices throughout the city.

4.4.9 In the south of the city, the work of Sheffield United and FURD is augmented by the Sharrow Community Forum which has begun to organise school holiday football courses. However, community sports activity is predominantly focused on the north of the city. In this regard, SWFC's community work is significant. Their work embraces educational programmes, work with people with disabilities, women's football development, work with young offenders through a partnership with the Sheffield Youth Offending Team and efforts to tackle racism and racial tension in the city. Alongside this work, members of the Sheffield Wednesday Independent Supporters' Association (WISA), All Saints Soccer School, and Sheffield Positive Futures established the North Sheffield Community Support Scheme that aims to work as an umbrella organisation to provide and facilitate wider access to sporting and social opportunities for young people between the ages of 7 and 19 in North Sheffield.

Conclusion

4.4.10 It is clear that certain areas of Sheffield are currently benefiting from sports-related interventions designed to tackle problems such as poor health, low educational attainment, crime, and various forms of social exclusion. North Sheffield is most notable here as an area that has benefited from a variety of regeneration initiatives which are increasingly embracing the sports

agenda, particularly in the Burngreave ward. Other areas, including south Sheffield, are also benefiting from sports-related interventions through providers such as Sheffield City Council, FURD and the Sharrow Community Forum. However, other wards that, according to the IMD, are suffering from acute or significant deprivation do not appear to be benefiting from large-scale investment in local sports-related projects. There is no doubt that many small-scale, individual sport-related projects (such as youth clubs and amateur football clubs) are operating in most areas of Sheffield. However, these projects cannot make a significant impact on local health problems, low educational attainment, crime, or social exclusion without significant support and/or resource investment.

Summary

4.4.11 With reference to key providers/facilitators of sports-related interventions in Sheffield, the following points can be summarised:

- Sheffield City Council's Sport and Community Recreation section is working in a number of wards across the city but is predominantly concerned with the planning and management of facilities rather than intensive work with disadvantaged groups
- North Sheffield, especially Burngreave, is benefiting from a large number of sports-related interventions
- Sharrow and other parts of south Sheffield are benefiting from the work of FURD and the Sharrow Community Forum
- North Sheffield and some other parts of the city are benefiting from the sports-related interventions of the Positive Futures programme
- A number of acutely or seriously deprived wards in Sheffield are not obtaining significant benefits from sports-related social interventions
- High levels of planning and co-ordination are required in Sheffield to save against the replication of sports-related social projects. This approach will also ensure that new projects are targeted at new geographical areas in need of assistance

5. Sheffield United Football Club - Supporter Communities

5.1 *Supporter Communities (1) Introduction*

5.1.1 To determine the nature, breadth and character of Sheffield United Football Club's supporter communities, the research team has analysed and mapped a series of supporter databases provided by the football club. These datasets have been mapped according to political ward boundaries. This has allowed the research team to compare SUFC supporter data with 2001 national census data and the Department of Transport, Environment and the Regions (DETR) 2000 Indices of Multiple Deprivation (IMD) report. This approach has enabled the research team to compile a comprehensive profile of SUFC's supporter communities. In particular, it has enabled us to estimate the socio-economic status of SUFC fans and to determine the geographical locales from which SUFC draws its support.

5.2 *SUFC's National Supporter Communities*

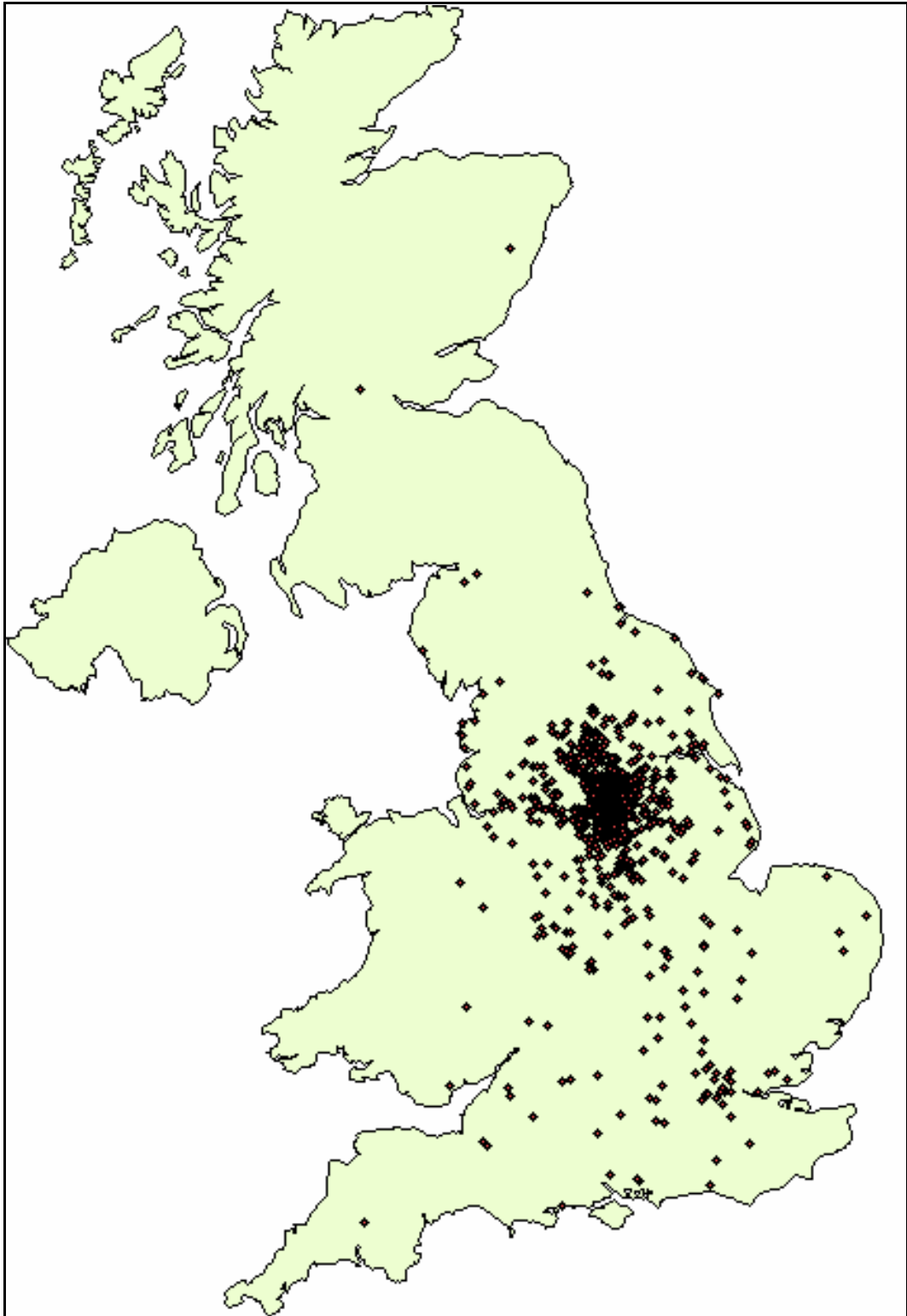
5.2.1 The research team has analysed three SUFC supporter datasets for the 2003/2004 football season: club season ticket holders; club members; and junior members (members of the 'Junior Blades').

5.2.2 At the time of the analysis, SUFC had 7,269 season ticket holders, 3,601 members and 1,405 junior members. In our analysis of the club's datasets, we have successfully mapped 6,668 season ticket holders (91.73%), 3,402 members (94.47%) and 1,273 junior members (90.60%).

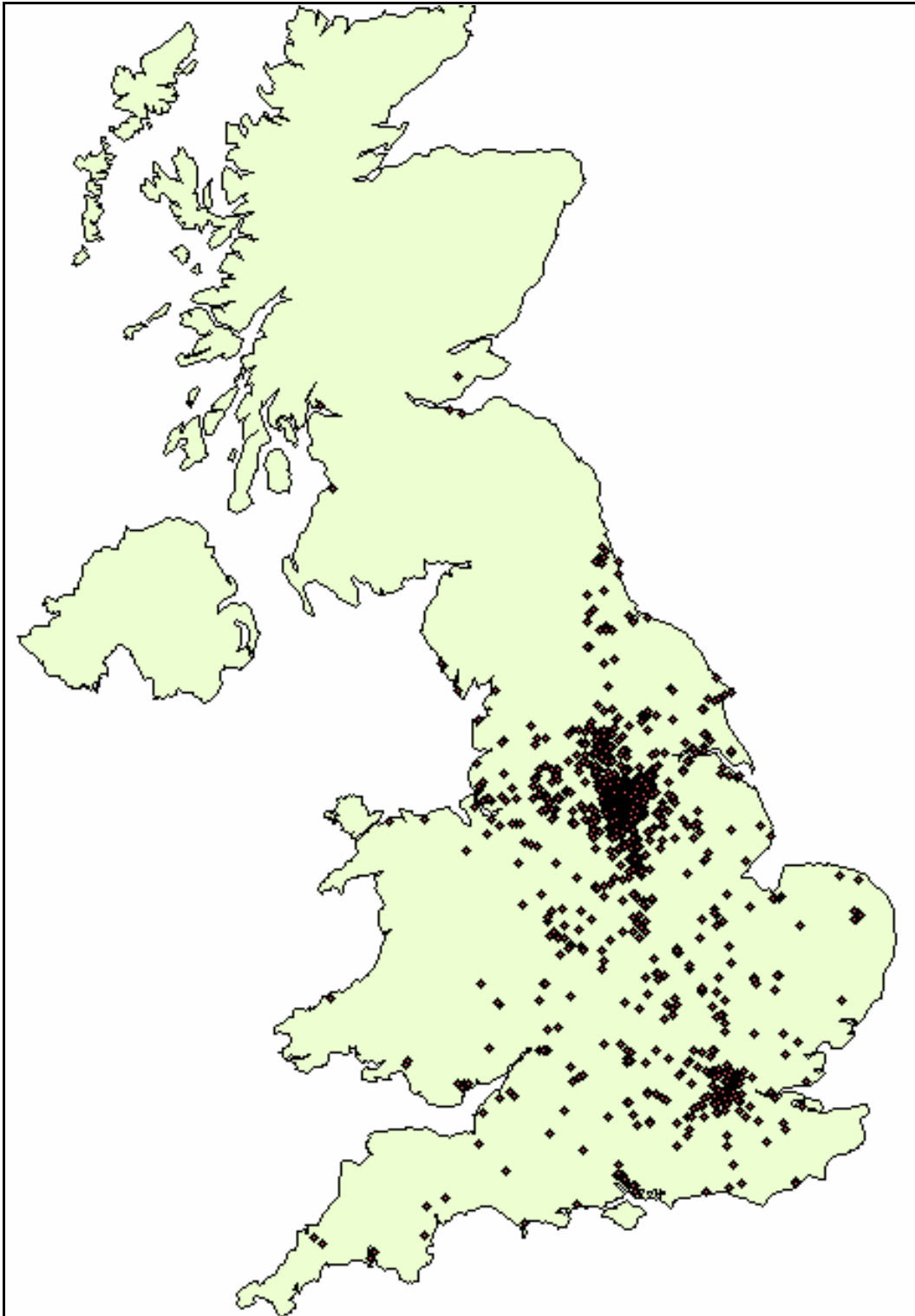
5.2.3 From the mapping analysis, it is notable that SUFC season ticket holders currently reside in a variety of locations across England, Scotland and Wales (see Map 5.1).⁷ Unsurprisingly, the vast majority of the club's season ticket holders are located in South Yorkshire. The club also has a significant concentration of season ticket holders around north Derbyshire and the Midlands, and a notable number throughout West Yorkshire and the Greater London area.

5.2.4 SUFC's members and junior members are distributed in a similar pattern nationally to the club's season ticket holders (see Maps 5.2 and 5.3). The club has fewer members than season ticket holders, and even fewer junior members, but both sets of supporters are again concentrated mainly around the South Yorkshire region and, to a lesser degree, north Derbyshire, the Midlands and Greater London.

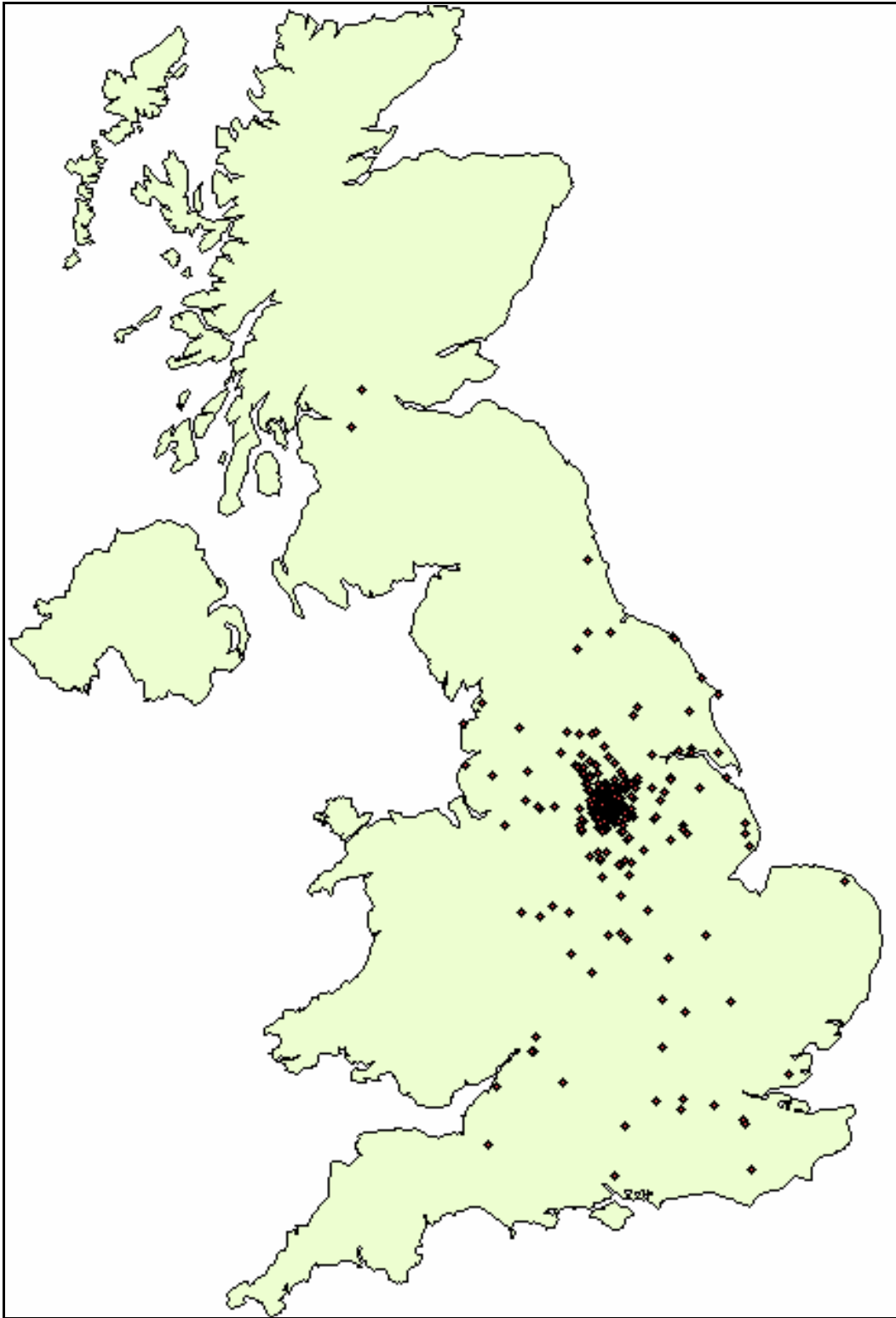
⁷ It should be noted that Map 5.1, 5.2 and 5.3 show the national distribution of SUFC supporters, not concentrations of supporters in specific areas



Map 5.1: SUFC Season Ticket Holders – England, Scotland and Wales



Map 5.2: SUFC Members – England, Scotland and Wales



Map 5.3: SUFC Junior Members – England, Scotland and Wales

5.3 *SUFC's Supporter Communities – South Yorkshire*

5.3.1 SUFC fans are located across the whole of South Yorkshire. To provide a more detailed analysis of the distribution of SUFC's supporters, it is instructive to consider the percentage breakdown of its season ticket holders, members and junior members across the county, as illustrated in the following tables:

DISTRICT	S. TICKET HOLDERS	PERCENTAGE OF TOTAL
Sheffield	4101	61.50
Rotherham	781	11.71
Doncaster	190	2.85
Barnsley	125	1.87

Table 5.1: SUFC Season Ticket Holders 2003/2004 – South Yorkshire

DISTRICT	MEMBERS	PERCENTAGE OF TOTAL
Sheffield	1596	46.91
Rotherham	344	10.11
Doncaster	112	3.29
Barnsley	78	2.29

Table 5.2: SUFC Members 2003/2004 – South Yorkshire

DISTRICT	JUNIOR MEMBERS	PERCENTAGE OF TOTAL
Sheffield	699	54.91
Rotherham	136	10.68
Doncaster	34	2.67
Barnsley	19	1.49

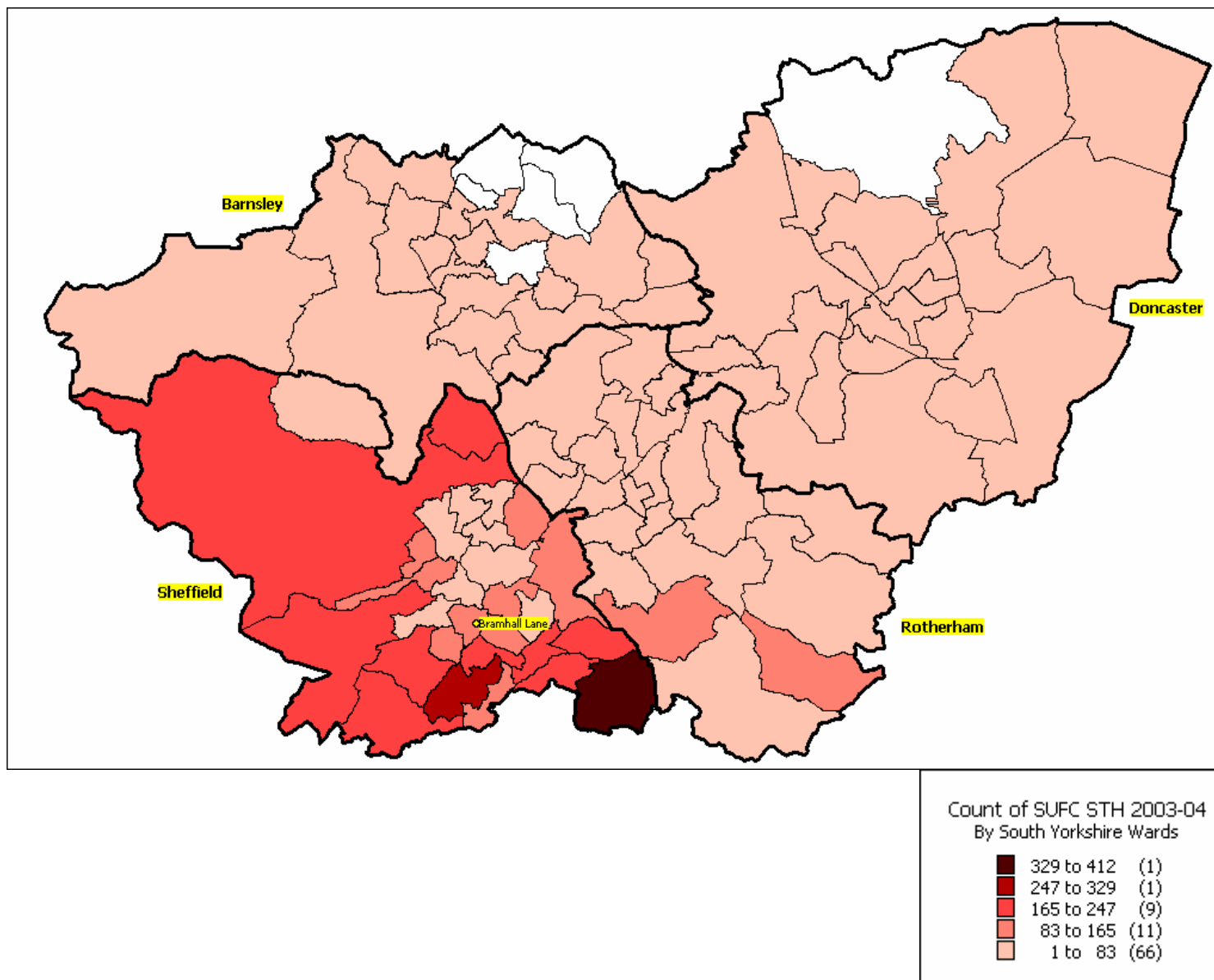
Table 5.3: SUFC Junior Members 2003/2004 – South Yorkshire

5.3.2 The first issue to note is that 61.5% (4,101) of the club's season ticket holders currently reside in the City of Sheffield. A further 11.71% (781) live in the adjacent district of Rotherham, with another 4.72% (315) of season ticket holders coming from the neighbouring areas of Doncaster and Barnsley. This means that a total of 22.07% (1604) of SUFC's season ticket holders are currently resident outside of South Yorkshire. These figures are amplified in the case of members and junior members. Only 46.91% (1,596) of SUFC's members currently live in Sheffield, whilst 54.91% (699) of junior members emanate from the city. There may be a number of reasons for these differences. It may be the case, for instance, that SUFC has a significant number of 'exiled' supporters who cannot attend enough matches to justify the purchase of a season ticket, but still wish to benefit from reduced ticket prices as a member. It might also be the case that exiled fans of SUFC are more willing to become members or junior members in order to experience a connection with 'their' club; something that more locally based fans can take for granted.

5.3.3 As a consequence of SUFC's widespread support across South Yorkshire, it is useful to consider in detail those areas across the county from which the club draws significant numbers of fans. In Table 5.4, below, the 30 wards in South Yorkshire with the highest numbers of SUFC season ticket holders are listed (see also Map 5.4):

DISTRICT	WARD	S. TICKETS
Sheffield	Mosborough	412
Sheffield	Beauchief	299
Sheffield	Ecclesall	246
Sheffield	Intake	239
Sheffield	Dore	232
Sheffield	Heeley	229
Sheffield	Birley	228
Sheffield	South Wortley	181
Sheffield	Handsworth	179
Sheffield	Hallam	178
Sheffield	Chapel Green	167
Sheffield	Norton	137
Sheffield	Hillsborough	118
Sheffield	Nether Edge	117
Sheffield	Darnall	109
Rotherham	Aston Orgreave and Ulley	104
Rotherham	Anston and Woodsetts	100
Sheffield	Park	98
Sheffield	Walkley	91
Sheffield	Castle	88
Sheffield	Sharrow	87
Sheffield	Brightside	86
Rotherham	Brinsworth Catcliffe & Treeton	82
Sheffield	Owlerton	79
Rotherham	Kiveton Park	76
Sheffield	Stocksbridge	75
Sheffield	Firth Park	72
Sheffield	Nether Shire	70
Sheffield	Manor	64
Sheffield	Broomhill	63

Table 5.4: SUFC Season Ticket Holders 2003/2004 – Top 30 South Yorkshire Wards



Map 5.4: SUFC Season Ticket Holders – South Yorkshire

5.3.4 From the table above it can be observed that of the top 30 South Yorkshire wards for SUFC season ticket holders, 26 are in Sheffield and 4 are in Rotherham. Although this information initially seems to indicate the strength of season ticket support for SUFC within Sheffield, it is notable that the ward at the top of the list, Mosborough, is by a considerable margin on the very periphery of the city. It is also notable that only one of the next five wards – Heeley – is located in central Sheffield. Furthermore, 14 of Sheffield’s 29 wards have less season ticket holders than two wards in Rotherham.

5.3.5 If this exercise is repeated for SUFC’s members and junior members, a similar distribution can be observed (see Tables 5.5 and 5.6 and Maps 5.5 and 5.6).

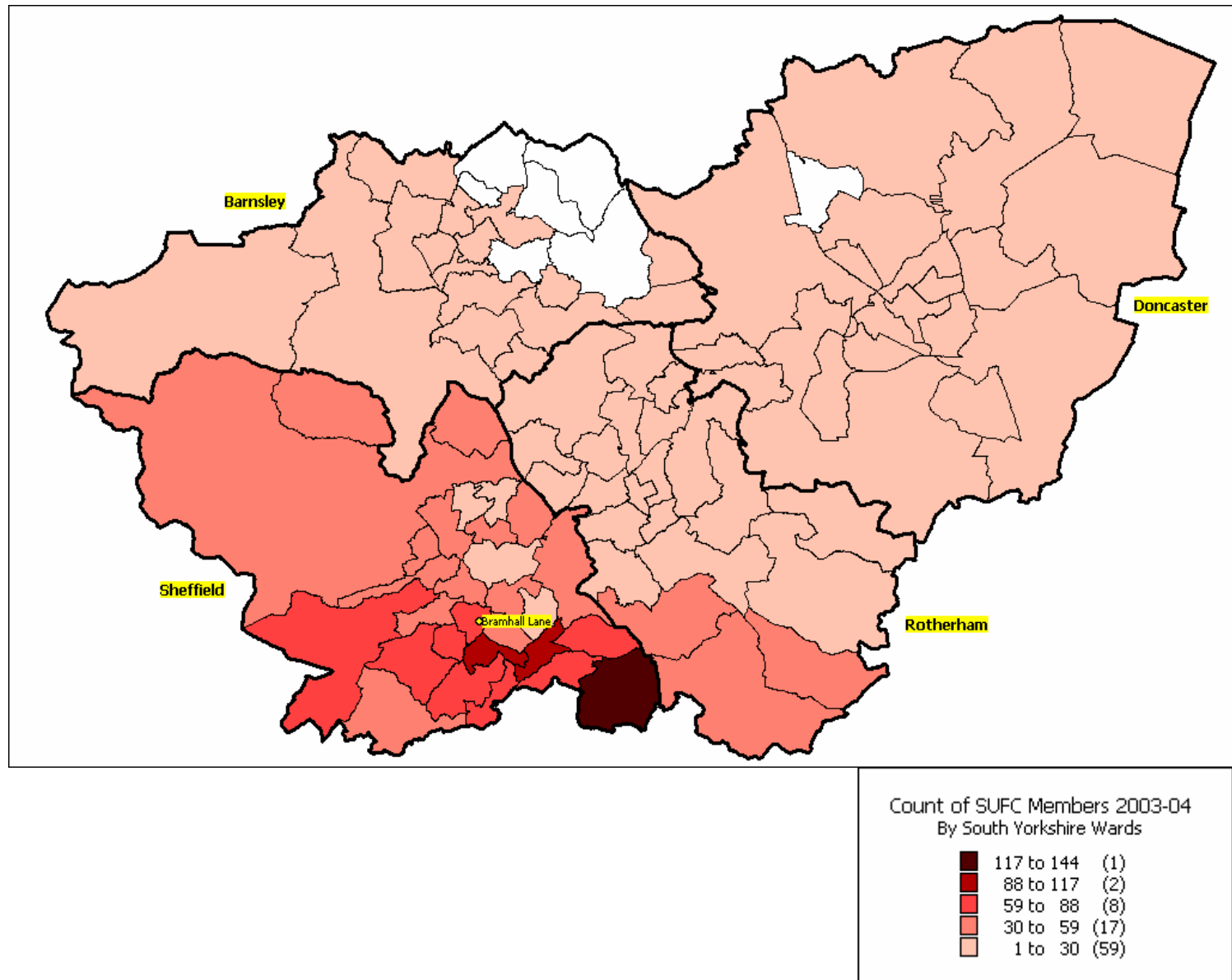
DISTRICT	WARD	MEMBERS
Sheffield	Mosborough	144
Sheffield	Heeley	100
Sheffield	Intake	96
Sheffield	Ecclesall	86
Sheffield	Nether Edge	82
Sheffield	Beauchief	78
Sheffield	Birley	78
Sheffield	Handsworth	74
Sheffield	Hallam	72
Sheffield	Sharrow	66
Sheffield	Norton	62
Rotherham	Aston Orgreave and Ulley	52
Sheffield	Netherthorpe	50
Sheffield	South Wortley	50
Sheffield	Dore	48
Sheffield	Broomhill	47
Sheffield	Park	46
Sheffield	Walkley	46
Sheffield	Chapel Green	45
Sheffield	Hillsborough	41
Sheffield	Castle	40
Sheffield	Firth Park	40
Rotherham	Kiveton Park	35
Sheffield	Darnall	35
Sheffield	Brightside	34
Sheffield	Stocksbridge	34
Rotherham	Anston and Woodsetts	30
Sheffield	Owlerton	30
Rotherham	Brinsworth Catcliffe & Treeton	28
Rotherham	St. John`s	27

Table 5.5: SUFC Members 2003/2004 – Top 30 South Yorkshire Wards

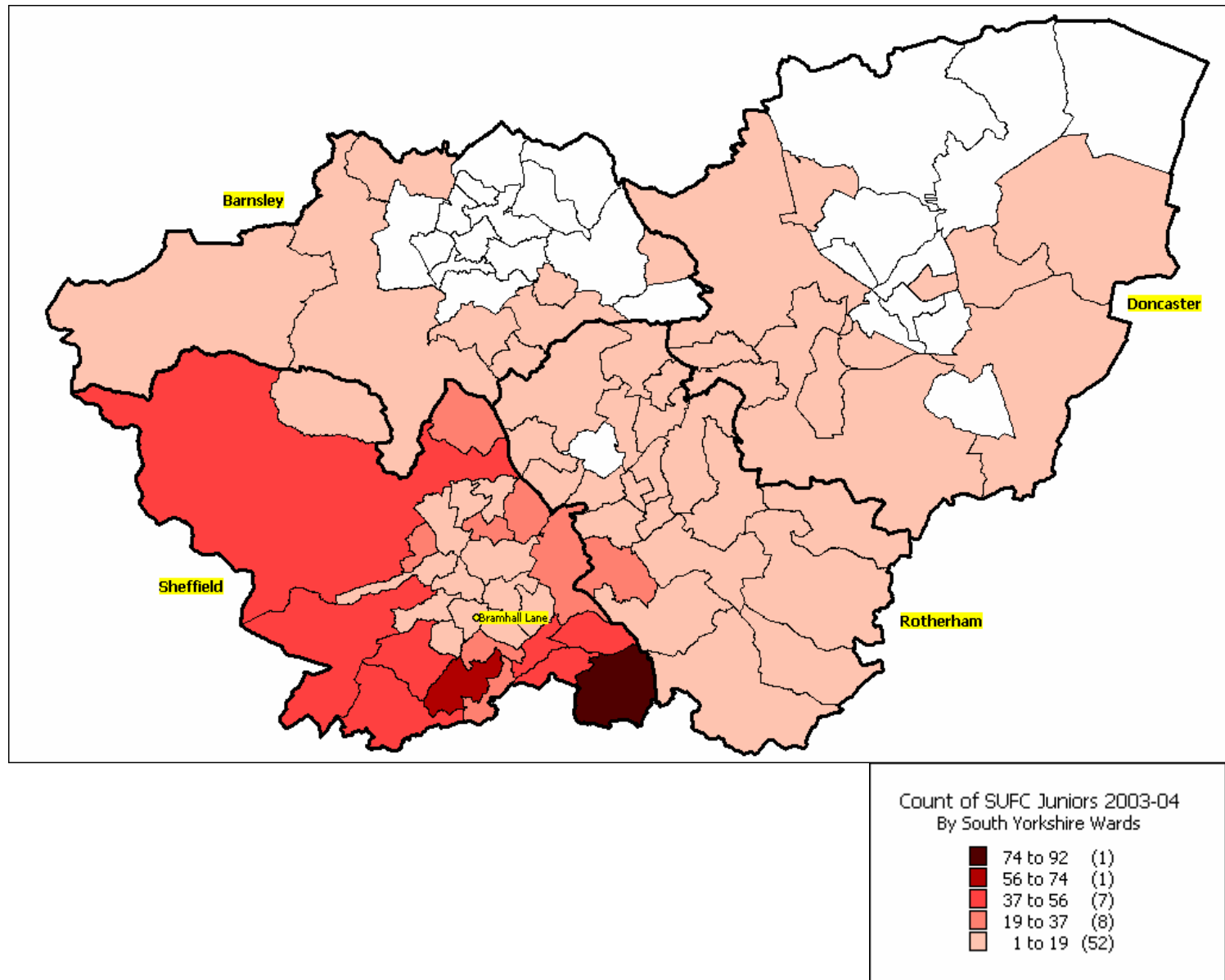
DISTRICT	WARD	JUNIORS
Sheffield	Mosborough	92
Sheffield	Beauchief	49
Sheffield	Birley	44
Sheffield	Dore	44
Sheffield	Ecclesall	40
Sheffield	Hallam	38
Sheffield	Intake	38
Sheffield	Handsworth	37
Sheffield	South Wortley	34
Sheffield	Chapel Green	33
Sheffield	Heeley	29
Rotherham	Brinsworth Catcliffe & Treeton	27
Sheffield	Hillsborough	24
Sheffield	Brightside	22
Sheffield	Darnall	20
Sheffield	Norton	20
Rotherham	Aston Orgreave and Ulley	18
Sheffield	Stocksbridge	18
Sheffield	Firth Park	17
Sheffield	Park	16
Sheffield	Manor	14
Rotherham	St. John`s	12
Sheffield	Owlerton	12
Rotherham	Anston and Woodsetts	11
Sheffield	Broomhill	11
Rotherham	Kiveton Park	10
Sheffield	Nether Edge	10
Rotherham	Kimberworth	9
Sheffield	Nether Shire	9
Sheffield	Walkley	9

Table 5.6: SUFC Junior Members 2003/2004 – Top 30 South Yorkshire Wards

5.3.6 From Tables 5.5 and 5.6, it can be observed that Mosborough, the top Sheffield ward for SUFC season ticket holders, is also the top Sheffield ward for both SUFC members and junior members. It is also notable that SUFC’s members and junior members are more strongly represented in wards across Rotherham than are the club’s season ticket holders.



Map 5.5: SUFC Members – South Yorkshire



Map 5.6: SUFC Junior Members – South Yorkshire

5.4 *A Socio-Economic Profile of SUFC's South Yorkshire Supporters*

5.4.1 In addition to determining the geographical profile of SUFC's season ticket holders, members and junior members, the research team has also sought to determine the socio-economic profile of the areas from which the club's support emanates. To do this, we have compared the geographical profile of SUFC's South Yorkshire fans against the 2000 IMD data and the national 2001 census results. The exercise has not been attempted for all SUFC supporters, but rather is focused on fans who live in the top 30 wards in the county for SUFC season ticket holders, members and junior members. This approach has been adopted because the research team is particularly interested in the socio-economic profile of wards that have very high concentrations of SUFC supporters. A visual analysis of the socio-economic profile of South Yorkshire wards that contain SUFC season ticket holders, members and junior members can also be made by comparing Maps 5.4, 5.5 and 5.6 with Maps 5.7 to 5.12.

Season Ticket Holders

5.4.2 Table 5.7 shows the top 30 South Yorkshire wards for SUFC season ticket holders and a range of pertinent information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 30 South Yorkshire wards for SUFC season ticket holders, 9 (30.00%) are, according to the IMD report, in the top 10% of deprived wards nationally, and a total of 16 (53.33%) are in the top 30% of deprived wards nationally. This means that:

- A slight majority of the top 30 South Yorkshire wards for SUFC season ticket holders are suffering from significant levels of multiple deprivation.

5.4.3 Table 5.7 is also instructive in informing us about the ethnic and religious diversity of SUFC's season ticket holders. Of the top 30 South Yorkshire wards for SUFC season ticket holders, only 7 (23.33%) have ethnic minority populations greater than the national average of 10.4%. This means that:

- Over 75% (77.67%) of the top 30 South Yorkshire wards for SUFC season ticket holders have more 'White British' people living in them than would be expected nationally.

5.4.4 A similar picture emerges with regard to religious diversity. Of the top 30 Sheffield wards for SUFC season ticket holders, only 6 (20%) have religious minority populations greater than the national ward average of 5.8%. This means that:

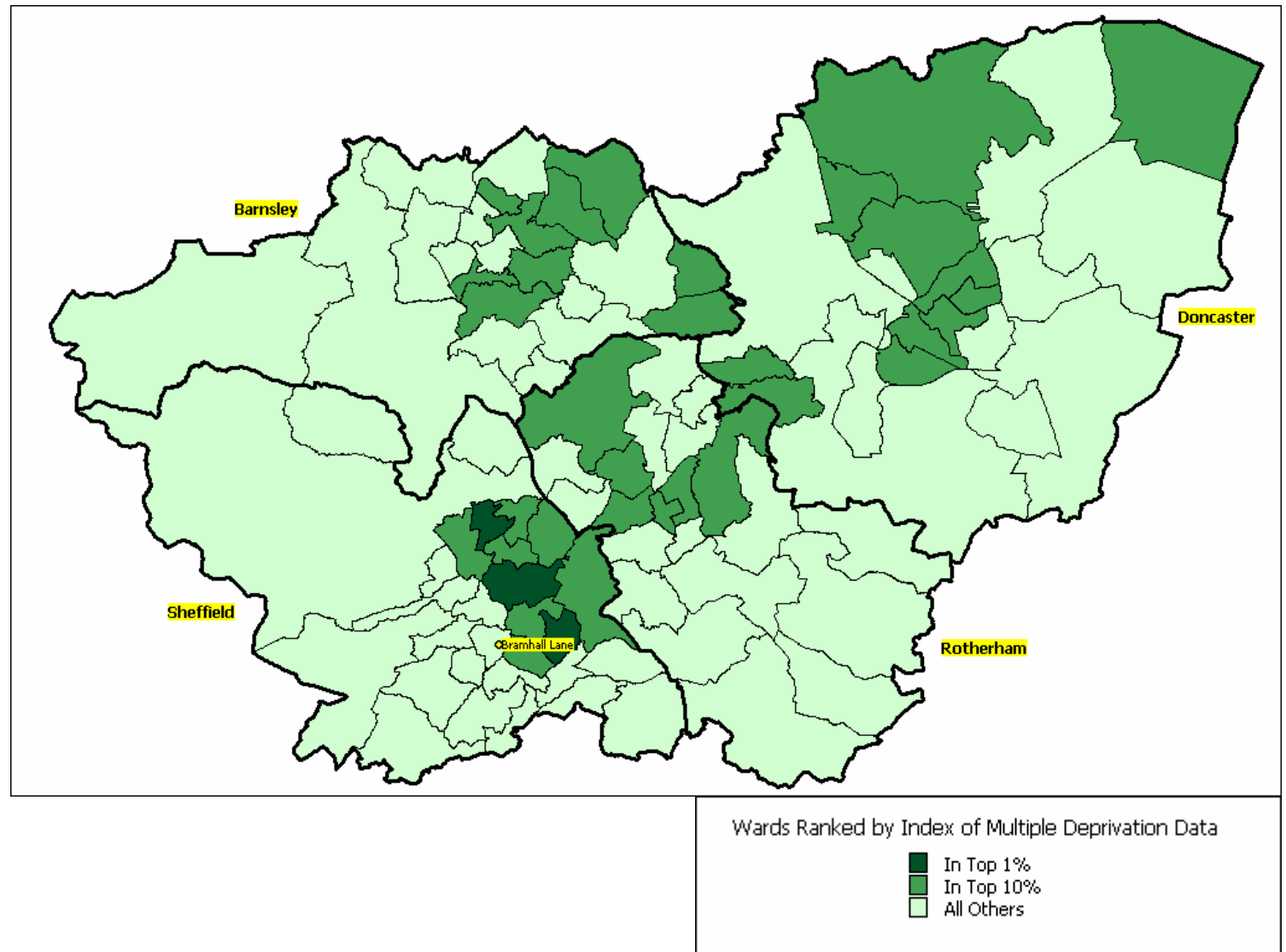
- 80% of the top 30 South Yorkshire wards for SUFC season ticket holders are less diverse religiously than would be expected nationally.

5.4.5 In terms of educational levels, Table 5.7 notes the percentage populations of the top 30 South Yorkshire wards for SUFC season ticket holders (aged between 16 and 74) that hold no formal qualifications. The table indicates that 21 (70%) of the wards have non-qualified populations greater than the national average of 29.1%. This means that:

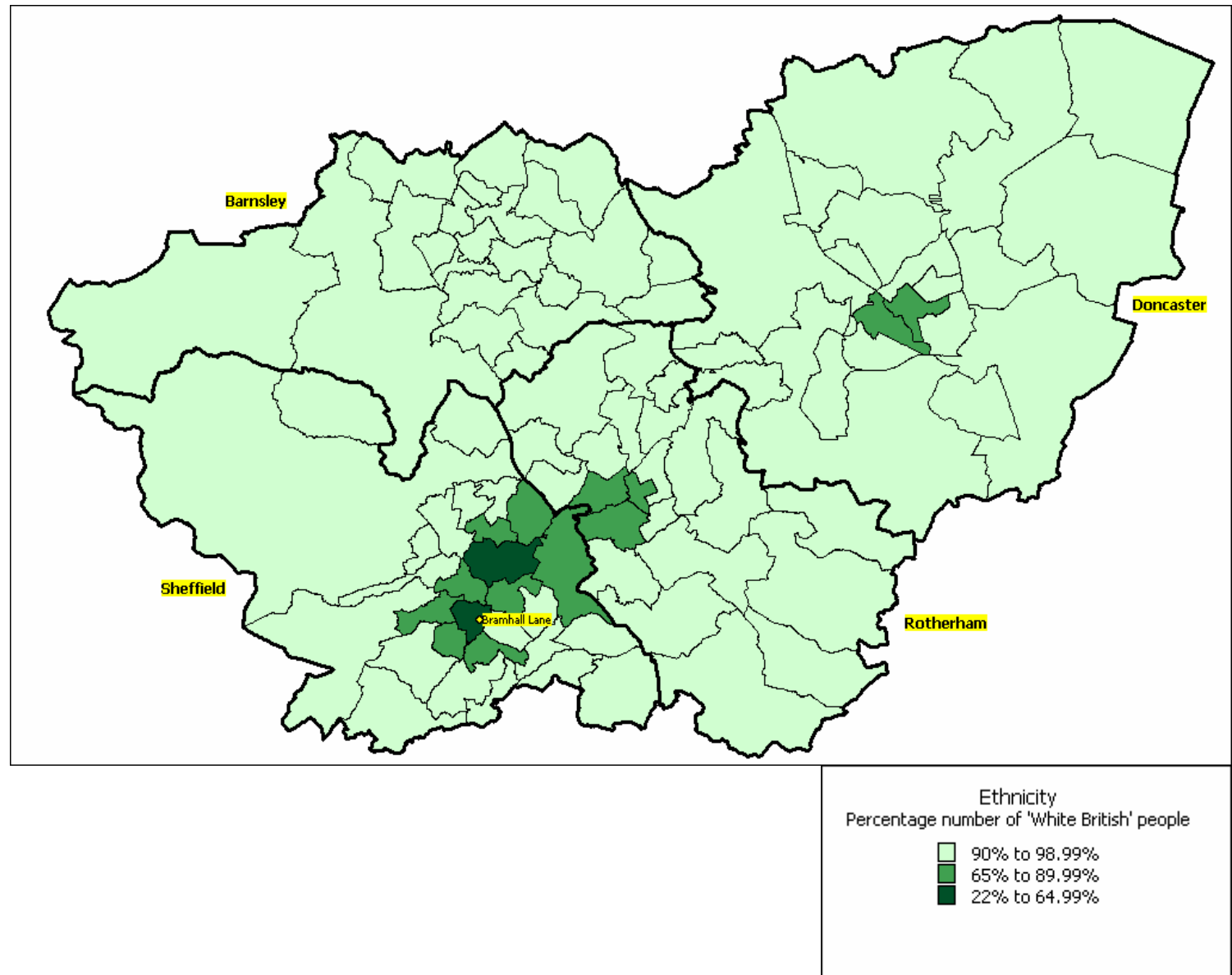
- The vast majority of South Yorkshire wards with high numbers of SUFC season ticket holders have lower education levels than would be expected nationally.

DISTRICT	WARD	S. TICKETS	IMD RANK %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Sheffield	Mosborough	412	33.28	96.57	0.91	31.6	67.22	10.35
Sheffield	Beauchief	299	66.66	94.8	1.31	24.88	65.52	10.12
Sheffield	Ecclesall	246	96.33	91.67	4.13	12.07	65.81	6.04
Sheffield	Intake	239	25.78	96.03	0.8	41.05	59.91	13.41
Sheffield	Dore	232	51.93	94.99	1.88	22.16	58.25	10.2
Sheffield	Heeley	229	22.69	89.57	4.09	29.98	60.53	11.23
Sheffield	Birley	228	20.99	97.78	0.61	39.42	60.44	12.19
Sheffield	South Wortley	181	0.51	93.9	2.87	51.11	47.75	15.65
Sheffield	Handsworth	179	15.62	96.47	0.83	40.1	59.36	13.77
Sheffield	Hallam	178	86.87	91.59	3.21	15.36	61.24	7.37
Sheffield	Chapel Green	167	46.02	97.1	1.13	30.8	66.74	9.97
Sheffield	Norton	137	12.65	95.45	1.43	41.58	52.68	14.3
Sheffield	Hillsborough	118	37.09	96.62	0.89	31.42	64.66	10.31
Sheffield	Nether Edge	117	47.39	78.59	13.81	14.37	55.08	7.82
Sheffield	Darnall	109	6.67	71.33	22.85	43.47	50.89	12.9
Rotherham	Aston Orgreave and Ulley	104	31.07	97.91	0.75	32.48	63.8	10.75
Rotherham	Anston and Woodsetts	100	30.77	98.18	0.45	27.29	63.92	8.97
Sheffield	Park	98	1.16	90.88	3.08	48.07	45.36	14.69
Sheffield	Walkley	91	30.75	93	2.18	28.83	62.24	10.32
Sheffield	Castle	88	2.35	78.21	11.22	43.79	45.05	13.84
Sheffield	Sharrow	87	12.59	63.97	22.39	21	33.57	10.14
Sheffield	Brightside	86	7.55	89.65	4.42	41.19	59.29	12.6
Rotherham	Brinsworth Catcliffe, Treeton	82	21.90	97.32	1.58	36.2	62.83	11.03
Sheffield	Owlerton	79	7.19	95.7	1.18	41.52	58.57	12.86
Rotherham	Kiveton Park	76	35.39	98.39	0.55	31.56	62.95	11.15
Sheffield	Stocksbridge	75	37.32	97.72	0.78	29.89	62.16	11.29
Sheffield	Firth Park	72	1.53	75.74	17.67	48.27	47.09	14.69
Sheffield	Nether Shire	70	4.39	94.56	1.78	47.17	51.42	14.36
Sheffield	Manor	64	0.90	93.97	2.33	56.83	44.52	17.1
Sheffield	Broomhill	63	94.52	83.97	6.7	6.71	36.94	5.62

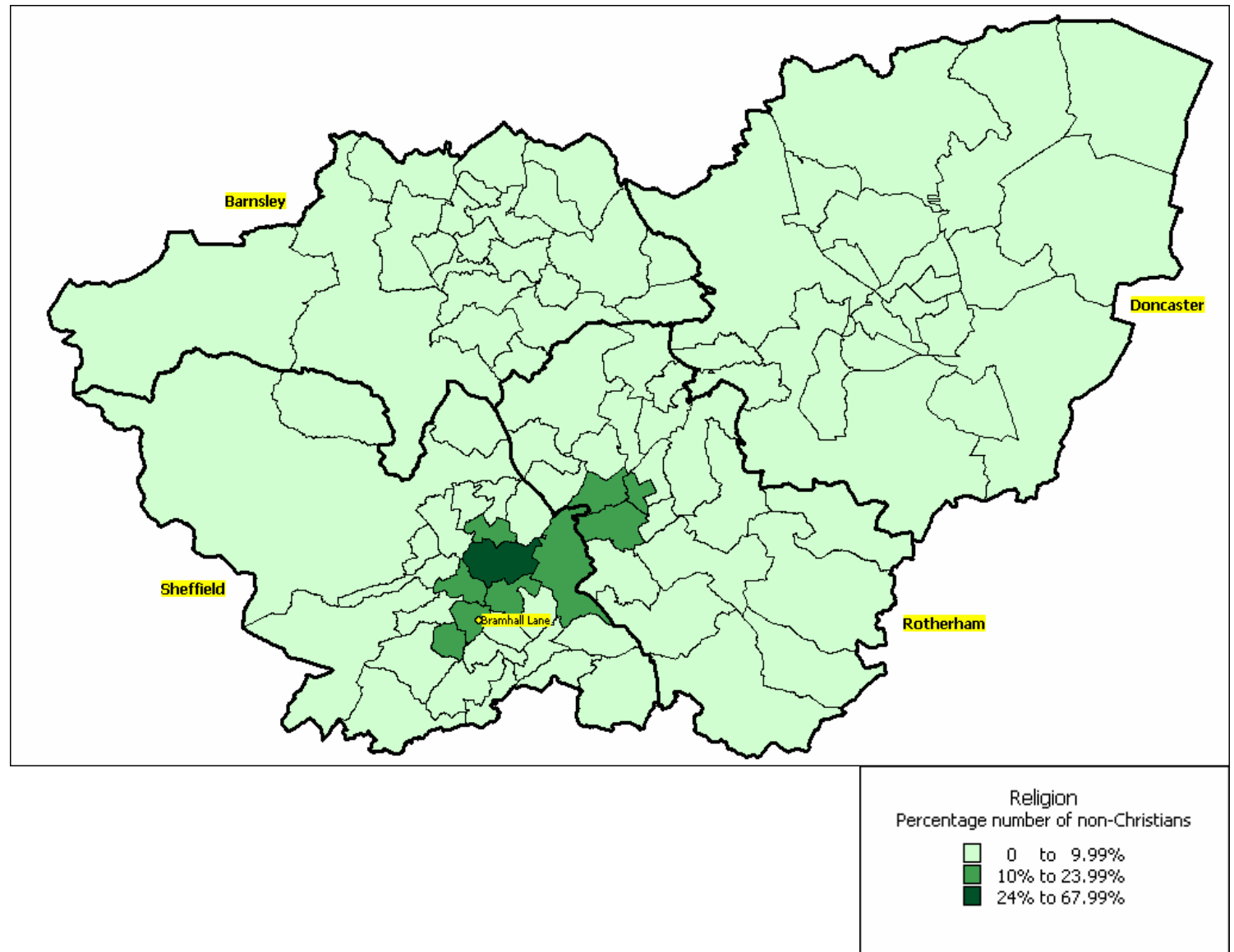
Table 5.7: SUFC Season Ticket Holders 2003/2004 – Top 30 South Yorkshire Wards: IMD Report and National Census 2001



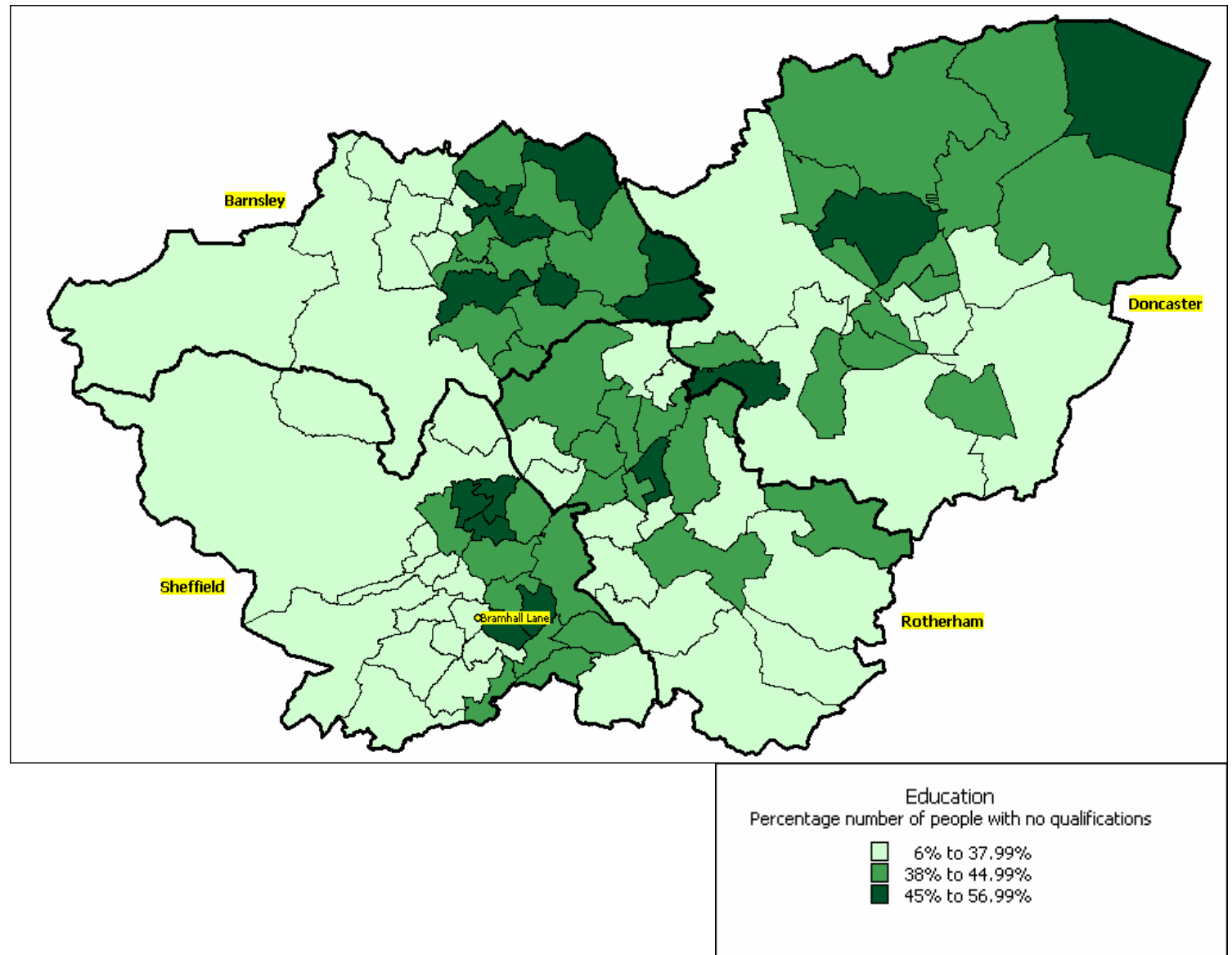
Map 5.7: Index of Multiple Deprivation – South Yorkshire



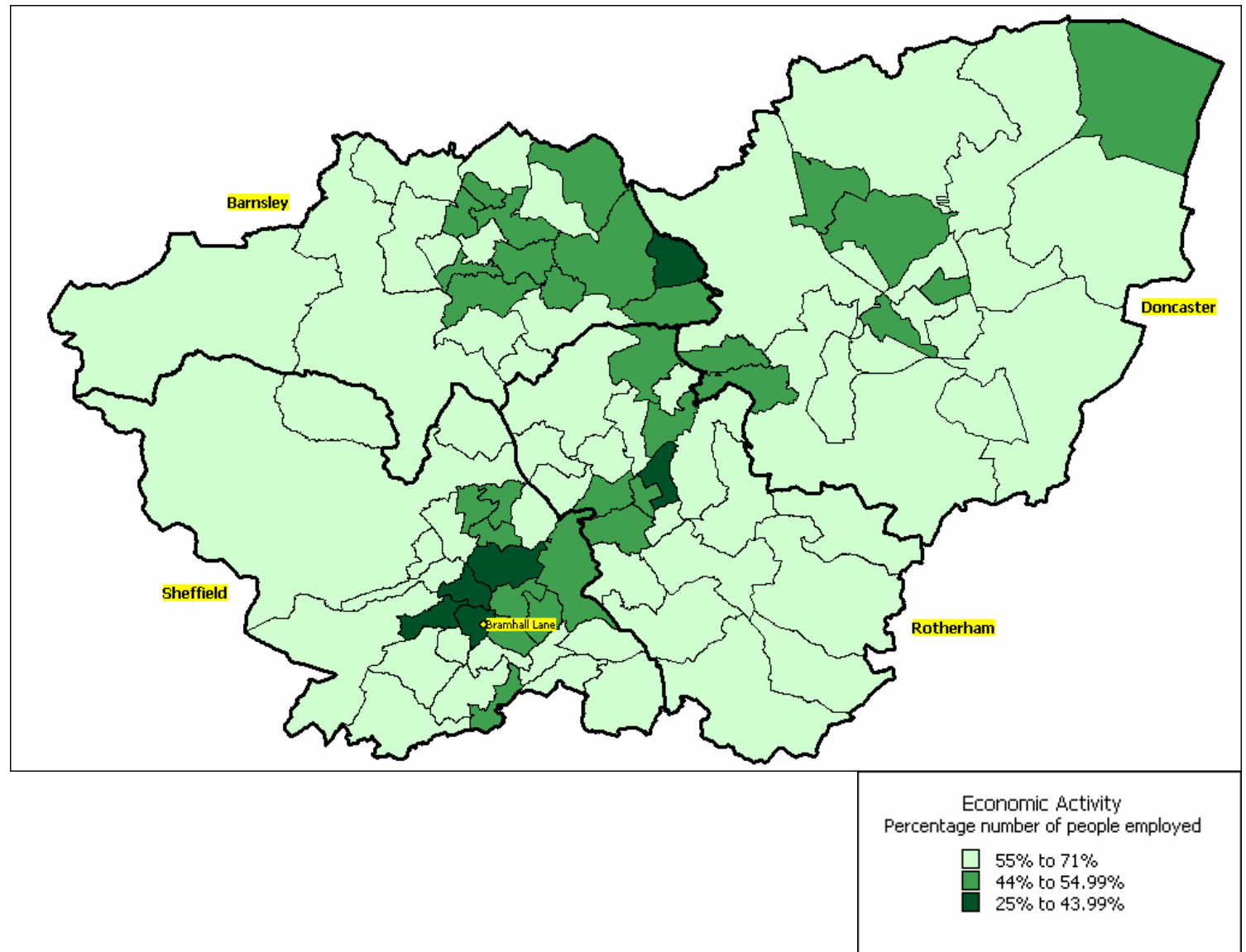
Map 5.8: Minority Ethnic Populations (2001 Census) – South Yorkshire



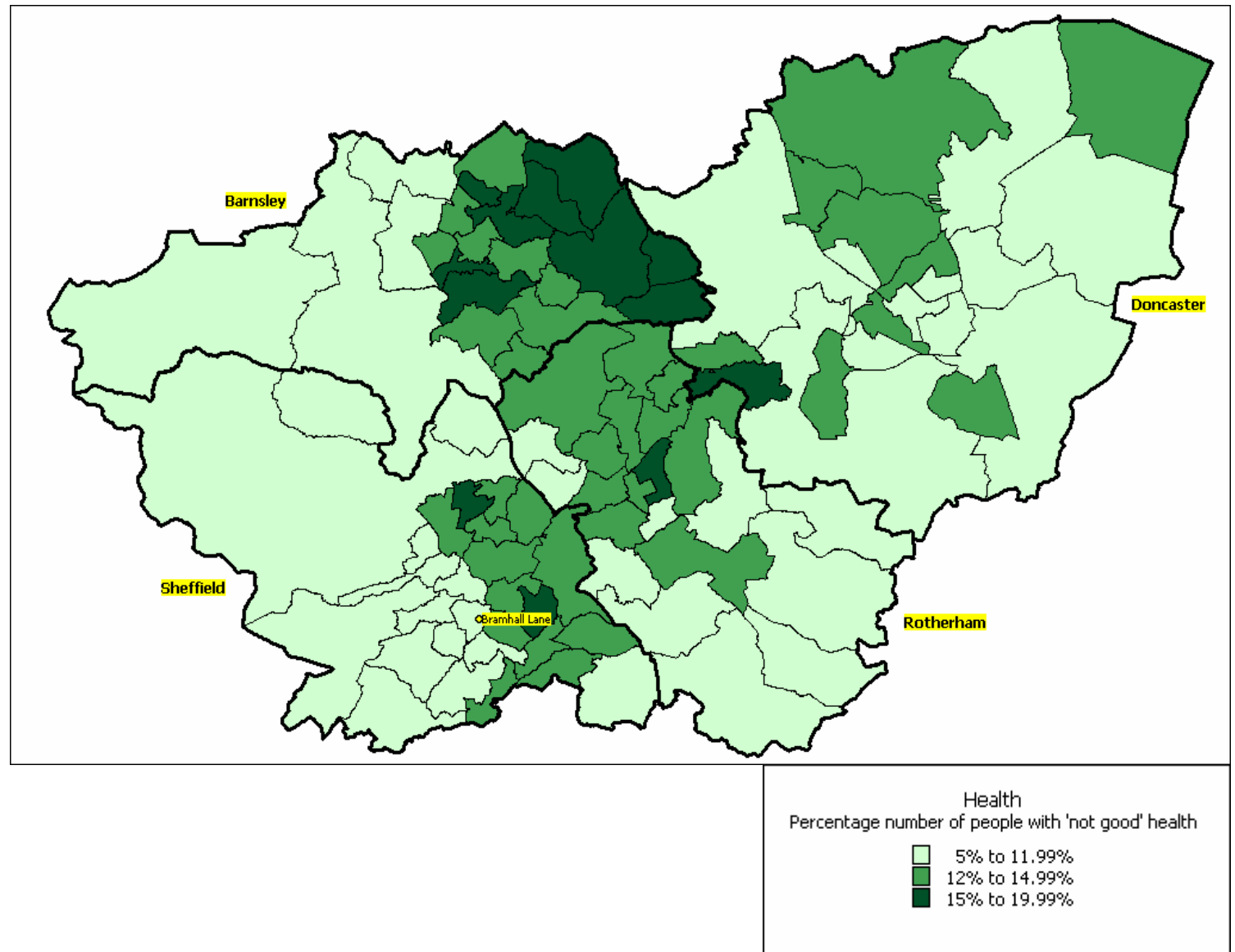
Map 5.9: Minority Religious Populations (2001 Census) – South Yorkshire



Map 5.10: Education Levels (2001 Census) – South Yorkshire



Map 5.11: Employment Levels (2001 Census) – South Yorkshire



Map 5.12: Health Levels (2001 Census) – South Yorkshire

5.4.6 In terms of levels of employment, Table 5.7 notes the percentage populations of the top 30 South Yorkshire wards for SUFC season ticket holders (aged between 16 and 74) that are in employment. The table indicates that 12 (40%) of the wards have rates of employment that are greater than the national average of 60.6%. This means that:

- The majority of South Yorkshire wards with high numbers of SUFC season ticket holders suffer from employment rates lower than the national average.

5.4.7 The final census indicator included on Table 5.7 is a measure of poor health. The table indicates that 25 (83.33%) of the top 30 South Yorkshire wards for SUFC season ticket holders have poor health rates greater than the national average of 9.2%. This means that:

- The vast majority of the top 30 South Yorkshire wards for SUFC season ticket holders have poorer health levels than would be expected nationally.

5.4.8 In summary, it can be concluded that, according to the 2000 IMD report and the 2001 census, the top 30 South Yorkshire wards for SUFC season ticket holders are most likely to have:

- Higher levels of multiple deprivation than average
- Smaller minority ethnic populations than the national average
- Smaller minority religious populations than the national average
- Lower educational levels than the national average
- Lower employment rates than the national average
- Poorer health levels than the national average

Members

5.4.9 Table 5.8 shows the top 30 South Yorkshire wards for SUFC members and information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 30 South Yorkshire wards for SUFC members, 7 (23.33%) are, according to the IMD report, in the top 10% of deprived wards nationally and 16 (53.33%) are in the top 30% of deprived wards. This indicates that:

- The majority of the top 30 South Yorkshire wards for SUFC members are suffering from significant levels of multiple deprivation
- South Yorkshire wards with high numbers of SUFC members suffer from slightly lower levels of multiple deprivation than South Yorkshire wards with high numbers of SUFC season ticket holders.

5.4.10 Table 5.8 is also instructive in informing us about the ethnic and religious diversity of SUFC's members. Of the top 30 South Yorkshire wards for SUFC members, only 8 (26.67%) have ethnic minority populations greater than the national average of 10.4%. This means that:

- Almost 75% of the top 30 South Yorkshire wards for SUFC members have more 'White British' people living in them than would be expected nationally.
- South Yorkshire wards with high numbers of SUFC members are marginally more diverse ethnically than South Yorkshire wards with high numbers of SUFC season ticket holders.

DISTRICT	WARD	MEMBERS	IMD RANK %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Sheffield	Mosborough	144	33.28	96.57	0.91	31.6	67.22	10.35
Sheffield	Heeley	100	22.69	89.57	4.09	29.98	60.53	11.23
Sheffield	Intake	96	25.78	96.03	0.8	41.05	59.91	13.41
Sheffield	Ecclesall	86	96.33	91.67	4.13	12.07	65.81	6.04
Sheffield	Nether Edge	82	47.39	78.59	13.81	14.37	55.08	7.82
Sheffield	Beauchief	78	66.66	94.8	1.31	24.88	65.52	10.12
Sheffield	Birley	78	20.99	97.78	0.61	39.42	60.44	12.19
Sheffield	Handsworth	74	15.62	96.47	0.83	40.1	59.36	13.77
Sheffield	Hallam	72	86.87	91.59	3.21	15.36	61.24	7.37
Sheffield	Sharrow	66	12.59	63.97	22.39	21	33.57	10.14
Sheffield	Norton	62	12.65	95.45	1.43	41.58	52.68	14.3
Rotherham	Aston Orgreave and Ulley	52	31.07	97.91	0.75	32.48	63.8	10.75
Sheffield	Netherthorpe	50	21.24	78.02	10.32	18.18	36.25	9.2
Sheffield	South Wortley	50	0.51	93.9	2.87	51.11	47.75	15.65
Sheffield	Dore	48	51.93	94.99	1.88	22.16	58.25	10.2
Sheffield	Broomhill	47	94.52	83.97	6.7	6.71	36.94	5.62
Sheffield	Park	46	1.16	90.88	3.08	48.07	45.36	14.69
Sheffield	Walkley	46	30.75	93	2.18	28.83	62.24	10.32
Sheffield	Chapel Green	45	46.02	97.1	1.13	30.8	66.74	9.97
Sheffield	Hillsborough	41	37.09	96.62	0.89	31.42	64.66	10.31
Sheffield	Castle	40	2.35	78.21	11.22	43.79	45.05	13.84
Sheffield	Firth Park	40	1.53	75.74	17.67	48.27	47.09	14.69
Rotherham	Kiveton Park	35	35.39	98.39	0.55	31.56	62.95	11.15
Sheffield	Darnall	35	6.67	71.33	22.85	43.47	50.89	12.9
Sheffield	Brightside	34	7.55	89.65	4.42	41.19	59.29	12.6
Sheffield	Stocksbridge	34	37.32	97.72	0.78	29.89	62.16	11.29
Rotherham	Anston and Woodsetts	30	30.77	98.18	0.45	27.29	63.92	8.97
Sheffield	Owlerton	30	7.19	95.7	1.18	41.52	58.57	12.86
Rotherham	Brinsworth Catcliffe, Treeton	28	21.90	97.32	1.58	36.2	62.83	11.03
Rotherham	St. John's	27	21.63	97.68	0.29	35.24	60.04	11.03

Table 5.8: SUFC Members 2003/2004 – Top 30 South Yorkshire Wards: IMD Report and National Census 2001

5.4.11 A similar picture emerges with regard to religious diversity. Of the top 30 South Yorkshire wards for SUFC members, only 7 (23.33%) have religious minority populations greater than the national ward average of 5.8%. This means that:

- More than 75% (76.67%) of the top 30 South Yorkshire wards for SUFC members are less diverse religiously than would be expected nationally.
- South Yorkshire wards with high numbers of SUFC members are marginally more diverse religiously than South Yorkshire wards with high numbers of SUFC season ticket holders.

5.4.12 In terms of educational levels, Table 5.8 indicates that 20 (66.67%) of the top 30 South Yorkshire wards for SUFC members have non-qualified populations (aged between 16 and 74) greater than the national average of 29.1%. This means that:

- The majority of the top 30 South Yorkshire wards for SUFC members are suffering from lower levels of education than would be expected nationally.
- The top South Yorkshire wards for SUFC members have better education levels than the top South Yorkshire wards for SUFC season ticket holders.

5.4.13 In terms of levels of employment, Table 5.8 indicates that 12 (40%) of the top 30 South Yorkshire wards for SUFC members have rates of employment (amongst 16-74 year olds) greater than the national average of 60.6%. This means that:

- The majority of the top 30 South Yorkshire wards for SUFC members suffer from lower employment rates than the national average.
- The top South Yorkshire wards for SUFC members have similar employment rates to those of the top South Yorkshire wards for SUFC season ticket holders

5.4.14 The final census indicator included on Table 5.8 is a measure of poor health. The table indicates that 25 (83.33%) of the top 30 South Yorkshire wards for SUFC members have poor health rates greater than the national average of 9.2%. This means that:

- The vast majority of the top 30 South Yorkshire wards for SUFC members have poorer health levels than would be expected nationally.
- The top South Yorkshire wards for SUFC members have similar health levels to those of the top South Yorkshire wards for SUFC season ticket holders.

5.4.15 In summary, it can be concluded that, according to the 2000 IMD report and the 2001 census, the top 30 South Yorkshire wards for SUFC members are most likely to have:

- Significant levels of multiple deprivation
- Smaller minority ethnic populations than the national average
- Smaller minority religious populations than the national average
- Lower educational levels than the national average
- Lower employment rates than the national average
- Poorer health levels than the national average

5.4.16 It can also be summarised that, when compared to the top 30 South Yorkshire wards for SUFC season ticket holders, the top 30 South Yorkshire wards for SUFC members are likely to be:

- Suffering from slightly lower levels of deprivation
- Marginally more diverse ethnically
- Marginally more diverse religiously
- Experiencing slightly better education levels
- Experiencing similar rates of employment
- Experiencing similarly poor health levels

Junior Members

5.4.17 If we now turn to SUFC's junior members, Table 5.9 shows the top 30 South Yorkshire wards for SUFC junior members and information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 30 South Yorkshire wards for SUFC junior members, 16 (53.33%) are, according to the IMD report, in the top 30% of deprived wards nationally. This means that:

- Just over half of the top 30 South Yorkshire wards for SUFC junior members are suffering from significant levels of multiple deprivation.
- South Yorkshire wards with high numbers of SUFC junior members suffer from levels of deprivation consistent with South Yorkshire wards with high numbers of SUFC season ticket holders or members.

5.4.18 With reference to ethnic diversity, Table 5.9 indicates that only 5 (16.67%) of the top 30 South Yorkshire wards for SUFC junior members have ethnic minority populations greater than the national average of 10.4%. This means that:

- Nearly 84% (83.33%) of the top 30 South Yorkshire wards for SUFC junior members have more 'White British' people living in them than would be expected nationally.
- South Yorkshire wards with high numbers of SUFC junior member are less diverse ethnically than South Yorkshire wards with high numbers of SUFC season ticket holders or members.

DISTRICT	WARD	JUNIORS	IMD RANK %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Sheffield	Mosborough	92	33.28	96.57	0.91	31.6	67.22	10.35
Sheffield	Beauchief	49	66.66	94.8	1.31	24.88	65.52	10.12
Sheffield	Birley	44	20.99	97.78	0.61	39.42	60.44	12.19
Sheffield	Dore	44	51.93	94.99	1.88	22.16	58.25	10.2
Sheffield	Ecclesall	40	96.33	91.67	4.13	12.07	65.81	6.04
Sheffield	Hallam	38	86.87	91.59	3.21	15.36	61.24	7.37
Sheffield	Intake	38	25.78	96.03	0.8	41.05	59.91	13.41
Sheffield	Handsworth	37	15.62	96.47	0.83	40.1	59.36	13.77
Sheffield	South Wortley	34	0.51	93.9	2.87	51.11	47.75	15.65
Sheffield	Chapel Green	33	46.02	97.1	1.13	30.8	66.74	9.97
Sheffield	Heeley	29	22.69	89.57	4.09	29.98	60.53	11.23
Rotherham	Brinsworth Catcliffe, Treeton	27	21.90	97.32	1.58	36.2	62.83	11.03
Sheffield	Hillsborough	24	37.09	96.62	0.89	31.42	64.66	10.31
Sheffield	Brightside	22	7.55	89.65	4.42	41.19	59.29	12.6
Sheffield	Darnall	20	6.67	71.33	22.85	43.47	50.89	12.9
Sheffield	Norton	20	12.65	95.45	1.43	41.58	52.68	14.3
Rotherham	Aston Orgreave and Ulley	18	31.07	97.91	0.75	32.48	63.8	10.75
Sheffield	Stocksbridge	18	37.32	97.72	0.78	29.89	62.16	11.29
Sheffield	Firth Park	17	1.53	75.74	17.67	48.27	47.09	14.69
Sheffield	Park	16	1.16	90.88	3.08	48.07	45.36	14.69
Sheffield	Manor	14	0.90	93.97	2.33	56.83	44.52	17.1
Rotherham	St. John's	12	21.63	97.68	0.29	35.24	60.04	11.03
Sheffield	Owlerton	12	7.19	95.7	1.18	41.52	58.57	12.86
Rotherham	Anston and Woodsetts	11	30.77	98.18	0.45	27.29	63.92	8.97
Sheffield	Broomhill	11	94.52	83.97	6.7	6.71	36.94	5.62
Rotherham	Kiveton Park	10	35.39	98.39	0.55	31.56	62.95	11.15
Sheffield	Nether Edge	10	47.39	78.59	13.81	14.37	55.08	7.82
Rotherham	Kimberworth	9	22.15	97.82	0.53	36.41	60.7	11.1
Sheffield	Nether Shire	9	4.39	94.56	1.78	47.17	51.42	14.36
Sheffield	Walkley	9	30.75	93	2.18	28.83	62.24	10.32

Table 5.9: SUFC Junior Members 2003/2004 – Top 30 South Yorkshire Wards: IMD Report and National Census 2001

5.4.19 A similar picture emerges with regard to religious diversity. Of the top 30 South Yorkshire wards for SUFC junior members, only 3 (10%) have minority religious populations greater than the national average of 5.8%. This means that:

- 90% of the top 30 South Yorkshire wards for SUFC junior members are less diverse religiously than would be expected nationally.
- South Yorkshire wards with high numbers of SUFC junior members are significantly less diverse religiously than South Yorkshire wards with high numbers of SUFC season ticket holders or members.

5.4.20 In terms of educational levels, Table 5.9 indicates that 22 (73.33%) of the top 30 South Yorkshire wards for SUFC junior members have non-qualified populations (aged between 16 and 74) greater than the national average of 29.1%. This means that:

- Three quarters of the top 30 South Yorkshire wards for SUFC junior members have poorer education levels than would be expected nationally.
- South Yorkshire wards with high numbers of SUFC junior members are suffering from marginally poorer education levels than South Yorkshire wards with high numbers of SUFC season ticket holders or members.

5.4.21 In terms of levels of employment, Table 5.9 indicates that 13 (43.33%) of the top 30 South Yorkshire wards for SUFC junior members have rates of employment (amongst 16-74 year olds) greater than the national average of 60.6%. This means that:

- More than half of the top 30 South Yorkshire wards for SUFC junior members suffer from lower employment rates than the national average.
- South Yorkshire wards with high numbers of SUFC junior members have similar employment rates to those of South Yorkshire wards with high numbers of SUFC season ticket holders or members.

5.4.22 The final census indicator included on Table 5.9 is a measure of poor health. The table indicates that 25 (83.33%) of the top 30 South Yorkshire wards for SUFC junior members have poor health levels greater than the national average of 9.2%. This means that:

- The vast majority of the top 30 South Yorkshire wards for SUFC junior members have poorer health levels than would be expected nationally.
- South Yorkshire wards with high numbers of SUFC junior members have similar health levels to those of South Yorkshire wards with high numbers of SUFC season ticket holders or members.

5.4.23 In summary, it can be concluded that, according to the 2000 IMD report and the 2001 census, the top 30 South Yorkshire wards for SUFC junior members are most likely to have:

- Significant levels of multiple deprivation
- Smaller minority ethnic populations than the national average
- Smaller minority religious populations than the national average
- Much lower education levels than the national average
- Lower employment rates than the national average
- Poorer health levels than the national average

5.4.24 It can also be summarised that, when compared to the top 30 South Yorkshire wards for SUFC season ticket holders and members, the top 30 South Yorkshire wards for SUFC junior members are likely to be:

- Suffering from similar levels of deprivation
- Less diverse ethnically
- Less diverse religiously
- Experiencing marginally poorer education levels
- Experiencing similar employment rates
- Experiencing similar poor health levels

5.5 *SUFC's Supporter Communities - Sheffield*

5.5.1 In addition to presenting an analysis of SUFC's supporters across South Yorkshire, it is also useful to investigate the spread of the club's fans across the city of Sheffield. A breakdown of the club's support across the 29 wards of Sheffield can be observed in the following tables. A visual representation of this data can also be seen in Maps 5.13 to 5.15.

WARD	SEASON TICKETS
Mosborough	412
Beauchief	299
Ecclesall	246
Intake	239
Dore	232
Heeley	229
Birley	228
South Wortley	181
Handsworth	179
Hallam	178
Chapel Green	167
Norton	137
Hillsborough	118
Nether Edge	117
Darnall	109
Park	98
Walkley	91
Castle	88
Sharrow	87
Brightside	86
Owlerton	79
Stocksbridge	75
Firth Park	72
Nether Shire	70
Manor	64
Broomhill	63
Burngreave	60
Netherthorpe	60
Southey Green	37

Table 5.10: SUFC Season Ticket Holders 2003/204 – City of Sheffield

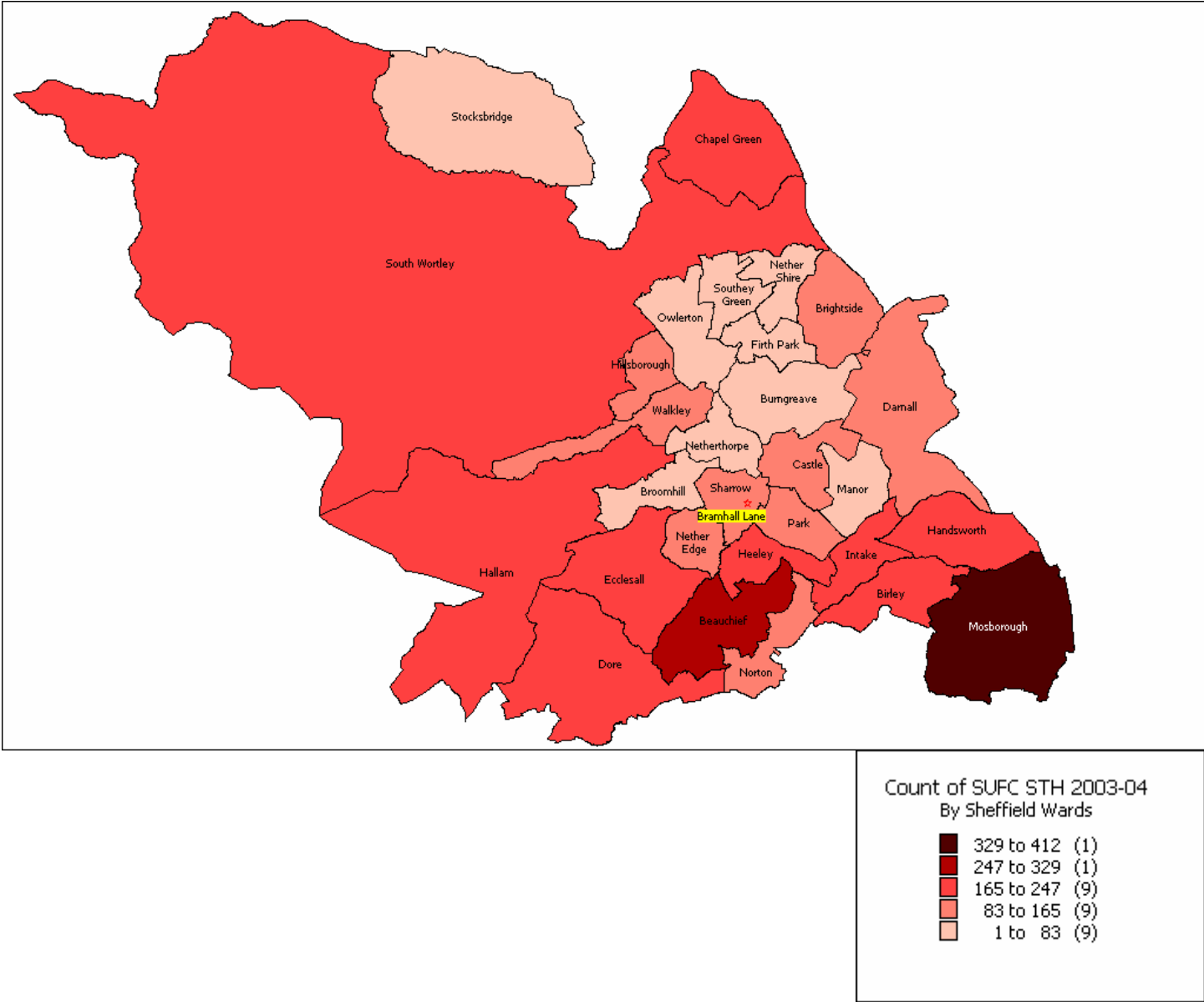
WARD	MEMBERS
Mosborough	144
Heeley	100
Intake	96
Ecclesall	86
Nether Edge	82
Beauchief	78
Birley	78
Handsworth	74
Hallam	72
Sharrow	66
Norton	62
Netherthorpe	50
South Wortley	50
Dore	48
Broomhill	47
Park	46
Walkley	46
Chapel Green	45
Hillsborough	41
Castle	40
Firth Park	40
Darnall	35
Brightside	34
Stocksbridge	34
Owlerton	30
Nether Shire	25
Manor	20
Burngreave	14
Southey Green	13

Table 5.11: SUFC Members 2003/204 – City of Sheffield

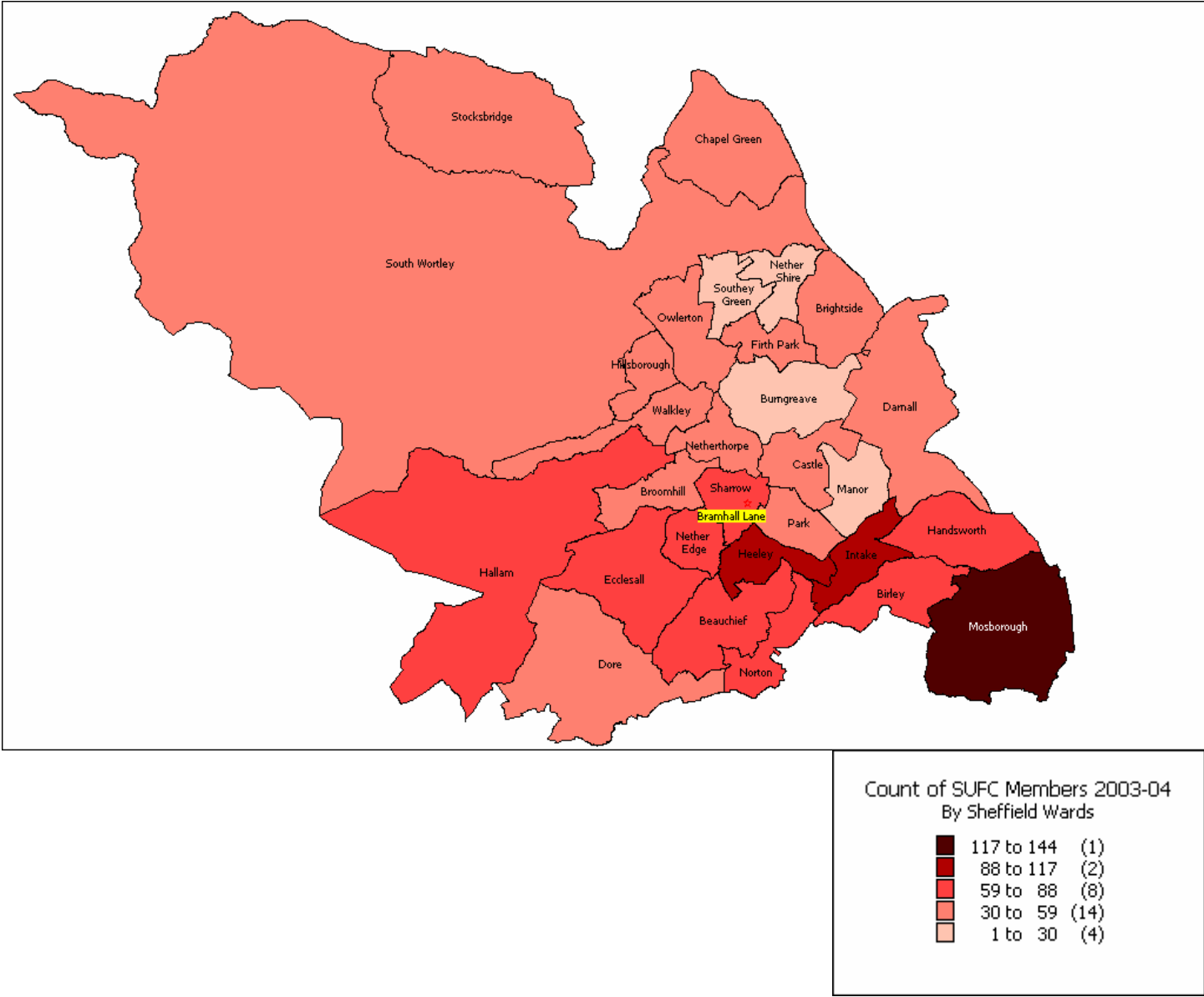
WARD	JUNIOR MEMBERS
Mosborough	92
Beauchief	49
Birley	44
Dore	44
Ecclesall	40
Hallam	38
Intake	38
Handsworth	37
South Wortley	34
Chapel Green	33
Heeley	29
Hillsborough	24
Brightside	22
Darnall	20
Norton	20
Stocksbridge	18
Firth Park	17
Park	16
Manor	14
Owlerton	12
Broomhill	11
Nether Edge	10
Nether Shire	9
Walkley	9
Castle	8
Burngreave	4
Netherthorpe	4
Southey Green	2
Sharrow	1

Table 5.12: SUFC Junior Members 2003/204 – City of Sheffield

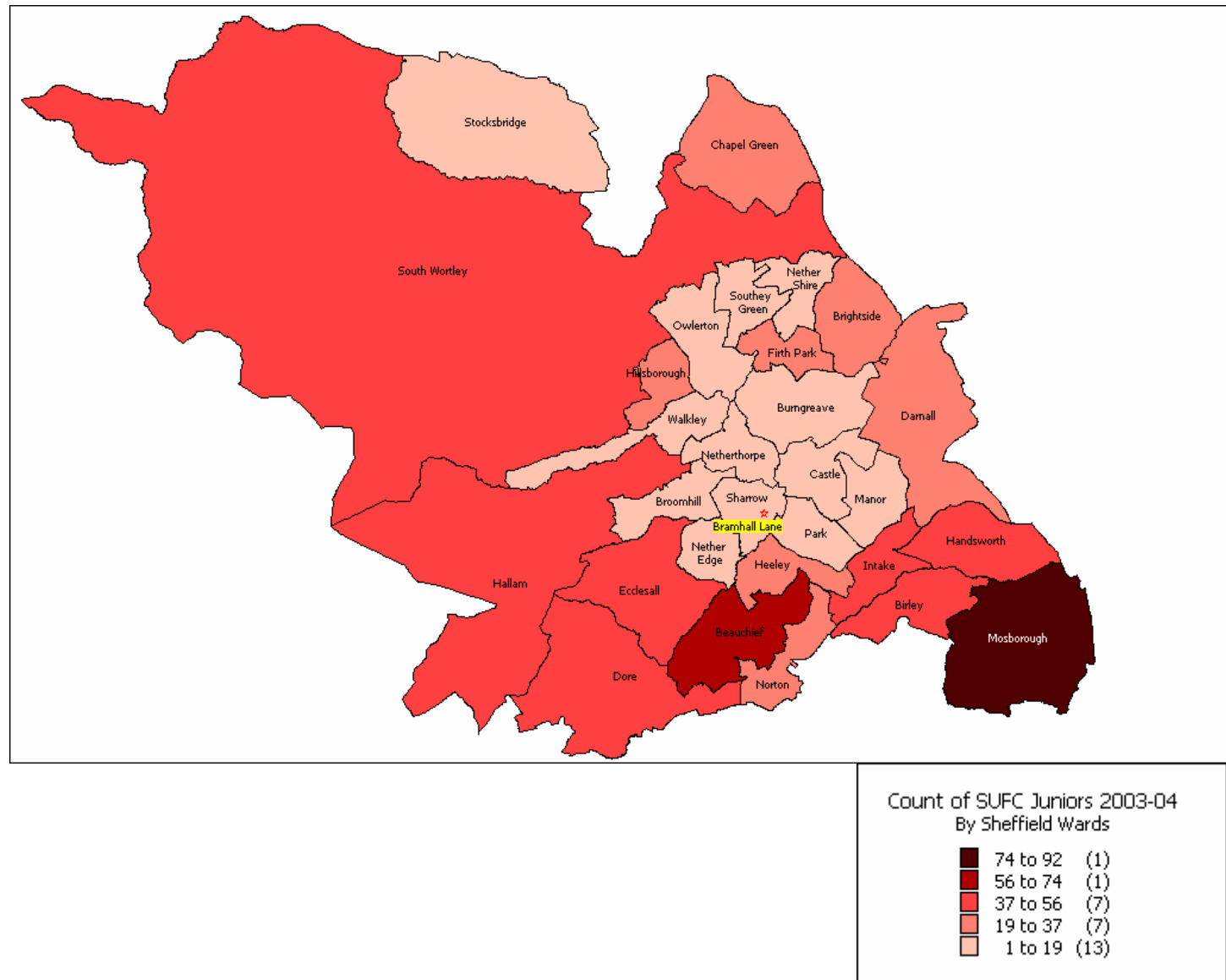
5.5.2 From the tables above and from Maps 5.13 to 5.15, one can observe that SUFC has supporters across the City of Sheffield. It is notable, however, that the club has a high density of supporters in Mosborough, and a generally stronger support in the south and west of the city. There are particularly low numbers of supporters in the area to the immediate north of the city centre.



Map 5.13: SUFC Season Ticket Holders 2003/04 – City of Sheffield



Map 5.14: SUFC Members 2003/04 – City of Sheffield



Map 5.15: SUFC Junior Members 2003/04 – City of Sheffield

5.6 A Socio-Economic Profile of SUFC's Sheffield Based Supporters

5.6.1 In addition to determining the geographical profile of SUFC's city-based season ticket holders, members and junior members, the research team has also sought to determine the socio-economic profile of the areas of Sheffield from which the club draws its support. To do this, we have again compared the geographical profile of SUFC's Sheffield based fans against the 2000 IMD data and the national 2001 census results. A visual analysis of the socio-economic profile of Sheffield wards that contain SUFC season ticket holders, members and junior members can also be made by comparing Maps 5.13, 5.14 and 5.15 with Maps 5.16 to 5.21.

Season Ticket Holders

5.6.2 Table 5.13 shows, in descending order, the spread of SUFC season tickets across the wards of the City of Sheffield and a range of information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 10 Sheffield wards for SUFC season ticket holders, none are in the top 10% of deprived wards nationally, 4 are in the top 30%, and 2 are in the top 20% of *least* deprived wards. This compares favourably with the middle 9 wards (3 in the top 10% and 1 ward in the top 2% of deprived national wards), and the bottom 10 wards (4 in the top 2%, 7 in the top 10% and just 1 in the top 10% of least deprived wards). This means that:

- Wards in Sheffield with high numbers of SUFC season ticket holders are suffering from lower levels of multiple deprivation than wards in Sheffield with fewer SUFC season ticket holders.

5.6.3 With reference to ethnic diversity, Table 5.13 shows the percentage 'White British' population of wards in Sheffield. From the table it can be calculated that the average White British population of the top 10 Sheffield wards for SUFC season ticket holders is 94.64%: 5.04 percentage points higher than the national average of 89.6%. This is significantly higher than the average for the middle 9 wards (85.02%), and the bottom 10 wards (85.9%). This means that:

- Wards in Sheffield with high numbers of SUFC season ticket holders have smaller minority ethnic populations than wards in Sheffield with fewer SUFC season ticket holders.

5.6.4 A similar picture to this emerges with regard to religious diversity. From Table 5.13 it can be calculated that the average minority religious population of the top 10 Sheffield wards for SUFC season ticket holders is 1.89%: 3.01 percentage points lower than the national average of 5.8%. This is considerably lower than the average for the middle 9 wards (8.78%) and the bottom 10 wards (7.69%). This means that:

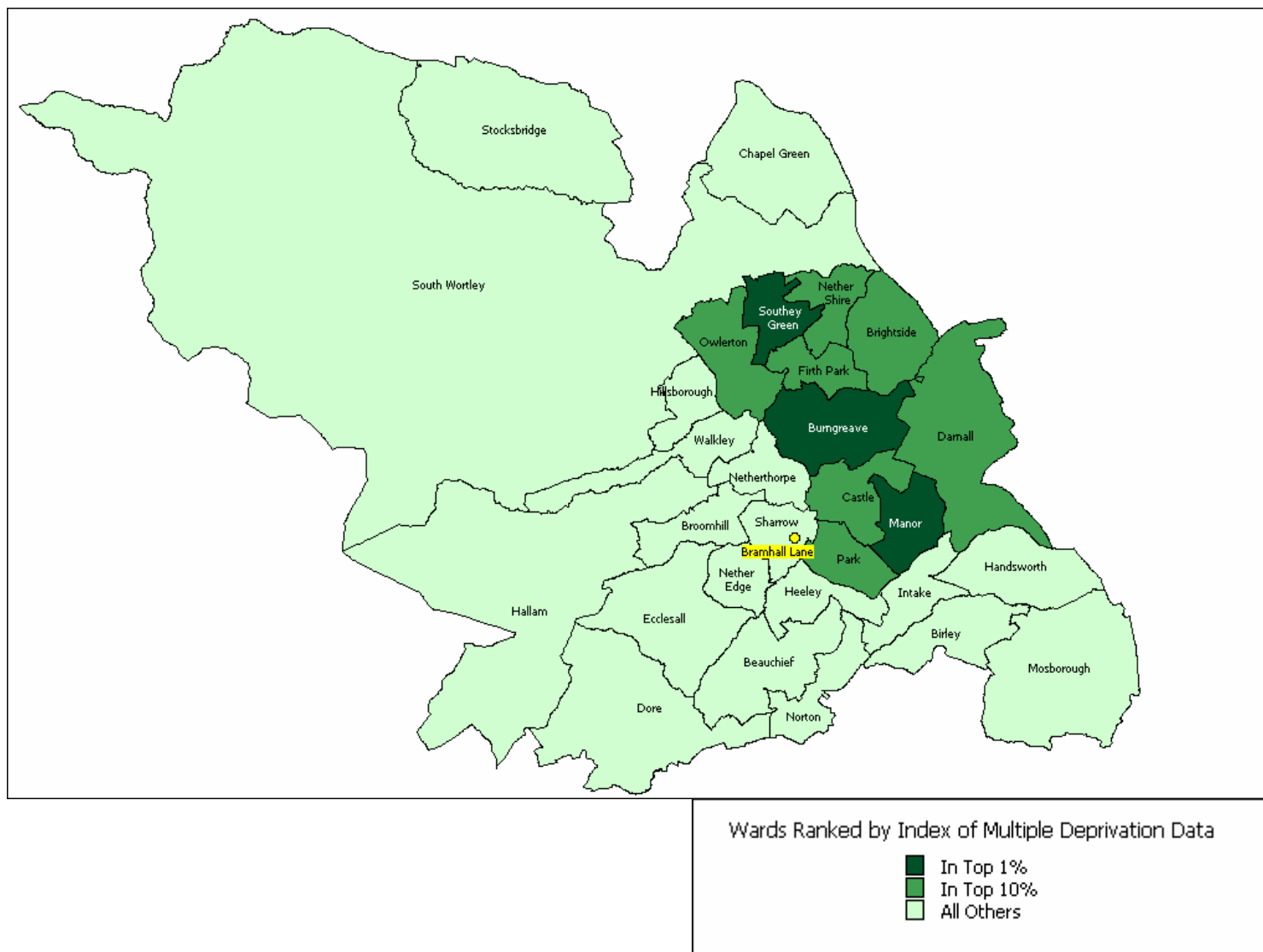
- Wards in Sheffield with high numbers of SUFC season ticket holders have generally much smaller minority religious populations than wards in Sheffield with smaller numbers of SUFC season ticket holders.

5.6.5 In terms of educational levels, Table 5.13 indicates that the average non-qualified population (aged between 16 and 74) of the top 10 Sheffield wards for SUFC season ticket holders is 28.6%: 0.5 percentage points lower than the national average of 29.1%. This is lower than the average for the middle 9 wards (33.7%), and lower than the bottom 10 wards (38.43%). This means that:

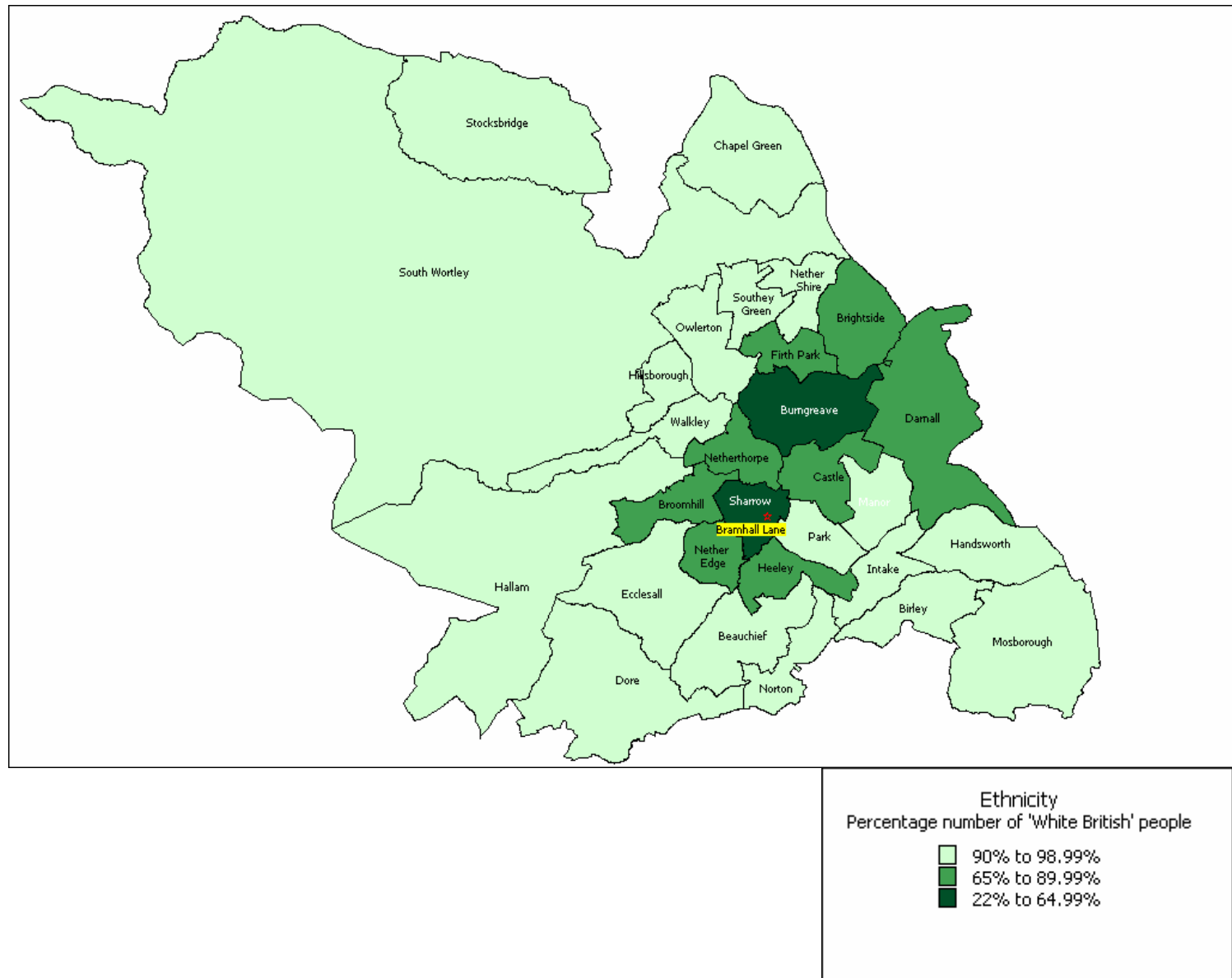
- Wards in Sheffield with high numbers of SUFC season ticket holders have generally better education levels than wards in Sheffield with fewer SUFC season ticket holders.

WARD	S. TICKETS	IMD RANK %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Mosborough	412	33.28	96.57	0.91	31.6	67.22	10.35
Beauchief	299	66.66	94.8	1.31	24.88	65.52	10.12
Ecclesall	246	96.33	91.67	4.13	12.07	65.81	6.04
Intake	239	25.78	96.03	0.8	41.05	59.91	13.41
Dore	232	51.93	94.99	1.88	22.16	58.25	10.2
Heeley	229	22.69	89.57	4.09	29.98	60.53	11.23
Birley	228	20.99	97.78	0.61	39.42	60.44	12.19
South Wortley	181	46.85	96.89	1.12	29.35	64.74	10.26
Handsworth	179	15.62	96.47	0.83	40.1	59.36	13.77
Hallam	178	86.87	91.59	3.21	15.36	61.24	7.37
Chapel Green	167	46.02	97.1	1.13	30.8	66.74	9.97
Norton	137	12.65	95.45	1.43	41.58	52.68	14.3
Hillsborough	118	37.09	96.62	0.89	31.42	64.66	10.31
Nether Edge	117	47.39	78.59	13.81	14.37	55.08	7.82
Darnall	109	6.67	71.33	22.85	43.47	50.89	12.9
Park	98	1.16	90.88	3.08	48.07	45.36	14.69
Walkley	91	30.75	93	2.18	28.83	62.24	10.32
Castle	88	2.35	78.21	11.22	43.79	45.05	13.84
Sharrow	87	12.59	63.97	22.39	21	33.57	10.14
Brightside	86	7.55	89.65	4.42	41.19	59.29	12.6
Owlerton	79	7.19	95.7	1.18	41.52	58.57	12.86
Stocksbridge	75	37.32	97.72	0.78	29.89	62.16	11.29
Firth Park	72	1.53	75.74	17.67	48.27	47.09	14.69
Nether Shire	70	4.39	94.56	1.78	47.17	51.42	14.36
Manor	64	0.90	93.97	2.33	56.83	44.52	17.1
Broomhill	63	94.52	83.97	6.7	6.71	36.94	5.62
Burngreave	60	0.71	55.78	28.81	43.42	43.22	13.9
Netherthorpe	60	21.24	78.02	10.32	18.18	36.25	9.2
Southey Green	37	0.51	93.9	2.87	51.11	47.75	15.65

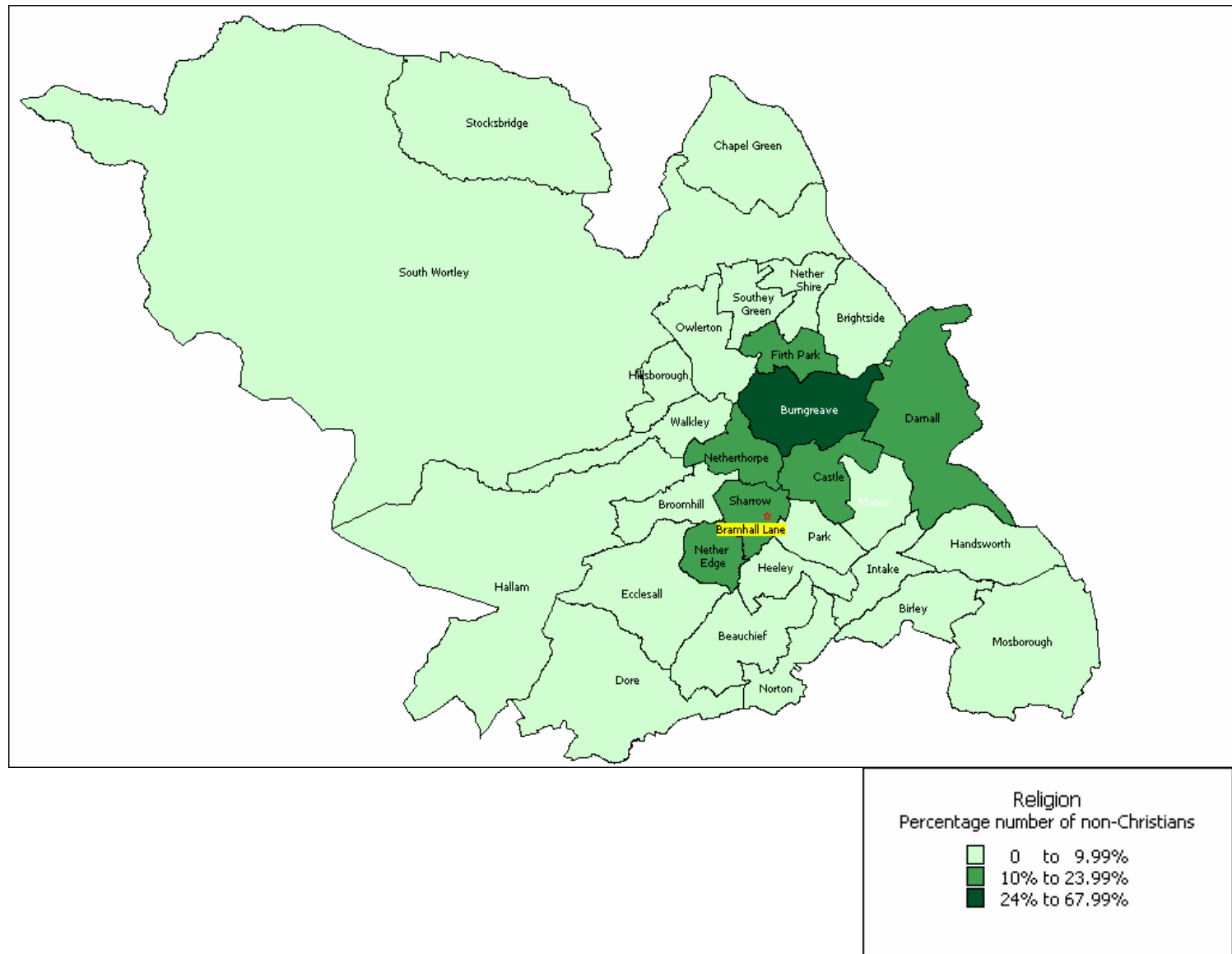
Table 5.13: SUFC Season Ticket Holders 2003/2004 – City of Sheffield: IMD Report and National Census 2000



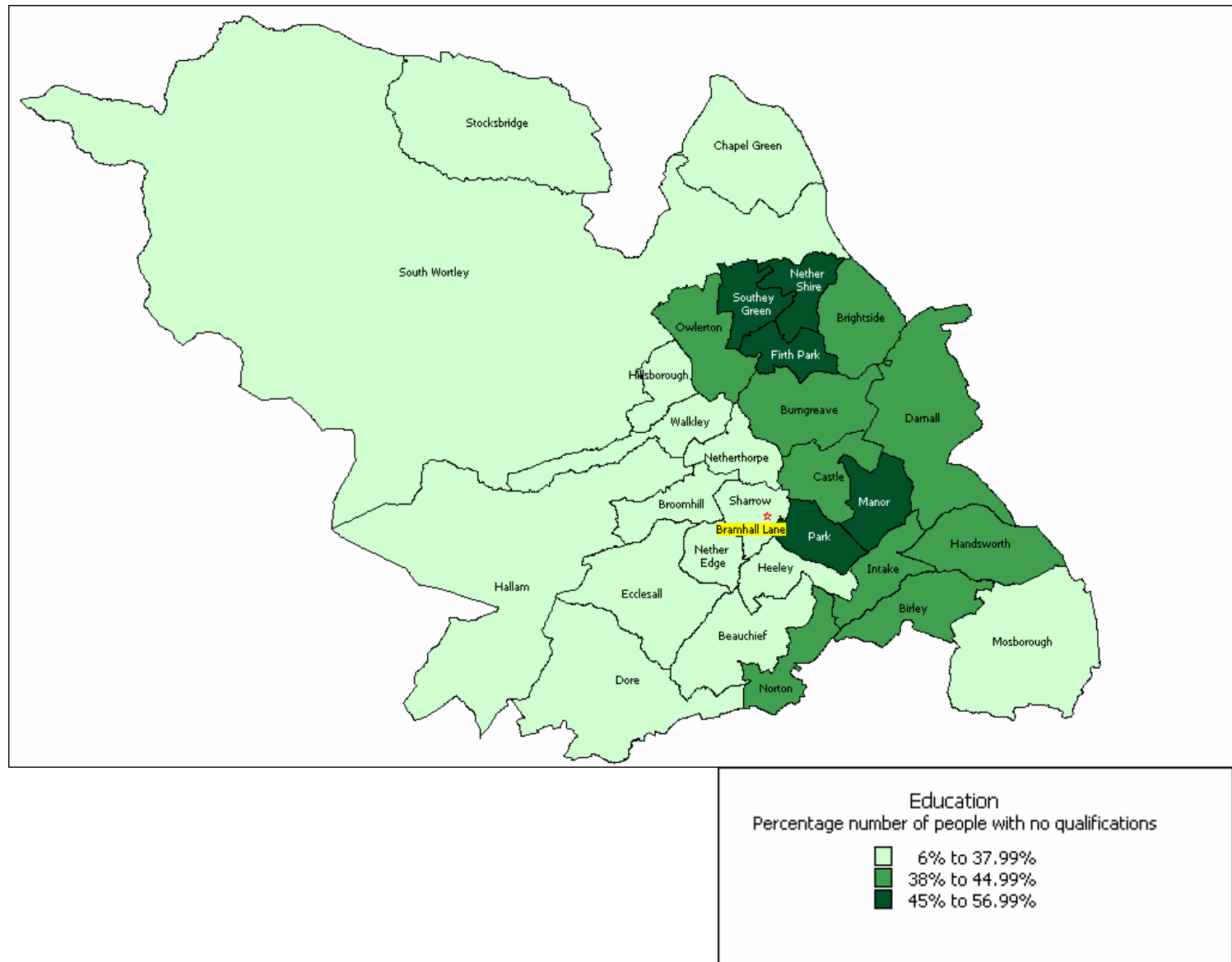
Map 5.16: Index of Multiple Deprivation – City of Sheffield



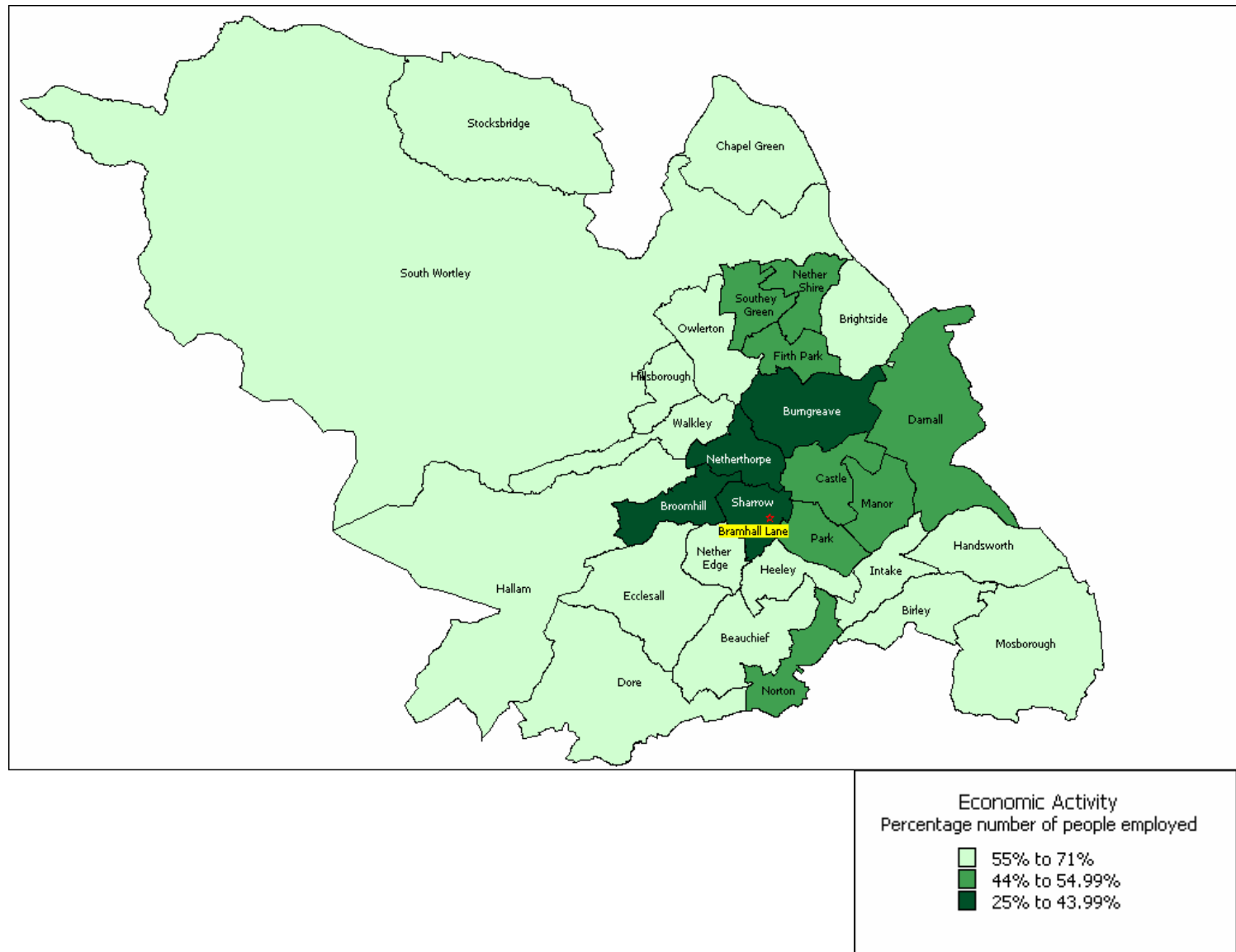
Map 5.17: Minority Ethnic Populations (2001 Census) – City of Sheffield



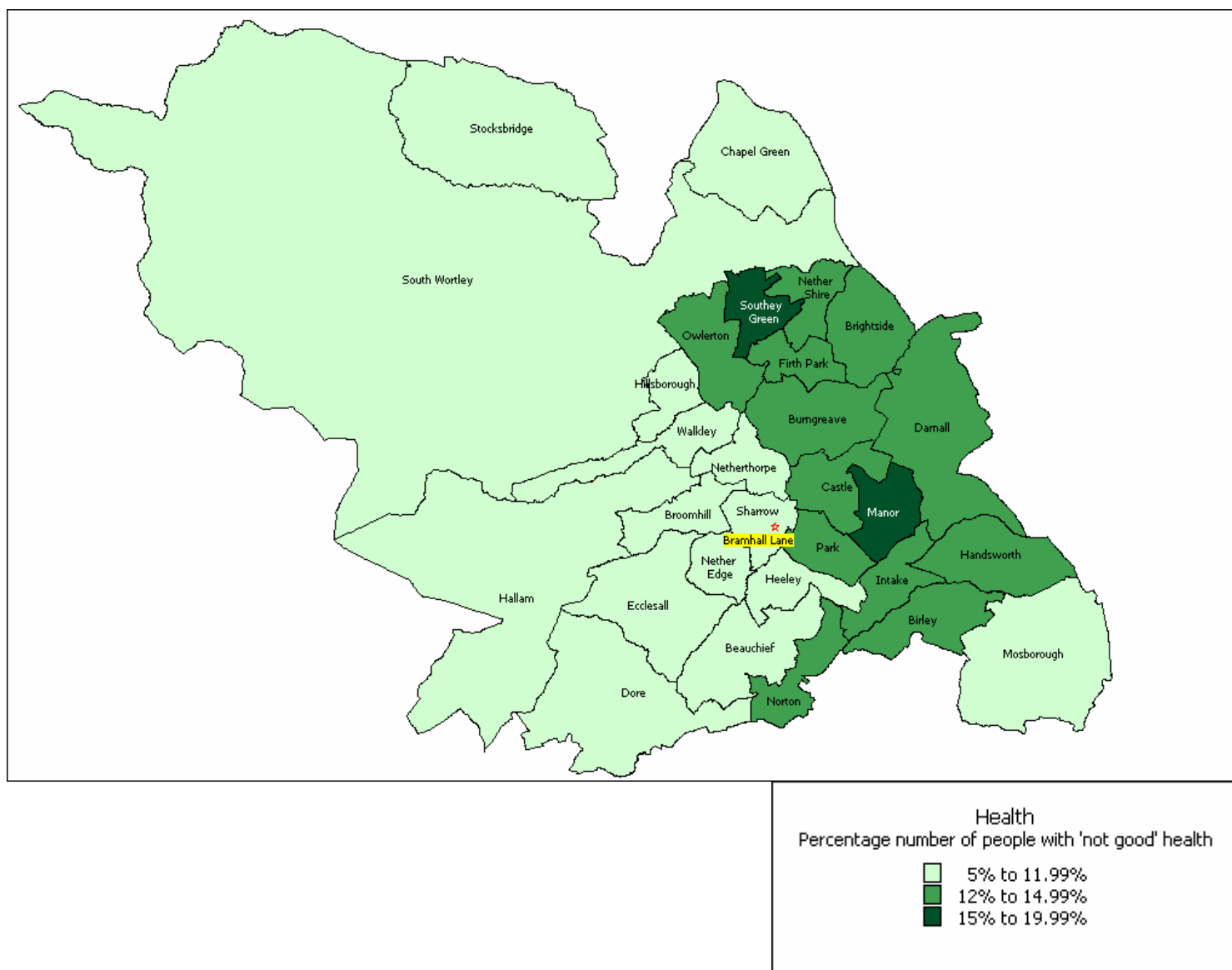
Map 5.18: Minority Religious Populations (2001 Census) – City of Sheffield



Map 5.19: Education Levels (2001 Census) – City of Sheffield



Map 5.20: Employment Levels (2001 Census) – City of Sheffield



Map 5.21: Health Levels (2001 Census) – City of Sheffield

5.6.6 In terms of levels of employment, Table 5.13 indicates that the average employment rate (amongst 16-74 year olds) in the top 10 Sheffield wards for SUFC season ticket holders is 62.3%: 1.7% percentage points higher than the national average of 60.6%. This figure is higher than the average for the middle 9 wards (52.92%), and the bottom 10 wards (48.72%). This means that:

- Wards in Sheffield with high numbers of SUFC season ticket holders have generally better rates of employment than wards in Sheffield with fewer SUFC season ticket holders.

5.6.7 The final census indicator included on Table 5.13 is a measure of poor health. From the table it can be calculated that the average percentage population of the top 10 Sheffield wards for SUFC season ticket holders suffering from poor health is 10.49%: 1.29 percentage points higher than the national average of 9.2%. This is lower than the average for the middle 9 wards (11.59%), and lower than the bottom 10 wards (12.73%). This means that:

- Wards in Sheffield with high numbers of SUFC season ticket holders have generally better levels of health than wards in Sheffield with fewer SUFC season ticket holders.

5.6.8 In summary, it can be concluded that, when compared to Sheffield wards with low numbers of SUFC season ticket holders, wards in the city with the high numbers of club season ticket holders have:

- Lower levels of multiple deprivation
- Considerably smaller minority ethnic populations
- Considerably smaller minority religious populations
- Better education levels
- Better employment rates
- Better health levels

Members

5.6.9 Table 5.14 shows, in descending order, the spread of SUFC members across the wards of the City of Sheffield and a range of information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 10 Sheffield wards for SUFC members, none are in the top 10% of deprived wards nationally, 5 are in the top 30%, and 2 are in the bottom 20%. This can be compared with the middle 9 wards (1 ward in the top 2% of deprived wards, 7 in the top 50%, and 1 in the bottom 10%), and the bottom 10 wards (5 in the top 2%, 9 in the top 10%, and all in the top 50%). This information means that:

- Wards in Sheffield with high numbers of SUFC members have significantly lower levels of multiple deprivation than wards with fewer SUFC members.
- The top Sheffield wards for SUFC members have similar levels of multiple deprivation to those of the top Sheffield wards for SUFC season ticket holders.

WARD	MEMBERS	IMD RANK %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Mosborough	144	33.28	96.57	0.91	31.6	67.22	10.35
Heeley	100	22.69	89.57	4.09	29.98	60.53	11.23
Intake	96	25.78	96.03	0.8	41.05	59.91	13.41
Ecclesall	86	96.33	91.67	4.13	12.07	65.81	6.04
Nether Edge	82	47.39	78.59	13.81	14.37	55.08	7.82
Beauchief	78	66.66	94.8	1.31	24.88	65.52	10.12
Birley	78	20.99	97.78	0.61	39.42	60.44	12.19
Handsworth	74	15.62	96.47	0.83	40.1	59.36	13.77
Hallam	72	86.87	91.59	3.21	15.36	61.24	7.37
Sharrow	66	12.59	63.97	22.39	21	33.57	10.14
Norton	62	12.65	95.45	1.43	41.58	52.68	14.3
Netherthorpe	50	21.24	78.02	10.32	18.18	36.25	9.2
South Wortley	50	46.85	96.89	1.12	29.35	64.74	10.26
Dore	48	51.93	94.99	1.88	22.16	58.25	10.2
Broomhill	47	94.52	83.97	6.7	6.71	36.94	5.62
Park	46	1.16	90.88	3.08	48.07	45.36	14.69
Walkley	46	30.75	93	2.18	28.83	62.24	10.32
Chapel Green	45	46.02	97.1	1.13	30.8	66.74	9.97
Hillsborough	41	37.09	96.62	0.89	31.42	64.66	10.31
Castle	40	2.35	78.21	11.22	43.79	45.05	13.84
Firth Park	40	1.53	75.74	17.67	48.27	47.09	14.69
Darnall	35	6.67	71.33	22.85	43.47	50.89	12.9
Brightside	34	7.55	89.65	4.42	41.19	59.29	12.6
Stocksbridge	34	37.32	97.72	0.78	29.89	62.16	11.29
Owlerton	30	7.19	95.7	1.18	41.52	58.57	12.86
Nether Shire	25	4.39	94.56	1.78	47.17	51.42	14.36
Manor	20	0.90	93.97	2.33	56.83	44.52	17.1
Burngreave	14	0.71	55.78	28.81	43.42	43.22	13.9
Southey Green	13	0.51	93.9	2.87	51.11	47.75	15.65

Table 5.14: SUFC Members 2003/2004 – City of Sheffield: IMD Report and National Census 2000

5.6.10 With reference to ethnic diversity, Table 5.14 indicates that the average White British population of the top 10 Sheffield wards for SUFC members is very close to the national average at 89.7%. This is slightly lower than the average for the middle 9 wards (91.88%), but higher than the bottom 10 wards (84.66%). This means that:

- Wards in Sheffield with high numbers of SUFC members tend to have slightly smaller minority ethnic populations than wards in Sheffield with fewer SUFC members.
- The top Sheffield wards for SUFC members are more diverse ethnically than the top Sheffield wards for SUFC season ticket holders.

5.6.11 A similar picture to this emerges with regard to religious diversity. From Table 5.14 it can be calculated that the average minority religious population of the top 10 Sheffield wards for SUFC members is 5.21%: 0.59 percentage points lower than the national average of 5.8%. This is higher than the average for the middle 9 wards (3.19%), but significantly lower than the bottom 10 wards (9.39%). This means that:

- Wards in Sheffield with high numbers of SUFC members generally have lower minority religious populations than wards in Sheffield with smaller numbers of SUFC members.
- It also indicates that the top Sheffield wards for SUFC members are more diverse religiously than the top Sheffield wards for SUFC season ticket holders.

5.6.12 In terms of educational levels, Table 5.14 indicates that the average non-qualified population (aged between 16 and 74) of the top 10 Sheffield wards for SUFC members is 26.98%: 2.12 percentage points lower than the national average of 29.1%. This is slightly lower than the average for the middle 9 wards (28.57%), and considerably lower than the bottom 10 wards (44.67%). This means that:

- Wards in Sheffield with high numbers of SUFC members have generally better education levels than wards in Sheffield with fewer SUFC members.
- The populations of the top Sheffield wards for SUFC members are less well educated than the populations of the top Sheffield wards for SUFC season ticket holders.

5.6.13 In terms of levels of employment, Table 5.14 indicates that the average employment rate (amongst 16-74 year olds) in the top 10 Sheffield wards for SUFC members is 58.87%: 1.73 percentage points lower than the national average of 60.6%. This figure is higher than the average for the middle 9 wards (54.21%), and higher still than the bottom 10 wards (51%). This means that:

- Wards in Sheffield with high numbers of SUFC members have higher employment rates than wards in Sheffield with fewer SUFC members.
- The top Sheffield wards for SUFC members, whilst not experiencing the lowest employment rates in the city, have lower employment rates than the top Sheffield wards for SUFC season ticket holders.

5.6.14 The final census indicator included on Table 5.14 is a measure of poor health. From the table it can be calculated that the average percentage population of the top 10 Sheffield wards for SUFC members suffering from poor health is 10.24%: 1.04 percentage points higher than the national average of 9.2%. This is marginally lower than the average for the middle 9 wards (10.54%), and lower still than the bottom 10 wards (13.92%). This means that:

- Wards in Sheffield with high numbers of SUFC members have better health levels than wards in Sheffield with few SUFC members.
- Sheffield wards with high numbers of SUFC members suffer from similar health levels to those of Sheffield wards with high numbers of SUFC season ticket holders.

5.6.15 In summary, it can be concluded that, when compared to Sheffield wards with low numbers of SUFC members, wards in the city with the high numbers of club members have:

- Lower levels of multiple deprivation
- Smaller minority ethnic populations
- Smaller minority religious populations
- Better education levels
- Higher employment rates
- Better health levels

5.6.16 However, it can also be summarised that, when compared to the top Sheffield wards for SUFC season ticket holders, the top Sheffield wards for SUFC members are likely to:

- Be suffering from similar levels of multiple deprivation
- Be more diverse ethnically
- Be more diverse religiously
- Have poorer education levels
- Have lower rates of employment
- Have similar health levels

Junior Members

5.6.17 Table 5.15 shows, in descending order, the spread of SUFC junior members across the wards of the City of Sheffield and a range of information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 10 Sheffield wards for SUFC junior members, none are in the top 10% of deprived wards nationally, 3 are in the top 30%, and 2 are in the bottom 20%. This can be compared with the middle 9 wards (all of which are in the top 40% of deprived wards - 5 in the top 10% and 3 wards in the top 2%); and the bottom 10 wards (2 in the top 1%, 5 in the top 10%, and 1 in the bottom 10%). This means that:

- Wards in Sheffield with high numbers of SUFC junior members suffer from lower levels of multiple deprivation than wards with fewer SUFC junior members.
- The top Sheffield wards for SUFC junior members are suffering from similar levels of multiple deprivation to those of the top Sheffield wards for SUFC season ticket holders or members.

5.6.18 With reference to ethnic diversity, Table 5.15 indicates that the average 'White British' population of the top 10 Sheffield wards for SUFC junior members is 95.39%: 5.79 percentage points higher than the national average of 89.6%. This is higher than the average for the middle 9 wards (88.99%), and higher still than the bottom 10 wards (81.57%). This means that:

- Wards in Sheffield with high numbers of SUFC junior members have smaller minority ethnic populations than wards in Sheffield with lower numbers of SUFC junior members.
- Wards in Sheffield with large numbers of SUFC junior members are less diverse ethnically than wards with large numbers of SUFC members, and have large white populations similar to those of Sheffield wards with large numbers of SUFC season tickets holders.

WARD	JUNIORS	IMD RANK %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Mosborough	92	33.28	96.57	0.91	31.6	67.22	10.35
Beauchief	49	66.66	94.8	1.31	24.88	65.52	10.12
Birley	44	20.99	97.78	0.61	39.42	60.44	12.19
Dore	44	51.93	94.99	1.88	22.16	58.25	10.2
Ecclesall	40	96.33	91.67	4.13	12.07	65.81	6.04
Hallam	38	86.87	91.59	3.21	15.36	61.24	7.37
Intake	38	25.78	96.03	0.8	41.05	59.91	13.41
Handsworth	37	15.62	96.47	0.83	40.1	59.36	13.77
South Wortley	34	46.85	96.89	1.12	29.35	64.74	10.26
Chapel Green	33	46.02	97.1	1.13	30.8	66.74	9.97
Heeley	29	22.69	89.57	4.09	29.98	60.53	11.23
Hillsborough	24	37.09	96.62	0.89	31.42	64.66	10.31
Brightside	22	7.55	89.65	4.42	41.19	59.29	12.6
Darnall	20	6.67	71.33	22.85	43.47	50.89	12.9
Norton	20	12.65	95.45	1.43	41.58	52.68	14.3
Stocksbridge	18	37.32	97.72	0.78	29.89	62.16	11.29
Firth Park	17	1.53	75.74	17.67	48.27	47.09	14.69
Park	16	1.16	90.88	3.08	48.07	45.36	14.69
Manor	14	0.90	93.97	2.33	56.83	44.52	17.1
Owlerton	12	7.19	95.7	1.18	41.52	58.57	12.86
Broomhill	11	94.52	83.97	6.7	6.71	36.94	5.62
Nether Edge	10	47.39	78.59	13.81	14.37	55.08	7.82
Nether Shire	9	4.39	94.56	1.78	47.17	51.42	14.36
Walkley	9	30.75	93	2.18	28.83	62.24	10.32
Castle	8	2.35	78.21	11.22	43.79	45.05	13.84
Burngreave	4	0.71	55.78	28.81	43.42	43.22	13.9
Netherthorpe	4	21.24	78.02	10.32	18.18	36.25	9.2
Southey Green	2	0.51	93.9	2.87	51.11	47.75	15.65
Sharrow	1	12.59	63.97	22.39	21	33.57	10.14

Table 5.15: SUFC Junior Members 2003/2004 – City of Sheffield: IMD Report and National Census 2000

5.6.19 A similar picture to this emerges with regard to religious diversity. From Table 5.15 it can be calculated that the average minority religious population of the top 10 Sheffield wards for SUFC junior members is 1.59%: 4.21 percentage points lower than the national average of 5.8%. This is lower than the average for the middle 9 wards (6.39%), and significantly lower than the bottom 10 wards (10.13%). This means that:

- Wards in Sheffield with high numbers of SUFC junior members have smaller minority religious populations than wards in Sheffield with small numbers of SUFC junior members.
- The top Sheffield wards for SUFC junior members are lacking in religious diversity to a similar degree as the top Sheffield wards for SUFC season ticket holders, and have smaller minority religious populations than the top Sheffield wards for SUFC members.

5.6.20 In terms of educational levels, Table 5.15 indicates that the average non-qualified population (aged between 16 and 74) of the top 10 Sheffield wards for SUFC members is 28.68%: 0.42 percentage points below the national average of 29.1%. This is considerably lower than the average for the middle 9 wards (41.19%), and slightly lower than the bottom 10 wards (31.61%). This means that:

- Wards in Sheffield with high numbers of SUFC junior members have generally better education levels than wards in Sheffield with fewer SUFC junior members.
- The top Sheffield wards for SUFC junior members have similar education levels to those of the top Sheffield wards for SUFC season ticket holders, and poorer education levels than the top Sheffield wards for SUFC members.

5.6.21 In terms of levels of employment, Table 5.15 indicates that the average employment rate (amongst 16-74 year olds) in the top 10 Sheffield wards for SUFC junior members is 62.92%: 2.32 percentage points higher than the national average of 60.6%. This figure is higher than the average for the middle 9 wards (54.13%), and higher still than the bottom 10 wards (47.01%). This means that:

- Wards in Sheffield with high numbers of SUFC junior members have higher employment rates than wards with smaller numbers of SUFC junior members.
- The top Sheffield wards for SUFC junior members have similar employment rates to those of the top Sheffield wards for SUFC season ticket holders, but have slightly higher employment rates than the top Sheffield wards for SUFC members.

5.6.22 The final census indicator included on Table 5.15 is a measure of poor health. From the table it can be calculated that the average percentage population of the top 10 Sheffield wards for SUFC junior members suffering from poor health is 10.37%: 1.17 percentage points higher than the national average of 9.2%. This is lower than the average for the middle 9 wards (13.23%), and the bottom 10 wards (11.37%). This means that:

- Wards in Sheffield with high numbers of SUFC junior members have better health levels than wards with smaller numbers of SUFC junior members.
- Wards in Sheffield with large numbers of SUFC junior members have similar levels of health to those of wards in Sheffield with large numbers of SUFC season tickets holders or members.

5.6.23 In summary, it can be concluded that, when compared to Sheffield wards with low numbers of SUFC junior members, wards in the city with the high numbers of club junior members have:

- Lower levels of multiple deprivation
- Smaller minority ethnic populations
- Smaller minority religious populations
- Higher education levels
- Higher employment rates
- Better health levels

5.6.24 It can also be summarised that the top Sheffield wards for SUFC junior members are likely to:

- Be suffering from similar levels of multiple deprivation as the top Sheffield wards for SUFC season ticket holders or members
- Have minority ethnic populations similar to those of the top Sheffield wards for SUFC season ticket holders, and have smaller minority ethnic populations than the top Sheffield wards for SUFC members
- Have minority religious populations similar to those of the top Sheffield wards for SUFC season ticket holders, and have smaller minority religious populations than the top Sheffield wards for SUFC members
- Have similar education levels to those of the top Sheffield wards for SUFC season ticket holders, and poorer education levels than the top Sheffield wards for SUFC members.
- Have similar employment rates to those of the top Sheffield wards for SUFC season ticket holders, but slightly higher employment rates than the top Sheffield wards for SUFC members
- Have similar health levels to those of the top Sheffield wards for SUFC season ticket holders or members

5.7 *Supporter Communities (2) Introduction*

5.7.1 The mapping information presented above has provided the research team with a clear indication of the geographical areas from which SUFC draws many of its supporters. It has not, however, provided information on the relationships that exist between SUFC supporters and the club, and does not address the issue of whether SUFC fans constitute a ‘community’ or a series of ‘communities’. To tackle these issues, the research team has adopted a number of strategies. We have interviewed SUFC supporter representatives, ‘ordinary’ fans, SUFC staff and a range of other individuals to determine how different groups of supporters relate to SUFC and vice versa. We are interested in discovering whether SUFC regards its supporters as a ‘community’ (or a series of ‘communities’), for which formal policies are required. We have also questioned a range of parties about how SUFC fans relate to the club’s resident/neighbourhood communities and the geographical area in which the club’s stadium is located.

5.7.2 The research team is interested in both the formal and informal ways in which SUFC supporters might constitute various community types. We are certainly concerned with establishing whether SUFC formally understands its supporters as communities and what this means for club policy and practice. In addition to this, however, we are also interested in the informal ways in which fans might establish or maintain community-type relationships through their support of SUFC. In recent academic writings on community, a great deal of discussion has taken place on how people maintain communal bonds with one another in contemporary society. Moreover, in academic debates about the role of sport in creating social identities and civic pride, it is frequently asserted that football clubs are today one of the few institutions that routinely provide people with a sense of belonging and identity. The research team is interested in establishing whether this is the case. We have, therefore, interviewed SUFC fans (and supporters of the other case study clubs) about the communal bonds that they maintain through the support of their football club, and have sought to establish the role of SUFC in creating and maintaining family, kinship, friendship and other ties.

5.8 *SUFC’s Supporter Communities – Formal Community Groups and Fan/Club Relations*

5.8.1 Sheffield United Official Supporters’ Club was formed in the 1950s under the name of Sheffield United District Supporters’ Club. There is evidence to suggest that there was an earlier supporters’ club based on London Road from the 1920s, but there are no formal records of its existence. At the time of the research, there were nine branches of the OSC, the majority of which are based in Sheffield itself or villages and towns nearby. A condition of affiliation is that each branch must have its own constitution guaranteeing to uphold the profile of SUFC. Most branches have a representative committee made up of a chairperson, a secretary and a treasurer; all of whom are elected by branch members.

5.8.2 Any supporters’ club member who wishes to take issue with SUFC on a matter concerning the welfare of supporters, be it concerns about safety in and around the ground or the availability and pricing of match tickets, can do so through a formal letter to the OSC Chair. If a concern is viewed as a legitimate problem affecting OSC members, it will be endorsed by the OSC Chair and forwarded to the appropriate person within SUFC. The longstanding association between SUFC and the OSC ensures that such matters are given due attention by the club.

5.8.3 If supporters want a chance to question the Chairman or Manager of Sheffield United more directly, OSC branches can submit a formal request for a forum with any member of the SUFC board. Other, more socially orientated benefits are offered in the form of the end of

season dinner where members can pay for a night of eating and entertainment in the Platinum Suite at Bramall Lane in the company of players and directors of the club. Furthermore, regular inter-branch quizzes and competitions are arranged throughout the season which allow members to meet up on an informal basis.

5.8.4 A recent addition to the OSC is the Internet Blades Supporters' Club whose members are comprised of many exiled fans who use the Internet to keep in touch with one another via club-based discussion forums, and a number of Sheffield based supporters who participate as the Internet Blades Football Club in the Internet Football Association (IFA). The IFA has been organising league and cup tournaments for teams representing football e-mail discussion groups and message boards since 1996. The Internet Blades FC was initially formed four years ago after appeals in the match-day programme and on the Internet for people to play in a match against Crewe Alexandra supporters. Since then, a core membership of regulars, supplemented by those who have to fit participation around other commitments, has been playing regularly in the IFA League as well as participating in various cup competitions. One participant told us that 'Its good to get a chance to meet up with fans of other clubs... They're not just faces on another terrace but people as well'.

5.8.5 The impetus to develop the Internet Blades FC in to an official branch of the OSC was very much down to one person. He not only wanted to give a voice within the club to the exiled fans with which he is in contact, but also wanted to raise the profile of the Internet Blades FC within SUFC. Little has actually changed for those who have been playing for the Internet Blades in the last few years, but one motivating factor for change may have been the lack of recognition that the group received when trying to organise a one-day football tournament in the summer of 2003.

5.8.6 The idea to hold the tournament emerged because of an email posted on the club's message board during the run up to the end of the 2002/03 season. The message followed the news that a player had withdrawn from the team for personal reasons. It read:

Just read on viewpoints that Shaun Murphy has pulled out of the blades squad for the rest of the season & maybe for good, due to his wife being diagnosed with cancer!!! Lets hope that the Mrs Murphy gets through this & for Shaun as well through this very worrying time. I am sure our best wishes will go with them.

5.8.7 From this, it was suggested that a card should be sent to the club to be passed on to the Murphy family and that perhaps money could be raised to be donated to a cancer charity by organising a tournament involving a few of the other local Internet football teams. It was also suggested that such a tournament could be held in memory of Mel Rees, a former Sheffield United goalkeeper who had died of cancer 10 years earlier. At this time, there was a clear belief that the best course of action would be to organise this event through SUFC, as one Internet message stated: 'Obviously with the current condition of Mrs Murphy I'm sure the club would support us'. It was felt that this approach would secure maximum publicity for the event, and would, therefore, create more fund-raising potential.

5.8.8 A meeting was eventually arranged with the SUFC academy to discuss the proposition of staging the tournament there. At this time the academy staff had, perhaps unsurprisingly, never heard of the Internet Blades FC and the full commercial rate was quoted for a day's hire of the required pitch. One of the members of the Internet Blades organising

committee said, 'I don't think [they] believed we would be able to organise something like this,' and suggested that SUFC were not helpful in taking forward the group's requests. The initial cost quoted by SUFC's academy was seen as too expensive and led the Internet Blades to consider finding an alternative, more reasonably priced venue. But the determination to ensure the association of the event with the club and its strict promotion as a charity focused event secured the Internet Blades a greatly reduced fee for the hire of a pitch for the day. The cost remained an issue, however, which continued to threaten the event and prompted some irritation at the lack of support from SUFC, despite the determination on the part of fans to keep things going:

What can you say when the club won't give free use for a charity do for one of its own ex-players? ...The club is a disgrace... I wonder if Ron Rees knows how much SUFC treasures his son's memory ?

5.8.9 A final rallying call, placed on the Internet message board, sums up the attitude of those at the heart of the Internet Blades:

We are the Internet Blades FC and DO NOT give up in the face of adversity. We've seen it on the pitch, so lets see it off it as well... This is not for us, United or any of the sponsors - it's for the memory of Mel and I'm damned if we let this and his dad down at this stage... [People] have put too much hard work into organising this for it to fall at the last hurdle because of certain organisations who can't see past their balance sheets and clearly don't understand what charity is all about.

5.8.10 A SUFC 'All Stars' team of former players was the key to the eventual success of the tournament, as it was felt that this would attract spectators. It was hoped that it would have been possible to get more than the six players that attended the tournament, of which four actually played, but as one of the ex-players stated, 'It's been brilliant, but [in future] give us more time'. Unfortunately, because the event was organised in a hurry many of those players approached were already otherwise engaged.

5.8.11 In the end, the event turned out to be, as one fan stated, 'a lot bigger than we thought'. Just a month after the tournament, the following year's competition was already being planned, which the Internet Blades are determined to hold at Bramall Lane. The trophy was presented to the winners by Mel Rees' father, Ron, who had travelled with his other son all the way from Cardiff for the day. He was clearly overwhelmed and said of the tournament that it was, 'one of the most heartfelt things since the funeral.' Recognition was received from SUFC after the event, with coverage in the match-day programme at the first home game of the following season and an agreement to display the trophy in the Hall of Fame at Bramall Lane.

5.8.12 The Mel Rees Tournament offers an example of how an informal group of supporters can come together and strengthen their ties in an attempt to achieve something in which they believe. The event also raised some of the tensions associated with such formations of 'community', however, which are related to the various expectations of different parties. Misrecognition and weak communication links led to irritation at the lack of involvement of the club, whilst those who committed the most time and effort were a little critical of the lack of involvement from other members of the Internet Blades who thought 'they can just turn up on the day thinking it is a nice day out'. This is, however, part of the nature of community work which emerges out of the activities of supporters. People can quickly come together in pursuit of a

common goal before dissolving away once they have achieved their aim, even where a legacy is maintained through the dedication of a small number of participants.

5.8.13 Another formal supporter initiative at SUFC is the Blades Independent Fans' Association (BIFA). BIFA was formed through the dissatisfaction of a number of supporters with the attitude of a former Chairman when Sheffield United were relegated on the last day of the 1993/94 season. Although there had been dissatisfaction with the board for a number of years, and there had been previous talk of forming an Independent Supporters Association (ISA), the anger that this final incident provoked, coupled with some fans' fear that the manager would wrongly be blamed, provided the motivation that was needed to finally create BIFA.

5.8.14 The success of BIFA relied heavily on a few highly motivated individuals who organised a number of events that would canvass the opinion of likeminded supporters and offer a visual statement of their dissatisfaction. At the height of the campaign, BIFA had 1,700 members, which began to dwindle once they had achieved their original aim of forcing SUFC to look beyond its immediate future and seek a more forward thinking boardroom. BIFA now exists as an independent representation of supporters views that are obtained from a website affiliated to the 'Rivals' network that offers online fanzines for every league club in the country. Regular meetings are held with officials at SUFC at which views and questions taken from the website are aired by those running the site and answers are fed back to supporters through the same medium. Views are restricted to the administration and financial management of SUFC, rather than issues related to the management of the team. As one of the current incumbents of BIFA states, 'I'm an expert on how to support a football club, not how to manage a football team'.

5.8.15 Although no longer an organisation with formal members, BIFA is seen as representative of all supporters' concerns. One of the founders of BIFA told us that:

We've always taken an independent view. We sometimes joke that we should be called OFSUFC... I've got no problem with the Official Supporters' Club. They're a great bunch and are good for a lot of people, but they are official... They don't have that arms length relationship that you need if you are going to criticise the club.

5.8.16 What emerges from the information presented above is evidence of the importance of SUFC to its supporters that extends beyond the match-day experience. As at the other case study clubs, SUFC supporters are organized, and organize themselves, into a range of community-type groups, many of which are interested in influencing issues related to ticketing, transport, travel, stadium atmosphere, and stadium access. However, it is notable that activity at SUFC has extended into both the strategic direction of the club itself and, more sympathetically, to charitable issues and a concern for former club heroes and associates. It is notable, however, that whilst the more strategic concerns of fans, which at their height generated the backing of thousands of supporters, have prompted a formal response, there is little in the way of a structure for facilitating the more charitable social responsibilities demonstrated by fans which might provide a valuable community resource in their own right.

Summary

5.8.17 In summary, it can be stated that:

- SUFC has a long-standing but relatively small Official Supporters' Club
- The OSC acts as a bridge between SUFC and its supporters. The OSC committee can negotiate access to the club for fans who wish to discuss specific issues of concern
- OSC branches also have a social function
- One branch of the OSC, the Internet Blades Supporters' Club, is an example of a non-geographical supporters' club branch
- The Internet Blades showed a potential for community/charity work with their organisation of the Mel Ress Tournament
- The Blades Independent Fans' Association is another example of a fans' initiative at SUFC
- SUFC does not regard its supporters as a community resource or as a group for which community-type policies must be designed

5.9 SUFC's Supporter Communities – Informal Community Groups

5.9.1 In addition to considering formal relationships between supporter communities and SUFC, the research team also has a wider interest in understanding how SUFC supporters relate to one another, and how fans use their support of the club to sustain or create community-type relations with fellow supporters through friendship, kinship and family. The research team is interested in determining football's place in establishing or preserving relations based around these concepts, and also the ways in which they are disrupted by changing demographic patterns.

5.9.2 To analyse how SUFC supporters' relationships with their club and fellow fans produce for them feelings of community and belonging, the research team asked a number of questions about how fans started attending football matches, who they attend matches with, and whether their experience of football produces for them familial feelings of closeness to other supporters or alienation and distance. As with our analyses of LUFC and MCFC, we have sought through these questions to assess the creation of football communities as expressed through friendship, kinship and mutual experience.

5.9.3 Armstrong (1998) vividly evokes the nature of what he refers to as 'Blade gatherings' in his research on 'Football Hooligans' in Sheffield.⁸ He describes how the informality and fluidity of these gatherings also offer a sense of belonging to many of those who are involved. Through our research it is noticeable how these incongruities are reflected within other communities based around football. Many view their support of SUFC as a common bond that connects all 'Unitedites'. 'You're there for a common cause aren't you... You're a Blade... whether your six or sixty, male or female, black, white or whatever ... You're a Blade, first and foremost'. This comment from a female fan in her forties is reiterated by others as they look beyond the colour of the skin, the cut of the cloth or the tone of the voice to see just red and white.

5.9.4 Those who are already hooked on supporting United realise they are a captive audience, but feel that the club should be doing more to persuade others that are not in the traditional fan demographic to attend matches, enjoy the experience and return. Concerns about the cost of attending Sheffield United matches are set against a background awareness of the

⁸ Armstrong, G. (1998) *Football Hooligans: Knowing the Score* (Oxford: Berg)

wider changes affecting football culture as well as that of shifting demographics within the city. Many of the supporters to whom we spoke seem to accept that football is ‘a business’ and that they are nothing more than customers of a footballing product. But opinions differ on what exactly that product is and how it should adapt to the wider changes to maximise the experience for a greater number of people. There is a desire to maintain the image of SUFC as the ‘local’ club - the club of the working classes - and for it to be affordable to all, but at the same time there is an understanding that the club needs to maximise revenue and attract potential supporters from different communities.

5.9.5 One supporter told us, ‘The thing that annoys me most is when you see areas of the ground empty... that’s lost money and lost opportunity.’ He felt that it was important for clubs to realise that the football match was only part of the experience saying that sometimes, ‘You have a fantastic day out and an hour and a half spoils it’. Although the attraction for him of being a Sheffield United supporter was linked to the camaraderie of going to the game with others, meeting in the pub and making a day of it, much of which is beyond the club’s control, there is possibly more that could be done to facilitate people’s introduction into similar, if not necessarily the same, habitual experiences.

5.9.6 These habits tend to be inherited at a young age. Most supporters recounted to us their first experience of watching Sheffield United as a child having been taken by another member of their family, often their father. More recently, however, as more women have been encouraged to attend matches, football has provided a source of bonding between mothers and their offspring that is more traditionally associated with the father-son relationship. One supporter, who stopped going to games when she got married and had a family, says she returned to Bramall Lane as a regular about six years ago when she started taking her son to games. She explained how, ‘its brought me closer to [him]. We don’t just go as mother and son, we go as friends’.

5.9.7 The relationship between football and the family is important and often works to strengthen familial bonds as increasing distances between family members reduces their connectivity. One London based supporter recalls leaving a game that had produced a Sheffield United victory against all the odds,

I remember coming out of the ground after we’d beaten Crystal Palace and when we met up with each other the three of us were all on our mobile phones to our dads... ‘Did you see it? Wasn’t it fantastic?’ You know, that sorta thing. It was important to share it ‘cos they couldn’t be there.

5.9.8 Besides the family, the formation and enactment of friendships around football plays an important part in the life of supporters. For some, football acts as the catalyst for remaining friends whilst for others football offers immediate friendship no matter how fleeting. The following supporter tells how he felt when he finally found some other ‘Blades’ living in London five years after moving there from Sheffield:

And actually that was absolutely fantastic... You were in London, you didn’t know anybody. You’d go along to matches like QPR away and you’d just kind of turn up on your own, not go to the pub or anything; just turn up, watch the match then go home. [I] felt very disconnected from the match really... and the same in Sheffield if you go on your own. It’s just not the same as going as part of a group of people, absolutely not... and

almost that could put you off as well... [It's] the whole thing that goes with it.

5.9.9 However, we are also conscious that this homogenous construction of the 'Blade' community belies wider social divisions beyond the experience of those supporters referred to here. Whilst supporters are aware that there is under representation amongst 'Blades' of parts of the wider community, active supporters nevertheless tend to emphasise a more inclusive feel reflected in the increasing numbers of women attending matches and greater ethnic diversity in crowds. There is also a perception that, through the work of Football Unites Racism Divides, SUFC are doing all they can to encourage 'new' groups to attend. The fact that there is a visible presence from these groups is then taken as evidence of the effectiveness of the club's anti-racist and other inclusion work.

5.9.10 For SUFC supporters from Asian backgrounds however, there are mixed views about their experiences of following the club. The only explicit incident of racism cited by an Asian supporter when interviewed was not directed at him but used to taunt the travelling supporters of Rotherham. 'One old bloke behind me somewhere got up and started chanting at them something about being pakis,' he says, but stated that a lot of people around him, 'stood up and had a go at [the guy], asking what he was on about'. His experience may be due to always having mixed well with both white and Asian groups, attending matches as part of the white majority. In this way, the sense of inclusion that he articulates might be regarded as 'contingent' on his embracement of the cultural norms associated with support for the club (Back, Crabbe and Solomos, 2001).⁹

5.10 Dislocated Supporter Communities

5.10.1 When SUFC reached the semi-final of the FA Cup in 2003, a supporter from Dore on the outskirts of Sheffield was shocked to find so many likeminded souls living in the vicinity of his village. He recalls how the Devonshire Arms opened at nine o'clock in the morning to offer bacon sandwiches to people travelling to the game on a mini bus departing from outside the pub. Not being a regular there, he nonetheless felt a much greater sense of belonging because he, 'can go into the pub now and chat about football.'

5.10.2 As supporters become dispersed across increasing distances from SUFC's immediate neighbourhood, it is clearly important for them to make connections with one another within their own locality. There is a continuing bond with the area around Bramall Lane through the regular use of the spaces and services on match days but, as one supporter expresses, this is simply,

From a familiarity viewpoint... I know all the roads round there.... It hasn't changed for 35 years... Its always felt very, very the same... I mean there are still some things, like there are shops that you look at and drive past and think 'Bloody hell, that was there when I was a lad,' and it's still there.

⁹ Back, L., Crabbe, T., & Solomos, J. (2001) The Changing Face of Football: Racism, Identity and Multiculture in the English Game (Oxford: Berg)

5.10.3 He goes on to say that this is an extremely localised familiarity with the area though that has been derived from his particular approach to the ground from the station or from his family home in the west of the city:

I know the London Road side of the ground very well but if I went the other way I hardly know it at all 'cos I've hardly ever been that way. I never approach the ground from that direction. I've always come from town or from London Road. So if you take the other half, the other segment, well I hardly ever go there.'

5.10.4 For a number of 'expat' Sheffield United supporters the streets of London are as familiar a locale as that of London Road. Having moved to the Capital for all number of reasons, many still return to Sheffield regularly for home games whilst others rely on the few away matches that United play against teams in the south in order to see their team live. A more important aspect for many of the 'London Blades' is being able to have regular contact with other Sheffield United supporters.

5.10.5 'Viewpoints' is the name of the Sheffield United internet forum that the London Blades tend to use to chat to one another about everything from football to music, politics and soap operas. It is not used exclusively by London Blades, with other exiled fans and one or two still in Sheffield ever-present, but a certain hard-core element appear to live in the metropolis. Viewpoints emerged from the SUIISA (Sheffield United Independent Shareholders Association) website and tends to attract a more mature user than the Club run 'Blades United' forum whose users are referred to on 'Viewpoints' as 'paperboys' due to the general lack of intellectual comment.

5.10.6 'Viewpoints' has offered those fans based in London with access to the internet a vital point of contact. One London Blade describes how he discovered he was not the only United supporter living so far from his home town.

I came across 'Viewpoints' when it was a part of SUIISA whilst doing a course on computer literacy. Obviously, the first thing I typed into any [Internet] search engine was something like 'Sheffield United...Blades...Chat' and found a conversation between a couple of Blades living in London who'd been trying to arrange to meet up the weekend before. I replied to one of them saying that I'd just discovered the message and was wondering if they'd be meeting up again... They were trying to get a few London Blades together for an evening out and said I should keep checking the website.

5.10.7 The eventual rendezvous was organised for a Thursday night at the Pitcher & Piano near Trafalgar Square, a venue that was quite central and accessible for people in all parts of the city to get to. The London Blade in question:

decided that no matter how bad it might be and what kind of people they turned out to be... I knew we'd have something to talk about - Sheffield United - even if we had nothing else in common. In fact it was quite funny 'cos I bumped into a couple of guys I used to go to school with.

5.10.8 For this supporter, friendships were formed that went beyond a common interest in Sheffield United as he invited other London Blades to music events and found himself agreeing to join a hunt saboteur mission that he thoroughly enjoyed and would never have gone to if he had not been with another Sheffield United supporter.

5.10.9 Regular get togethers are now organised through the Viewpoints website. These occur mainly in 'The Harp' a small pub just down the road from the original meeting place. In fact, this pub now has a regular clientele of Sheffield expats. The manager of the pub explained to the research team that she 'was quite surprised the first time they all came in... but they're never any bother.'. She seems happy to have the extra business at a time that would usually be fairly quiet on a Saturday evening.

5.10.10 One of the London Blades remarked to the research team that the group is not as close-knit as they used to be a few years ago. He puts this down to the fact that, '[People's] situations change... I've seen it happen in other groups... People leave to get married and that...'. Key members of the group who were single with plenty of disposable income have been made redundant or have settled down, but a regular enough pattern has been developed that, as one London Blade remarked, 'on a match day people know they can find us in the Harp.'

Summaries

5.10.11 In summary, it can be concluded that:

- Supporters at SUFC tend to stress the closeness of the club's fan community. Traditional forms of social stratification (class, gender, ethnicity) are suspended as SUFC fans assert their 'Unitedness'
- There is concern amongst SUFC supporters that the club should develop inclusive policies to increase the accessibility of matches
- SUFC helps to maintain/create a range of family bonds
- Many SCFC fans stress the importance of the football club in establishing and/or maintaining friendship relationships at various levels
- There is some evidence of racism and 'community exclusion' amongst SUFC supporters
- Some 'expat' SUFC supporters are using the internet to build new 'virtual' communities and other community formations based on their shared, dislocated status

6. Overall Emerging Themes

6.1 *Introduction*

6.1.1 A number of important themes and areas for potential future investigation have emerged from the research contained in this report and the corresponding reports completed for Leeds United FC and Manchester City FC. These will be investigated further and will inform forthcoming reports from the research team.

6.1.2 In line with the approach adopted throughout this report, the emerging themes outlined below are organised according to the four types of communities which the project team has been investigating. These themes draw on evidence from all the case study settings.

6.2 *Resident/Neighbourhood Communities*

6.2.1 The following issues have emerged from our studies of the resident/neighbourhood communities of the case study clubs:

- The socio-economic and demographic profiles of the neighbourhood areas in which the case study clubs are located are suffering from multiple forms of deprivation. They are frequently suffering from varying levels of poor health, low levels of educational, low rates of employment, and poor housing.
- The neighbourhood areas of the case study clubs are dissimilar in terms of ethnic make-up. Some areas, such as Moss Side in Manchester and Sharrow in Sheffield, have very high minority ethnic populations, whilst others, such as Beswick and Clayton in Manchester, have populations drawn almost entirely from 'white' ethnic groups.
- There is disagreement in all of the neighbourhood areas about the existence of a 'local community'. Some residents claim that residents' associations are evidence of strong community spirit. Others strongly doubt the representative, democratic nature of residents' associations.
- Residents have different interpretations about the nature of contemporary communities in their local areas. For many, community is something that has recently disappeared or been 'lost'.
- There are differences in the levels of formal and informal engagement that the case study clubs have with their resident/neighbourhood communities.
- Many resident/neighbourhood communities encounter problems on match days associated with the activities of the football club, such as graffiti, litter, noise, anti-social behaviour, violence, theft, trespassing, public urination, and traffic problems. There are not always clear channels of communication to address these issues.
- Many residents who are not football supporters and do not attend matches still frequently gain personal enjoyment from match days. A large number of residents expressed their pride in living near to a major football stadium.

6.2.2 As a result of these issues, the research team will be investigating whether the case study clubs should consider further their approach to:

- Addressing some of the socio-economic problems that exist in their neighbourhoods. How can the case study clubs make better use of their stadia and other facilities as community resources? Can clubs build better, more productive relationships with local regeneration and other local agencies?

- Engaging with their local, neighbourhood communities. Are clubs always mindful of the range of ethnicities that exist in their neighbourhoods, and are clubs doing enough to ensure that all ethnic groups have the opportunity to participate in/with the club?
- Addressing local concerns about match-day nuisance. Do clubs always offer clear lines of ongoing communication for local residents who are concerned about certain problems associated with the club, and how are these issues addressed?
- Conducting community consultation. If residents' associations are not always representative and/or democratic, is it enough to consult/communicate only with these groups? Should clubs be developing new, innovative ways to make contact with hard to reach groups in their neighbourhood areas, such as the socially excluded, young people, and minority ethnic groups?
- Build upon the great amount of goodwill that often exists in resident/neighbourhood communities. If many, non-football-supporting residents express pride in living near to their local football stadium, can clubs do more to harness this goodwill and build mutually-beneficial pride in the local neighbourhood?

6.3 *Business Communities*

6.3.1 The following issues have emerged from our studies of the business communities of the case study clubs:

- The geographical areas around the case study stadia are topographically varied. This means that some of case study stadia are located amongst high numbers of small sized businesses, whilst others are located in geographically dispersed 'business park' areas.
- All of our case study stadia, with the partial exception of Elland Road in Leeds, are located in areas that are suffering from serious structural economic problems. MFCF and SUFC are currently involved in schemes that, directly or indirectly, are designed to address the economic problems of East Manchester and Sharrow respectively.
- Some businesses in the immediate vicinity of the case study stadia trade on their proximity to the football clubs. Other businesses, especially pubs and food outlets, trade almost exclusively for the benefit of football supporters.
- There is evidence that match days can create certain levels of nuisance for businesses located in the immediate vicinity of the case study stadia.
- There is little evidence of formal trading links between the case study clubs and their local businesses.
- The clubs have varied policies with regard to sponsorship and advertising.

6.3.2 As a result of these issues, the research team will be investigating whether the case study clubs should consider further their approach to:

- Addressing some of the economic problems that exist in their local business communities. How can the case study clubs make better use of their stadia and other facilities as community resources for local business people? Can clubs build better, more productive relationships with local economic regeneration agencies?
- Maximising business/economic opportunities when redeveloping/building stadia. Should clubs look to address local economic problems when redeveloping/building stadia?
- Addressing local business concerns over match-day nuisance. Do clubs always offer clear lines of communication for local business people who are concerned about certain problems associated with the club?
- Trading with local businesses. Should clubs develop priority-trading agreements with local businesses to stimulate the local economy?

- Employment policies. Should clubs have stated policies to employ local people, thereby maximising local employment/training opportunities?
- Buying in sponsorship/advertising. Can clubs formulate sponsorship/advertising policies that support local businesses whilst maintaining operational viability?

6.4 *Communities of Disadvantage*

6.4.1 The following issues have emerged from our studies of the communities of disadvantage in the case study cities and their relationships with the case study clubs:

- Communities in Leeds, Manchester and Sheffield are suffering from varying forms of multiple deprivation. The City of Manchester is suffering from more widespread and severe deprivation than either Leeds or Sheffield.
- The case study clubs are all conducting community work in geographical areas of disadvantage.
- The clubs' work in communities of disadvantage is frequently focused on issues of education, health, drug use, crime, and racism.
- Traditional football development work is rarely targeted at communities of disadvantage.
- Strategic planning in community work varies from club to club.
- All of the case study clubs appear to balancing a 'local' approach to community work with varied attempts to help in areas most in need of assistance.
- Some deprived areas of the case study cities, such as East Manchester, are subject to large numbers of community sports initiatives. Other communities of disadvantage do not have any community sports schemes.

6.4.2 As a result of these issues, the research team will be investigating whether the case study clubs should consider further their approach to:

- Targeting community sports work in communities of disadvantage. Do the case study clubs conduct detailed needs assessment work when planning community interventions?
- Understanding the scope of their community interventions. Do clubs have responsibilities to work in disadvantaged areas across their cities, or should they adopt a more 'local' approach to community sports work?
- Conducting appropriate work, commensurate with staff skills. Should clubs attempt to undertake all types of community sports work with current staff skills? Should clubs attempt to improve their skills base, or should they deliver some community sports initiatives in association with other, more 'expert' agencies?
- Partnership working. Do the case study clubs plan their community interventions in consultation with other community sports providers, local authorities and regeneration agencies?

6.5 *Supporter Communities*

6.5.1 The following issues have emerged from our studies of the supporter communities of the case study clubs:

- All three case study clubs have season ticket holders, members and junior members that are geographically dispersed to varying degrees.
- More season ticket holders tend to live nearer to the case study football clubs than do club members or junior members.

- Local city-based season ticket holders at all three clubs tend to live in wards that, by local standards, have: low levels of deprivation; low minority ethnic and religious populations; high levels of employment; and good levels of education and health.
- Case study club members tend to live in areas that are marginally more deprived than the areas in which club season ticket holders reside.
- Case study club junior members tend to live in areas that are similarly or less deprived than the areas in which club season ticket holders or members reside.
- A number of formal and informal supporters organisations exist at the case study clubs. Some of these constitute friendship communities, whilst others act as simple agencies for the distribution of match tickets. Some supporters' groups, especially those at LUFC, are 'communities of crisis' or campaigning organisations.
- Formal supporters' organisations are regarded by some fans to be unrepresentative, unconstitutional, and undemocratic.
- Some formal supporters' organisations act as potential community resources for their football clubs. For instance, many are involved in charity work and other fund-raising activities.
- Many supporters express a desire to have a community-type connection with their football club that extends beyond match days.
- None of the case study clubs regard supporters (except for disabled supporters) as community groups for which distinct policies are required. This is especially true of economically disadvantaged supporters. Nor do clubs consider supporters to be potential community resources.
- Supporters create and sustain a variety of community-type relationships through their football clubs. These can be family relationships and friendships, or very transient forms of association that only occur on match days.
- 'Expat' supporters of the case study clubs are using the internet to build new 'virtual' communities and other community formations based on their shared, dislocated status.

6.5.2 As a result of these issues, the research team will be investigating whether the case study clubs should consider further their approach to:

- Developing supporter organisations and communities. Should clubs look to develop new supporter initiatives in areas of deprivation, areas with high minority ethnic populations, and local neighbourhoods?
- Working with economically disadvantaged groups. All the case study clubs are addressing the social exclusion agenda to a greater or lesser degree, especially with regard to minority ethnic and disabled groups. Should they also be formulating club policies to overcome match-day access problems for 'poor white' communities and other economically disadvantaged groups?
- Utilising supporters and supporter groups as community resources. Should clubs be looking to involve their supporters in community work as potential ambassadors, community advocates, mentors, hosts, guardians and community servants? Much of this could be done on a volunteering basis.
- Consulting and engaging with supporters. Are fans' forums and other consultative structures appropriate mechanisms to build community-type relationships between clubs and their fans?
- Utilising socio-economic and geographical data on season ticket holders, members and junior members. Should clubs be making better use of these data to inform club policy on, for instance, traffic schemes?