

FOOTBALL AND ITS COMMUNITIES
INTERIM REPORT 2
Mapping Case Study Clubs' Communities
MANCHESTER CITY FOOTBALL CLUB

For the Football Foundation

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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 Manchester City Football Club. Similar reports have been prepared for Leeds United and Sheffield United.

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. Manchester City Football Club - Resident/Neighbourhood Communities

2.1 Introduction

2.1.1 Manchester City Football Club was located in the Moss Side ward of Manchester at the Maine Road stadium until summer 2003. The club had been resident at Maine Road from 1923, but relocated to the new City of Manchester stadium (COMS) in the Beswick and Clayton ward of the city (see Map 2.1 for a map of the City of Manchester). The COMS was built initially to host the Commonwealth Games of 2002, but was partially redeveloped to provide a new home for Manchester City. MCFC's move to the COMS will be the focus of the project team's third interim report. Here, we will comment on the character of the area to which the club has moved, but issues to do with the effect of the move will only be considered in detail in interim report 3.

2.1.2 To provide information on the residential/neighbourhood communities of Moss Side and Beswick and Clayton, 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 populations of the two wards. Secondly, information from interviews and observations in the wards will be presented to explain the strength/nature of 'community' in Moss Side and Beswick and Clayton, and the relationship between the wards' populations and MCFC.

2.2 The Socio-Economic Context of Moss Side

Moss Side - Population

2.2.1 The resident population of Moss Side, as measured in the 2001 census, was 10,977 of which 48% were male and 52% were female. The average age of the local population was 32.2, which was younger than the average age of Manchester as a whole (35), and England and Wales (38.6).

	Moss Side	Manchester	England and Wales
Under 16	25.5	21.1	20.2
16 to 19	5.5	6.2	4.9
20 to 29	20.7	19.9	12.6
30 to 59	33.4	35.6	41.5
60 to 74	11	10.8	13.3
75 and over	3.9	6.4	7.6
Average age	32.2	35	38.6

Table 2.1 - Moss Side - Resident Population and Age (%)

2.2.2 Moss Side is an area of considerable ethnic diversity. The main ethnic groups in the local area in 2001 were White (48.2% including White Irish), Black or Black British (31.8%), and Asian or Asian British (9.4%). The local black population was drawn principally from Caribbean heritage (16.8%), although a significant number share African heritage. The local Asian population was mainly of Pakistani heritage (4.5%), although a significant number of Indian (1.8%) and Bangladeshi peoples (1.3%) also lived in the ward. Other notable ethnic categories in Moss Side are people of mixed ethnicity (7.5%), and people who defined themselves as being Chinese or other ethnic group (3.1%).

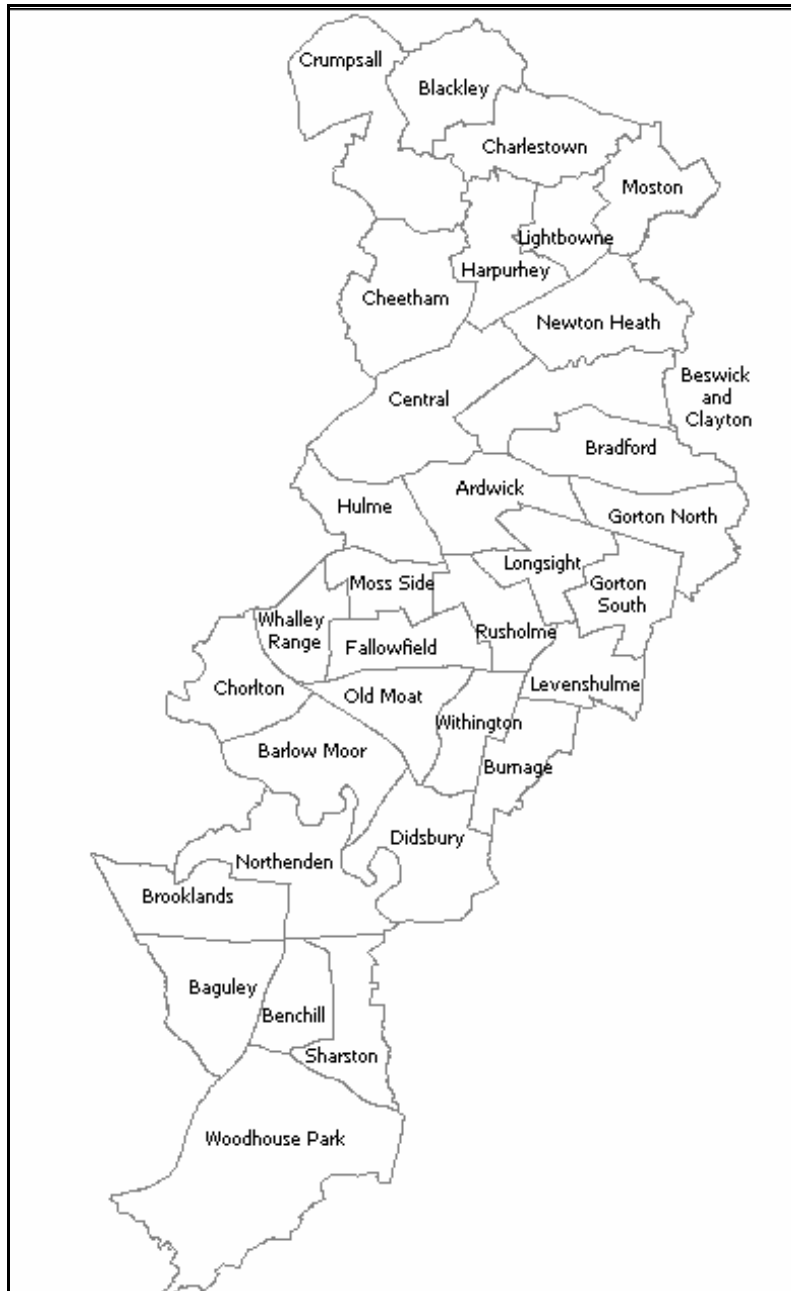


Table 2.1: City of Manchester – Ward Boundaries

	Moss Side	Manchester	England and Wales
White	48.2	81.0	90.9
of which White Irish	4.6	3.8	1.3
Mixed	7.5	3.2	1.3
Asian or Asian British	9.4	9.1	4.6
Indian	1.8	1.5	2.1
Pakistani	4.5	5.9	1.4
Bangladeshi	1.3	0.9	0.6
Other Asian	1.8	0.8	0.5
Black or Black British	31.8	4.5	2.1
Caribbean	16.8	2.3	1.1
African	11.4	1.7	1.0
Other Black	3.7	0.5	0.2
Chinese or other ethnic group	3.1	2.2	0.9

Table 2.2: Moss Side - Ethnic Group (%)

2.2.3 Moss Side's ethnic diversity is particularly notable when compared to Manchester as a whole and the national picture. The population of Manchester was, according to the 2001 census, 81% white, whilst the population of England and Wales was nearly 91% white. Moss Side's black population of 31.8% compares to a Manchester black population of 4.5%, and a black population in England and Wales of 2.1%.

2.2.4 The ethnic diversity of Moss Side is reflected to a certain degree in the ward's religious diversity. Moss Side had a dominant Christian population of 53.3% in 2001, but also had a large Muslim population of 16.4%. The other main faiths measured by the 2001 census were not particularly well represented in Moss Side. The area also had a significant non-religious population (14.2%).

	Moss Side	Manchester	England and Wales
Christian	53.3	62.4	71.8
Buddhist	0.5	0.6	0.3
Hindu	0.4	0.7	1.1
Jewish	0.2	0.8	0.5
Muslim	16.4	9.1	3
Sikh	0.8	0.4	0.6
Other religions	0.4	0.3	0.3
No religion	14.2	16	14.8
Religion not stated	13.7	9.7	7.7

Table 2.3: Moss Side - Religion (%)

Moss Side - Health

2.2.5 According to the 2001 census, nearly two-thirds of people in Moss Side described their health as 'good' (64%), but 13.5% of people described their health as 'not good'. In addition,

over a fifth 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 health of the population of Moss Side compares unfavourably with the whole of Manchester and England and Wales. However, the difference is not stark enough to suggest that Moss Side has particularly unusual or acute health problems. That said, the self-assessed nature of the health measures in the 2001 census could render them potentially unreliable.

	Moss Side	Manchester	England and Wales
Good	64	64.6	68.6
Fairly good	22.5	22.9	22.2
Not good	13.5	12.5	9.2
With a limiting long-term illness	21.8	21.5	18.2

Table 2.4: Moss Side - Health (%)²

Moss Side – Economic Activity and Educational Skills and Training

2.2.6 Moss Side 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 (34.1%). This compares very unfavourably with a national employment rate of 60.6%.

2.2.7 The economic inactivity of the population of Moss Side is explained in the census in a number of ways. The number of people who classified themselves as unemployed was 7.8%, which was higher than Manchester’s unemployment rate of 5 % and a national unemployment rate of 3.4%. A fifth of the local population was classified either as economically active or economically inactive students (21.8%). This can be explained by Moss Side’s geographical proximity to Manchester’s Victoria and Metropolitan universities. Other notable categories were permanently sick or disabled (10.7%), retired (9.7%), and looking after home/family (8.4%).

² The 2001 Census asked people to describe their health, over the preceding 12 months as ‘good’, ‘fairly good’ or ‘not good’.

	Moss Side	Manchester	England and Wales
Employed	34.1	46.4	60.6
Unemployed	7.8	5	3.4
Economically active full-time students	6.1	4.4	2.6
Retired	9.7	10.2	13.6
Economically inactive students	14.7	12.3	4.7
Looking after home/family	8.4	7	6.5
Permanently sick or disabled	10.7	9.5	5.5
Other economically inactive	8.5	5.1	3.1

Table 2.5: Moss Side - Economic Activity (% aged between 16 & 74)

2.2.8 In 2001, the population of Moss Side was formally educated to a level almost commensurate with the rest of Manchester and the population of England and Wales. Whilst 36% of Moss Side residents (aged between 16 and 74) had no qualifications, 34% of Manchester residents and 29.1% of the population of England and Wales shared the same status. A fifth of Moss Side residents were educated to degree level or higher in 2001 (20.9%). This was slightly less than the figure across Manchester (21.4%), but higher than the figure in England and Wales (19.8%). This can again be understood by reference to Moss Side's proximity to two of Manchester's three universities.

	Moss Side	Manchester	England and Wales
Had no qualifications	36	34	29.1
Qualified to degree level or higher	20.9	21.4	19.8

Table 2.6: Moss Side - Qualifications (% aged between 16 & 74)

Moss Side – Housing and Household Information

2.2.9 According to the 2001 census, the housing stock for Moss Side was made up primarily of terraced housing (70.3%) and, to a lesser extent, flats (19.1%). Detached and semi-detached housing comprised only 10.2% of the housing stock in the ward, compared to 36.5% and 54.4% for Manchester and England and Wales respectively.

	Moss Side	Manchester	England and Wales
Detached	3.3	4.3	22.8
Semi-Detached	6.9	32.2	31.6
Terraced	70.3	36.0	26.0
Flat	19.1	27.4	19.2

Table 2.7: Moss Side Housing Information (%)

2.2.10 The 2001 census reveals that only 24.6% of households in Moss Side lived in owner-occupied accommodation compared to 41.8% for Manchester and 68.9% nationally. According to the census, 27.0% of households in Moss Side lived in social housing, while 20.6% rented from a private landlord or lived rent-free. The number of households living in social housing in Manchester and in England and Wales was much lower at around 10% and 6%

respectively, while the numbers renting from private landlords were approximately 19% for Manchester and 12% for England and Wales.

	Moss Side	Manchester	England and Wales
One person households	42.2	39.1	30.0
Pensioners living alone	14.4	14.7	14.4
Other All Pensioner households	3.3	5.4	9.4
Contained dependent children	30.9	28.1	29.5
Lone parent households with dependent children	16.2	11.2	6.5
Owner occupied	24.6	41.8	68.9
Rented from Council	27.8	28.6	13.2
Rented from Housing Association or Registered Social Landlord	27.0	10.8	6.0
Private rented or lived rent free	20.6	18.8	11.9
Without central heating	12.2	9.0	8.5
Without sole use of bath, shower or toilet	1.0	0.8	0.5
Have no car or van	63.3	47.8	26.8
Have 2 or more cars or vans	5.0	12.7	29.4
Average household size (number)	2.2	2.2	2.4
Average number of rooms per household	4.7	4.8	5.3

2.8: Moss Side – Household Information

2.2.11 The 2001 census shows that 42.2% of households in Moss Side comprised of just one member compared to 39.1% for Manchester and 30% for England and Wales. The census also revealed that 14.4% of these households were pensioners living alone. The other key statistic relating to households is the number of lone parents with dependent children (16.2%), which is higher than both Manchester (11.2%) and England and Wales (6.5%). The census also indicates that 12.2% of households in Moss Side did not have central heating, compared to 9.0% of households in Manchester, and 8.5% in England and Wales.

2.2.12 In relation to access to private motor transport, 63.3% of households in Moss Side did not own a car or van compared to 47.8% for Manchester and 26.8% for England and Wales, while only 5.0% owned two cars or vans (Manchester 12.7% 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 extent of the poverty in the ward.

Moss Side – Multiple Deprivation

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

2.2.14 The extent of the deprivation in Moss Side becomes apparent when it is considered that this ward is amongst the top 1% of most deprived wards in the country. Table 2.9 shows Moss Side's national deprivation ranking on income, employment, health, education, housing, child poverty and multiple deprivation.

Ward	IMD	Income	Employment	Health	Education	Housing	Child Poverty
Moss Side	73	95	91	260	284	482	120

Table 2.9: National Index of Multiple Deprivation 2000 (National Rank)³

2.2.15 Using the IMD report at a local level reveals Moss Side's deprivation compared to other wards in Manchester. As Table 2.10 indicates, Moss Side is one of the most deprived wards in Manchester, being in the top 10 of deprived Manchester wards in all categories except education and health.

Ward	IMD	Income	Employment	Health	Education	Housing	Child Poverty
Moss Side	10	7	8	19	13	6	4

Table 2.10: National Index of Multiple Deprivation (Manchester Rank)⁴

Moss Side – Population Summary

2.2.16 From the information above, it can be summarised that the population of Moss Side 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 black/black British population
- Diverse religiously, with a medium sized Muslim 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 slightly above local and national standards
- Suffering from poor housing
- Suffering from multiple deprivation

³ 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

⁴ There are 33 wards in Manchester

2.3 *Moss Side – ‘Community’ and Relations with Manchester City Football Club*

2.3.1 In the previous section, a detailed quantitative analysis of the Moss Side population was presented. In this section, a more qualitative approach to understanding the area is developed to uncover the nature/character of the local area, its ‘community’, and the historical relationship between local people and Manchester City Football Club. The information presented in this section was gathered principally through interviews and observations.

2.3.2 To begin this section it is worth making a statement on the history of the Moss Side area and its physical topography. Moss Side developed as a densely populated urban area in the first quarter of the twentieth century. Houses built in the area at this time were generally unregulated terraces with little or no sanitation facilities. Many of these still survive today, particularly around Maine Road, Great Western Street and Princess Road. There are newer and better housing developments in the ward, particularly to the west of Princess Parkway, but the area has not generally benefited from regeneration initiatives that have helped neighbouring areas such as Hulme.

2.3.3 Moss Side has a long history of successfully hosting migrant communities from Ireland and, in the post-war period, from the Caribbean and the Indian sub-continent. Unfortunately, over the last 25 years, as a consequence of economic and social change, the area has experienced a number of difficulties that have led to it becoming nationally notorious as a site of gang culture and high levels of crime.

2.3.4 In very recent times, a large number of residents’ associations have developed in and around the Moss Side ward that have in part focused on reducing local crime and making the area safer. In the direct vicinity of the Maine Road stadium, five residents’ groups co-exist; namely, Great Western Street Residents’ Association (RA), Moss Side RA, The Avenues RA, Thornton Road RA, and South Rusholme RA. Other residents’ associations also exist in areas further away from the ground including the Triangle RA and the Wilbraham Road RA. An umbrella group for all local residents’ associations was established in September 2002 under the name of The Maine Road Residents’ Action Group (MRRAG). The group was constituted to act specifically over the future development of the Maine Road stadium site after Manchester City’s departure to the City of Manchester stadium.

2.3.5 When we interviewed residents in the Maine Road area, we received a number of divergent opinions on the nature of ‘community’ in the local area. One resident, when asked if there was a close community spirit in the area, stated:

Yes. It’s a very densely populated area with huge swaths of back-to-back terraced housing stock ... There is a great community spirit. All these residents’ groups are testament to that. They all have committees, they all meet, they all get grants from the council, they all lobby councillors telling them what they should do, and they have to do what they want.

2.3.6 Other residents agreed with the assessment of this interviewee, and also drew attention to the number of residents’ associations in the local area as evidence of community spirit. One resident stated that the development of residents’ associations in the local area had improved communication between people and had given her the feeling that she was ‘doing

something' about local, shared problems. She also claimed that residents' associations had supported and engendered feelings of belonging to the local area.

2.3.7 Other residents were more critical in consideration of the existence of a 'local community'. A number of older residents stated that the area used to have a strong 'community' spirit in the post-Second World War period, but that this had disappeared as extended families and kinship networks had moved out to other areas. One resident stated:

It used to be close, but there's not families in the street now. You see, my next-door neighbour he was one of about nine, and all his brothers lived in that street or in a few streets around, and now they've gone to Oxfordshire, and they've gone to Sale and to Chorlton. And they've all gone up in the world. It used to be families. I mean, I had a load of family in Houghton Road, but not now.

2.3.8 Another resident who had moved into the area in the late 1980s similarly recalled:

15 years ago, I knew all my neighbours. There were families who moved in and you knew them in the street. There was a woman who kept people's keys if they were having a washing machine delivered or whatever.

2.3.9 For these residents, the local community was something lost and something to be remembered. It certainly was not being kept alive or reinvigorated by residents' associations.

2.3.10 Other residents who were sceptical about the existence of a 'local community' spoke disparagingly about the effect that local immigrant populations and 'transient populations' of students had had on community spirit. One claimed that it was impossible for a 'local community' to develop because people were constantly 'coming and going' from the local area. For this resident and others like him, their immediate network of local friends, relatives and acquaintances were their 'local community': they did not have a broad feeling of community which related to the local area.

2.3.11 As mentioned above, a number of interviewees used the high number of residents' associations in the Maine Road area as evidence of good local community spirit. Other residents criticised local residents' associations for allegedly being unrepresentative and unconstitutional. A number of residents pointed out the small number of people who actually attended residents' association meetings, whilst others explained that they had been asked to leave meetings because they did not share the views of the established leaders of the associations. It was certainly evident from our interviews that residents' associations were not always representative and/or democratic. Some appeared to be unaccountable personal fiefdoms that only represented a very small range of views. Many also seemed to be based around the interests of certain demographic groups. It is unhelpful to be too specific here, but many of the residents' meetings attended by the research team were ethnically white, and were often populated by females who were middle aged or older. The partial, possibly unrepresentative nature of residents' associations has important implications for local organisations (such as councils and football clubs) that are seeking to engage in local consultation.

2.3.12 Despite the limitations of residents' associations in the Maine Road area (and elsewhere), it was important to interview their members in order to investigate the history of formal and informal relations between Manchester City Football Club and the Maine Road 'local

community'. We assumed that if formal channels of communication had existed between the football club and the neighbourhood community, then this was most likely to have been arranged through residents' associations. We interviewed residents' association members (and non-members) to gather information on the historical issues that they had encountered as a result of living close to the Maine Road stadium.

2.3.13 The major historical issues that structured relations between local residents and MCFC fall into three categories: the redevelopment of the stadium in the mid-1990s; long-term problems encountered on match days; and problems faced since Manchester City decided to relocate to East Manchester. Here we will comment only on the first two categories as Manchester City's relocation to East Manchester will be dealt with in detail in interim report 3.

2.3.14 On the first issue, the Maine Road stadium underwent major redevelopment in the mid-1990s. Specifically, the old Kippax terrace was replaced with a new Kippax Stand. It is now difficult to gather accurate information on how this process was handled by the club, or to determine what level of local consultation took place. It is clear, though, that for many of our interviewees the building of the Kippax Stand represented the lowest point of their relationship with MCFC. Although stories varied, it appears from local residents that the consultation around this building programme was, for some, potentially misleading. Certainly, few local residents anticipated the scale of the new stand before it was erected, and fewer still understood the effect that it would have on everyday issues such as local television reception. A number of residents testified that they had attempted to open dialogue with MCFC about these issues, but had been met with negative or unsatisfactory responses. Whatever the truth of this issue, the building of the Kippax Stand quickly passed into local 'folklore' as an example of poor relations between MCFC and their immediate neighbours.

2.3.15 It is interesting to note the strength of local folklore amongst residents around the building of the Kippax stand. This issue provides an important example of how rumours (whether founded on 'fact' or not) can become established as enduring accounts of 'what happened' around controversial events. Whether the club misled the local community over the building of the stand or not is almost unimportant. What is important is that local residents believed that they had been misled, and that this version of events had become the local 'truth'.

2.3.16 On the second major issue, all of the residents that we consulted had encountered problems on match days as a result of large numbers of football supporters entering the local neighbourhood. These problems included graffiti, litter, noise, anti-social behaviour, violence, theft, trespassing, public urination, parking and traffic. Longer-term residents explained that the frequency and degree of problems had varied over the years, due to the changing behaviour of fans and other, more structural issues. One resident explained her belief that the club had only become a nuisance in relatively recent times:

In the old days it was no trouble to anybody I think. As time went on, it got more and more trouble because of behaviour and dirtiness and things like that. And that's when people started going against it. Nobody moaned years ago. But it really became them and us then really didn't it... My aunt and uncles used to be quite proud that they lived so close to Maine Road. That went and suddenly there seemed to be a lot of moaning about it all.

2.3.17 Other residents concurred with this view. One suggested that legislation that prohibited the consumption of alcohol in football grounds had made problems significantly worse 'because people were getting tanked up before they went in'. Others spoke about deteriorating fan behaviour in the mid-1980s, and other issues such as the increase in car traffic around the stadium in recent years.

2.3.18 Very few residents claimed that nuisances associated with Maine Road had regularly affected them, but most stated that they had been subject to infrequent problems. To give just one example, one resident explained the parking problems that match days caused for her:

It made parking horrendous. If I took the car out after 12 o'clock [on match days] I couldn't get back in. Now I love living here, ... but I know its faults and I don't want to park my car too far away from where I live because I'm not daft.

2.3.19 A number of residents explained that they had attempted to enter into dialogue with MCFC over nuisances related to Maine Road. One residents' association stated that it had approached MCFC for help with cleaning up local graffiti and litter. The association claimed that the club responded with a standard, pre-written letter from its community department which stated that it could not help 'with their request for assistance'. Whether this episode was accurately reported to us or not, it is clear from our interviewees that residents' associations, and local residents more broadly, did not feel that they had regular access to formal lines of communication with MCFC. One respondent recalled that MCFC representatives had occasionally attended local police division meetings in the past, but stated that these occasions were designed to address crime in the local area and not specifically relations between MCFC and local people. A number of residents suggested that increased liaison between residents and club personnel would have helped to better manage club-based problems and local concerns. As one resident stated 'if City had looked after us, we would have appreciated them better'.

2.3.20 It is important to note that MCFC's physical presence in the Moss Side area is not confined to the Maine Road stadium. The club's academy training facility is also in the area, which means, of course, that local residents will continue to have some interaction with MCFC now that the club has relocated to the City of Manchester stadium.

2.3.21 Moss Side residents have expressed a range of opinions to us about Manchester City's continuing presence in the local area through the club's academy. Some believed that the academy was good for the local area, and provided useful local services such as the provision of meeting rooms for residents' association meetings and other, similar occasions. Others hoped that MCFC's 'Blue Zone' educational centre would move to the academy to ensure that it stayed in the local area.⁵ Other residents, however, expressed negative feelings toward the academy and questioned the strength of its links to the local community. A number of respondents doubted the accessibility of the facility for local people, and suggested that the club were using it solely to train talented footballers from outside the area. A potential expansion of the academy, including the building of a new training 'dome', also raised criticism from respondents who feared that the building work might further encroach on to nearby Platt Fields Park.

⁵ MCFC have committed to keeping a Blue Zone club in the Maine Road area. At present, it is still housed on the Maine Road site, but it will be moved during the demolition of the stadium in 2004.

2.3.22 Up to now, we have concentrated on the problems that the neighbourhood community around Maine Road encountered as a result of their proximity to MCFC. To assume, however, that local residents only had negative feelings towards the football club or the stadium is too simplistic. Formal relations between MCFC and local residents may not have been particularly strong in the Maine Road area, but many residents, whether football supporters or not, had a personal, informal relationship with the club that they enjoyed and now ‘miss’ in the wake of the club’s move to East Manchester.

2.3.23 In nearly all interviews conducted with residents in the Maine Road area, interviewees were happy to discuss the benefits that they had enjoyed when living close to a major football stadium. A number of residents spoke of the feelings of ‘importance’ that the area had accrued because of the existence of Maine Road. Others spoke about the strong sense of identity that the area enjoyed because of its association with MCFC. One resident explained that the identity of the local area had been damaged since the closing of the stadium:

I think that it [the local area] has lost a bit of its identity really, hasn't it? For all the negative things about it that was part of the area's identity was Maine Road. And it wasn't just about it happening on those days [match-days], although I even miss them.

2.3.24 Another resident explained that she also missed the stadium and the useful function that it used to perform before its large floodlights were removed:

The floodlights were the biggest in England at one time. So when I moved in and people said how do I get to your house, I would say just follow the floodlights, and then you get to such-and-such-a street and do this, that and the other. And, of course, they took those down, and then the area lost a bit of its identity.

2.3.25 Another stated simply:

In some ways it [the stadium] was our ‘reason’ wasn't it? It was such a presence, but it was only 20 or 30 times a year that the game was on, so I think sometimes you can take it too much out of context. But I don't half miss it now it's gone.

2.3.26 Other residents expressed different reasons for having positive memories of MCFC’s time at Maine Road. They did not necessarily have fond feelings towards the stadium itself, but did enjoy the ‘atmosphere’ that match-days brought to the area. One resident stated, ‘now it’s gone, I must admit there’s a part of me that feels it’s missing ... I do miss the roar of the crowd, especially ‘derby’ day’. Another resident stated how much he enjoyed match days, even though he was not a football supporter and had never attended a game. He talked of the excitement of match days, of how the streets would be full, and how he enjoyed hearing the sound of the Maine Road crowd when games were taking place. He also noted how exciting it was when Manchester City won and supporters emerged from the stadium ‘singing and dancing’. He portrayed a real pride in having Maine Road as a near neighbour and an emotional connection to the club that was not connected to traditional forms of fandom. He connected to the colour, excitement and carnival that were brought to Moss Side on match days.

2.3.27 The positive feelings that many local residents expressed towards the Maine Road stadium and/or MCFC rarely translated into a desire for the football club to remain at Maine Road. The vast majority of interviewees said that they were pleased that MCFC were leaving the local area. However, this was not always a reflection of negative feelings towards the football club and/or the stadium. A number of residents felt that the proposed demolition of the Maine Road stadium would have a beneficial, regenerating effect on Moss Side and its neighbouring areas:

My feeling about it is thank God they're going because I couldn't see how this area could get any better unless something dramatic like that happened. Whatever happens when they demolish it, whatever comes up in its place, it can't be worse than having it there and things getting worse than they already are.

2.3.28 This statement encompasses the feelings of those who believed that Moss Side had missed out on the large-scale regeneration that some areas of Manchester had enjoyed in the 1990s (especially neighbouring Hulme). They felt that the demolition of the stadium would provide a catalyst for regeneration initiatives in the local area: a possibility that is currently being supported by Manchester City Council's plans for the Maine Road site (see the third project interim report). This view is ironic when one considers that it is the building of stadia, rather than their demolition, that is usually tied to programmes of regeneration.

Summary

2.3.29 From the interviews and observations conducted by the research team, a number of summary conclusions can be made about the population of Moss Side and its relations with MCFC. It can be stated that in Moss Side:

- There is disagreement about the nature/character of the 'local community'. Some people felt that a strong community spirit exists. Others suggested that the 'local community' had been eroded in the post-Second-World-War period
- There is disagreement about the status/usefulness of residents' associations. Some felt that they were reinvigorating the local area. Others felt that they were unconstitutional and partial
- Some residents encountered a range of problems associated with living in close proximity to the Maine Road stadium including graffiti, litter, noise, anti-social behaviour, violence, theft, trespassing, public urination, parking and traffic
- Some resident encountered specific problems associated with the redevelopment of Maine Road in the mid-to-late 1990s
- Residents did not feel that they had a particularly strong formal relationship with MCFC when the club was located at Maine Road
- There is a range of feelings about the continued presence of MCFC in Moss Side at the Platt Lane training complex
- Many residents frequently had personal, informal relationships with MCFC that they enjoyed and now 'miss'

2.4 The Socio-Economic Context of East Manchester

Beswick and Clayton - Population

2.4.1 The Beswick and Clayton ward is located to the east of Manchester city centre. It is flanked by a number of wards including Central, Bradford and Newton Heath (see Map 2.1 on page 7). The ward is currently subject to a number of economic and social regeneration programmes of which the City of Manchester stadium and other 'SportCity' initiatives are part. To identify the central characteristics of the population of Beswick and Clayton, it is again useful to consider data provided by the 2001 census.

2.4.2 The resident population of Beswick and Clayton, as measured in the 2001 census, was 9,371 of which 48 per cent were male and 52 per cent were female. The average age of the ward's population in 2001 was 37.2, which was older than the average age in Manchester, but younger than the average age in England and Wales.

	Beswick & Clayton	Manchester	England and Wales
Under 16	24.7	21.1	20.2
16 to 19	5.1	6.2	4.9
20 to 29	12.4	19.9	12.6
30 to 59	36.6	35.6	41.5
60 to 74	13.4	10.8	13.3
75 and over	7.9	6.4	7.6
<i>Average age</i>	<i>37.2</i>	<i>35</i>	<i>38.6</i>

Table 2.11: Beswick and Clayton - Resident Population and Age (%)

2.4.3 The population of Beswick and Clayton is relatively homogenous in ethnic terms. By far the most dominant ethnic category registered by the 2001 census was white (92.1% including white Irish). The area also had a notable number of people of mixed ethnicity (2.2%), and a similar number of people who were classified as black or black British (2.7%). Other ethnic populations that were registered in the ward in 2001 were a small Asian or Asian British population (1.6%) and a small Chinese or other ethnic group population (1.5%).

	Beswick & Clayton	Manchester	England and Wales
White	92.1	81.0	90.9
of which White Irish	2.9	3.8	1.3
Mixed	2.2	3.2	1.3
Asian or Asian British	1.6	9.1	4.6
Indian	0.5	1.5	2.1
Pakistani	0.8	5.9	1.4
Bangladeshi	0.2	0.9	0.6
Other Asian	0.2	0.8	0.5
Black or Black British	2.7	4.5	2.1
Caribbean	1.1	2.3	1.1
African	1.1	1.7	1.0
Other Black	0.4	0.5	0.2
Chinese or Other Ethnic Group	1.5	2.2	0.9

Table 2.12: Beswick and Clayton - Ethnic Group (%)

2.4.4 The dominance of the white ethnic population in Beswick and Clayton is particularly notable when compared to the rest of Manchester and England and Wales. The white population of Beswick and Clayton in 2001 was 11.1 percentage points higher than Manchester as a whole, and 1.2 percentage points higher than England and Wales. This suggests that the ward has had little inward migration from overseas populations.

2.4.5 The relative lack of ethnic diversity in Beswick and Clayton is reflected in the low level of religious diversity in the ward. The dominant local religion in 2001 was Christianity (70.2%). The Muslim faith was the only other religion that registered a following greater than 1% (1.3%). A significant number of the ward's residents stated that they had no religion (13.2%), whilst an even greater number did not state which faith, if any, they followed (14.4%).

	Beswick & Clayton	Manchester	England and Wales
Christian	70.2	62.4	71.8
Buddhist	0.4	0.6	0.3
Hindu	0.2	0.7	1.1
Jewish	0	0.8	0.5
Muslim	1.3	9.1	3
Sikh	0.1	0.4	0.6
Other religions	0.2	0.3	0.3
No religion	13.2	16	14.8
Religion not stated	14.4	9.7	7.7

Table 2.13: Beswick and Clayton - Religion (%)

Beswick and Clayton - Health

2.4.6 Over half (56.8%) of the population of Beswick and Clayton described their health as good in the 2001 census, but nearly a fifth of people described their health as not good (17.9%). Furthermore, nearly a third of the ward's population stated that they had a long-term illness, health problem or disability that limited their daily activities or work. This compares unfavourably with the rest of Manchester and particularly the national picture. When compared in proportion, the population of Beswick and Clayton that categorised their health as not good was 5.4 percentage points higher than in Manchester, and 8.7 percentage points higher than in England and Wales. With reference to limiting long-term illness, the picture is even worse. The population of Beswick and Clayton that categorised themselves as having a long-term illness was 7.4 percentage points higher than in Manchester, and 10.7 percentage points higher than across England and Wales. Clearly the population of Beswick and Clayton is collectively suffering from poorer levels of health than would be expected either locally or nationally.

	Beswick & Clayton	Manchester	England and Wales
Good	56.8	64.6	68.6
Fairly good	25.3	22.9	22.2
Not good	17.9	12.5	9.2
With a limiting long-term illness	28.9	21.5	18.2

Table 2.14: Beswick and Clayton - Health (%)

Beswick and Clayton – Economic Activity and Educational Skills and Training

2.4.7 Beswick and Clayton is an area marked by relatively low economic activity. Only two out of every five adults aged between 16 and 74 (40.4%) were employed on the census date in 2001. This compared to a national employment rate of 60.6%. The number of people who classified themselves as unemployed was nearly double the national rate (6.4% and 3.4% respectively). Other notable numbers of people were classified as retired (13.4%), looking after home/family (10.3%), or permanently sick or disabled (16.4%). Whilst the number of retired people in Beswick and Clayton was commensurate with levels across England and Wales, the numbers looking after home/family or permanently sick or disabled were far higher. It is especially notable that in Beswick and Clayton nearly 3 times more people (proportionally) were permanently sick or disabled than at the national level.

	Beswick & Clayton	Manchester	England and Wales
Employed	40.4	46.4	60.6
Unemployed	6.4	5	3.4
Economically active full-time students	1.6	4.4	2.6
Retired	13.4	10.2	13.6
Economically inactive students	4.7	12.3	4.7
Looking after home/family	10.3	7	6.5
Permanently sick or disabled	16.4	9.5	5.5
Other economically inactive	6.8	5.1	3.1

Table 2.15: Beswick and Clayton - Economic Activity (% aged between 16 & 74)

2.4.8 In 2001, the adult population of Beswick and Clayton was formally educated to a level far below local and national levels. Over half of the people of the ward had no qualifications at all (55.4%). This compares unfavourably to Manchester, where 34% of adults had no qualifications, and England and Wales, where the figure was 29.1%. The ward performs even worse on higher education. Only 7.3% of the population was educated to degree level or higher in 2001, compared to 21.4% in Manchester and 19.8% nationally.

	Beswick & Clayton	Manchester	England and Wales
Had no qualifications	55.4	34	29.1
Qualified to degree level or higher	7.3	21.4	19.8

Table 2.16: Beswick and Clayton - Qualifications (% aged between 16 & 74)

Beswick and Clayton – Housing and Household Information

2.4.9 According to the 2001 census, the housing stock for Beswick and Clayton is made up primarily of terraced housing (51.8%) and, to a lesser extent, semi-detached housing (29.2%). The semi-detached housing in the ward consists in the main of ex-council dwellings that were constructed in the 1970s. Detached housing comprised only 2.6% of the housing stock in the ward, compared to 4.3% in Manchester and 22.8% in England and Wales.

	Beswick and Clayton	Manchester	England and Wales
Detached	2.6	4.3	22.8
Semi-Detached	29.2	32.2	31.6
Terraced	51.8	36.0	26.0
Flat	16.3	27.4	19.2

Table 3.17: Beswick and Clayton – Housing Information (%)

2.4.10 The 2001 census reveals that only 27.8% of households in Beswick and Clayton lived in owner-occupied accommodation compared to 41.8% for Manchester and 68.9% nationally. According to the census, 13.4% of households in Beswick and Clayton lived in social housing, while 44.6% rented from Manchester City Council. The number of households living in social housing in Manchester and in England and Wales was much lower at around 10% and 6%

respectively, while the numbers renting from the council was approximately 29% for Manchester and 13% for England and Wales.

	Beswick and Clayton	Manchester	England and Wales
One person households	40.9	39.1	30.0
Pensioners living alone	17.3	14.7	14.4
Other All Pensioner households	5.0	5.4	9.4
Contained dependent children	30.8	28.1	29.5
Lone parent households with dependent children	16.8	11.2	6.5
Owner occupied	27.8	41.8	68.9
Rented from Council	44.6	28.6	13.2
Rented from Housing Association or Registered Social Landlord	13.4	10.8	6.0
Private rented or lived rent free	14.1	18.8	11.9
Without central heating	9.2	9.0	8.5
Without sole use of bath, shower or toilet	0.2	0.8	0.5
Have no car or van	60.8	47.8	26.8
Have 2 or more cars or vans	5.8	12.7	29.4
Average household size (number)	2.1	2.2	2.4
Average number of rooms per household	4.8	4.8	5.3

Table 2.18: Beswick and Clayton – Household Information (%)

2.4.11 The 2001 census showed that 40.9% of households in Beswick and Clayton comprised of just one member compared to 39.1% for Manchester and 30% for England and Wales. The census also revealed that 17.3% of these households were pensioners living alone. The other key statistic relating to households is the number of lone parents with dependent children (16.8%), which is higher than both Manchester (11.2%) and England and Wales (6.5%). The census also indicates that 9.2% of households in Beswick and Clayton did not have central heating, compared to 9.0% of households in Manchester, and 8.5% in England and Wales.

2.4.12 In relation to access to private motor transport, 60.8% of households in Beswick and Clayton did not own a car or van compared to 47.8% for Manchester and 26.8% for England and Wales, while only 5.8% owned two cars or vans (Manchester 12.7% 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.

Beswick and Clayton – Multiple Deprivation

2.4.13 If the socio-economic indicators discussed above are considered together it is clear that the population of Beswick and Clayton is suffering from multiple deprivation rather than a discrete number of separate problems. This point is well illustrated through the 2000 IMD report.

2.4.14 The extent of the deprivation in Beswick and Clayton becomes apparent when it is considered that this ward is amongst the top 1% of most deprived wards in the country. Table 2.19 shows Beswick and Clayton’s national deprivation ranking on income, employment, health, education, housing, child poverty and multiple deprivation.

Ward	IMD	Income	Employment	Health	Education	Housing	Child Poverty
Beswick and Clayton	17	57	67	41	111	593	95

Table 2.19: National Index of Multiple Deprivation 2000 (National Rank)

2.4.15 Using the IMD report at a local level reveals Beswick and Clayton’s deprivation compared to other wards in Manchester. As Table 2.20 indicates, Beswick and Clayton is one of the most deprived wards in Manchester, being in the top 6 of deprived Manchester wards in all categories except housing.

Ward	IMD	Income	Employment	Health	Education	Housing	Child Poverty
Beswick and Clayton	3	4	6	6	6	9	2

Table 2.20: National Index of Multiple Deprivation (Manchester Rank)

Beswick and Clayton – Population Summary

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

- Overwhelmingly drawn from white ethnic groups
- Mainly Christian, with few other religions represented in the local area
- Exemplified by relatively poor health levels, with a large number of people suffering from limiting long-term illnesses
- Economically active to a level below local and national standards
- Educated to levels significantly below local and national standards
- Suffering from poor housing
- Suffering from multiple deprivation

2.5 *Beswick and Clayton – ‘Community’ and Relations with Manchester City Football Club*

2.5.1. The previous section outlined the statistical profile of the Beswick and Clayton ward in which Manchester City’s new ground, the City of Manchester Stadium (COMS), is located. However, the area more generally known as East Manchester is broader than this narrow political definition and encompasses a number of different boundaries and conceptualisations of what MCFC’s potential new ‘communities’ might be.

2.5.2 Beswick and Clayton and the surrounding areas are the former industrial heartland of Manchester to the east of the city centre, combining industrial units, brownfield sites and residential estates. The wider East Manchester area has, since the 1960s, suffered huge economic decline, job losses and social deprivation and Beswick and Clayton is now in the worst 0.2% of deprived wards in the country. Health, education, and other statistics as illustrated in the previous section, show that this is one of the poorest areas in Manchester. For this reason, it is now the focus of a large range of regeneration initiatives, one of which has involved the relocation of Manchester City Football Club to the area.

2.5.3 The area combines a mixture of run down 1970s estates, both semi-detached and maisonette flats, with a series of small Victorian terraces on the streets which have survived a series of redevelopments. In Clayton, the tightly packed streets often end abruptly where a new road or development site has sliced through, and looking back towards the city centre, the Stadium rises at the end of these truncated streets. The area as a whole is intersected by a series of major roads, railways, and canal systems. There is an old recreational area, Phillips Park, which has recently become the site of Heritage Lottery redevelopments, and the SportCity site now dominates the area.

2.5.4 Many people conceive of ‘communities’ in East Manchester as being defined geographically and contained in certain sub-areas of the district around the stadium. However, this is increasingly difficult to maintain as traditionally accepted notions of the communities are being challenged, not least because of the new boundaries and definitions of community which the extensive regeneration initiatives have created.

2.5.5 There are a number of different ways in which East Manchester has been defined to the research team. One of these is the historically based constructions of community in East Manchester, and people’s understanding of that history. East Manchester encompassed some of the earliest industrial clusters from the late 18th century in Manchester, itself the ‘shock city’ of the industrial revolution. This is reflected in a number of ways in the area, including the effect of the decline of those industries, but also in a verbalised sense of history, importance and pride, as one resident put it, ‘[the industrial revolution] all started here, this is the origins of our times’.

2.5.6 Of key importance in the area were the largest deep mine in Britain and the Johnson’s Wireworks factory. The former closed in 1969, but its shaft was on the site of what is now the biggest Asda Walmart in Britain - a poignant symbol of the changing economy of the area. The latter factory, which closed in the 1980s, is the site of what is now the City of Manchester Stadium and was talked about by one resident of Clayton as a place ‘where you would have three generations of a family working beside each other for life’; reflecting its central role in the local community, but also a very different pattern of employment and social relations to that found today. This industrial heritage, and the effects of its decline, feature heavily in descriptions of the area and discussions of community, particularly with the older residents to

whom we spoke. Like other former industrial working-class communities, many have memories of a better past, involving tighter, more homogenous communities, in which aspects of life like personal safety and job security were very different to that found today.

2.5.7 The way in which East Manchester is described is through people's own 'mental maps' of the area. This conception of 'East Manchester' as an entity stretches considerably further than either the ward boundary, where the ground is located, or the new regeneration area. It also often encompasses a range of names for overlapping areas, reflecting the confusion caused between the constant re-drawing of political boundaries, new regeneration priorities, pre-existing geographical boundaries, and the 'social' or mental boundaries which residents and non-residents may have.

2.5.8 For example, the Beswick and Clayton ward has even been re-drawn since our mapping exercise was conducted to become 'Beswick'. Areas known as 'Collyhurst' and 'Miles Platting' do not appear on political ward maps but have long histories and are names which have significant meanings for local people. One area known as 'New Islington' in the 19th century was renamed the Cardroom Estate as it was redeveloped in the 1960s and 1970s, and now, because of the problems associated with the Cardroom name, is being redeveloped again. Its new name, voted for by its residents, is New Islington, and this 'new urban village' is situated within a wider area known as Ancoats.

2.5.9 East Manchester was described to us by one community worker as '24 villages' and as stretching from Newton Heath in the north, to the Gorton North and Gorton South wards in the east. This view was also held by a number of residents to whom we spoke. This is notable as it is considerably larger than the area now officially defined as New East Manchester and overseen by the New East Manchester regeneration company. This regeneration framework is based on 15 neighbourhood areas within what it terms as Ancoats, Ashton Canal Corridor, Beswick, Clayton, Miles Platting, New Islington, Openshaw, and West Gorton. Again, here, the regeneration regime is using a different set of criteria to define the areas of East Manchester to those 'mental maps' of the local communities.

2.5.10 As such, we can see different conceptualisations of the East Manchester community even in the geographical sense of the term. Of course amongst the people who live there are those who conceive of 'their' community as being based on considerably smaller geographical areas and other non-geographical networks. For example, one resident talked of her communities changing as she lived in different parts of East Manchester. One residents' representative, when asked to describe the characteristics of the different areas, did so by describing the different kinds of residents' association which represent the area, reflecting his social world, dominated as it is in the new networks of communication and representation associated with the urban regeneration programmes.

2.5.11 However, others felt a sense of exclusion from these new formal community networks, as well as from official constructions of the 'new' East Manchester. This contrasted with their association with East Manchester, again historically based. For example, we spoke to some community representatives in Newton Heath. They explained that they had always considered themselves to be part of East Manchester - 'certainly in terms of the history of the place... we made Blackpool Tower here... even the Germans couldn't really touch us - one bomb, four houses'. However, this resident felt that they had been 'cut out' from the 'honey pot' of regeneration. This was because 'we were considered to be north Manchester when they created

New East Manchester, but then said that we were in East Manchester when they created North Manchester’.

2.5.12 This could appear as semantics to some extent. However, on the one hand it reflects the lack of coherence of political and other boundaries when compared to people’s own sense of their community and their own definitions of that community; on the other hand, when such definitions are tied to regeneration income and huge changes in people’s lives (including massive regeneration investment) it can produce, as in Newton Heath, a palpable sense of a ‘community excluded’.

2.5.13 This is reflected in the following quotes from a male Newton Heath resident in his 50s, who also volunteered at the community centre, ‘because,’ he said, ‘I have to give something back for all the bad things I’ve done’:

- *There’s been a load of carrots, but nothing at all*
- *People in Newton Heath can’t afford SportCity. £5 for half an hour in the Velodrome - how can people in Newton heath afford that?*
- *The council has a vendetta against us*
- *Newton Heath is closed as far as they [Manchester City Council] are concerned.*

2.5.14 However, although in this group discussion residents saw themselves as ‘East Manchester’, they also told us about the rivalries between different areas within East Manchester, suggesting that to conceive of East Manchester as a unified or singular community would be wrong.

There’s an annual fight over there between Newton Heath and Clayton... it’s been going on for three hundred years, pitched battles over the bridges in Clayton Vale [an area of rough parkland between Clayton and Newton Heath], people are really badly hurt.

(Sarcastically) Yeah, it’s the only annual event we get and they [the authorities] just ignore it... I’m going to set up a burger van for it I think - make some money somehow!

2.5.15 A similar story was also conveyed to us by a Clayton resident. It is, therefore, difficult to talk of an East Manchester ‘community’ in a singular sense. Nor is it easy to represent distinct community interests: we have quoted here from representatives of organisations which span the whole of East Manchester, those which represent just one ward, and those which represent one or two streets, such as BESARA - the Ben Street Area Residents’ Association.

2.5.16 Of course, such issues of representation, inclusion and exclusion are exacerbated by the social and economic decline which the area has suffered since the 1960s as old industries were closed down. All communities in East Manchester have been adversely affected by this economic downturn:

- 60% employment loss between 1975-85
- A 13% population loss in 1990s
- A collapse in the housing market, leaving some houses available for under £5,000
- 20% vacant properties, high levels of negative equity
- A low skills base
- High crime/ poor health/ poor community and retail facilities

- 52% households receiving benefit
- 12% unemployment
- Poor infrastructure and environment⁶

2.5.17 However, alongside these statistical indicators of a community of disadvantage, there are the stories, memories and losses associated with this decline. This may signify a blight on the area but they are also inextricably linked to existing notions of community - whether that is the 'official' communities of regeneration schemes and residents' associations, or the more fluid, contingent communities of personal networks, family and friendships. As one elderly resident explained:

Because it was so tight round here with families working together, when all that went people's lives collapsed. The suicide rate was horrendous. The place had lost everything.

2.5.18 One elderly female, a residents' representative from Openshaw in Beswick and Clayton ward, said:

the thing was people started to move away... when that happened, people couldn't rely on their families to look after kids for a few hours, people kept themselves to themselves more and you lost, I don't know, you lost something. Something changed.

2.5.19 Another resident, who was involved in plans to redevelop the 'community farm' in Clayton, claimed that this decline had led to a generational fracturing of community in the area:

My fears about the area are that there's nothing in the new plans for kids and it's the kids that have lost the Clayton community - everything gets smashed up and vandalised.

2.5.20 There is, therefore, also a psychological impact of the decline, not only in terms of the high suicide rates, but also a sense of loss of pride in the area which contrasts with the historical sense of pride felt: 'no-one comes here anymore... there's no reason to'.

2.5.21 This dire social and economic profile is of course something the developments, including the new stadium, aim to remedy and will be discussed further in our third interim report. The situation prompted the city council to target the area from the early 1990s, making it the site for the potential Olympic Stadium in their bid for the 2000 Olympics; and the eventual site for the Commonwealth Games, with the City of Manchester stadium and SportCity complex. However, they have also made it the focus of a range of regeneration initiatives and investment streams:

- £52 million New Deal for Communities funding
- £25 million of improvement money through the SRB5
- SureStart initiative of £3 million to aid pre-school children
- Education Action Zone
- Health Action Zone
- Sports Action Zone
- Ancoats Urban Village
- Objective 2 Funding

⁶ Source: New East Manchester

- Sure Start

2.5.22 This level of regeneration will, say New East Manchester:

- Double the population to 60,000 over 10/15 yrs
- Build up to 12,500 new homes
- Improve 7,000 existing homes
- Create a 160 hectare business park
- Provide the £100 million SportCity complex
- Create a new town centre with 120,000 sq ft of retail space
- Create an integrated public transport system
- Create a new regional park system
- Raise educational attainment above the city average

2.5.23 These plans to regenerate East Manchester, and MCFC's role in that, will be the focus of our 3rd interim report which will look at the creation of, and Manchester City's move to, the City of Manchester Stadium, which is the centrepiece of East Manchester's regeneration. However, whilst there are clear signs of East Manchester as a series of 'communities past' or 'communities of disadvantage', the new impetus of the regeneration programme has also created new organisations, and new senses of hope and expectation, as well as frustration. It is difficult to avoid the sense that East Manchester's communities are undergoing very significant change, particularly in Beswick and Clayton.

2.5.24 Resident's representatives, whilst often critical of particularities in the regeneration process, were approving that 'something' was happening and expressed excitement about the possibilities, whatever the difficulties of implementation. There is a range of community representative organisations engaged in this new process, such as the East Manchester Community Forum. The EMCF is an umbrella organisation seeking to support residents' associations, activities for people in East Manchester, initiatives targeted at certain populations (black and minority ethnic groups, OAPs, the young), and act as a link with regeneration organisations such as the New Deal for Communities and New East Manchester.

2.5.25 The NDC is described as the 'real honey pot' in the New East Manchester area, covering the Beswick, Clayton and Openshaw districts. It was said to us that the additional demarcation of who is 'in' and 'out' of that regeneration initiative had caused some further resentments between different areas of East Manchester. NDC is also the organisation with which MCFC has the closest links. Part of the deal in which the club leases the ground from Manchester City Council involves a 'Community Use Agreement' for the COMS in which community groups, through the NDC, can get access to facilities there.

2.5.26 We will discuss this, and MCFC's new role in East Manchester, in much more detail in the 3rd interim report. However, it is worth noting that the fact that this is being co-ordinated by NDC, responsible for only part of New East Manchester, has resulted in some criticism of the club. Some residents in areas not covered by the NDC have claimed that they could be disadvantaged in terms of accessing Manchester City's stadium - '*All we can do here is sit and look at it [the stadium]*'. However, for others the presence of MCFC is a further positive sign from the club:

City have done more in this area than United have ever done. It's like it's come half circle - United started here, then there was no-one, now City

are here. United have forgotten about Newton Heath and the old ground was cleared for an industrial park.

2.5.27 Here we see the histories of the football clubs intersecting with shared memories of the area and engaged in new processes of community regeneration. Further changes and disruption to traditional notions of community in East Manchester will inevitably come with the arrival of new populations, especially those that will be accommodated in new luxury ‘loft-style’ apartments being built adjacent to the Asda Walmart store and opposite the stadium. However, the presence of the football club will also have its own impact, something Tom Russell, Chief Executive of New East Manchester Ltd, believes will be positive:

It’s important in the sense that those facilities will then bring larger numbers of people into the East Manchester area on a regular basis in perpetuity and that’s people coming into the area to use the facilities and spend their money in the area... and I think the other thing it’s done for us is just transform the image of East Manchester from a place which its best days were quite a long way behind it.

2.5.28 However, these new populations which will help repopulate the area may have a very different social profile to existing residents, with very different kinds of new urban, professional, wealthy communities. As such we can expect to see an increase in the social diversity of the communities in the area as this process continues and possibly the emergence of new tensions, as well as benefits, within it.

2.5.29 Traditionally, this has been a predominantly white area with low numbers of black and minority ethnic populations. However, alongside the introduction of new urban professionals, we have also seen the introduction of new asylum seeking populations. Indeed, at the East Manchester community Forum AGM an asylum seeker from Zimbabwe told the gathered residents how she had come from a job in the Zimbabwe Government’s education department to live in East Manchester and seek asylum.

2.5.30 One community representative told us how some of those black and minority ethnic groups and asylum seekers had suffered attacks in the area, and a representative group, EMBLEM, had been established to represent them. There was some indications of British National Party activity in the area, although many residents, including those at the EMCF annual general meeting, were keen to stress how welcome they wished to make asylum seekers feel.

2.5.31 As such we can see the East Manchester communities as ones which have a significant sense of history; which have suffered major economic collapse in the last thirty years, causing large scale social deprivation; and which are now in a period of great change, in which Manchester City Football Club could play a major role.

Summary

2.5.32 From the interviews and observations conducted by the research team, a number of summary conclusions can be made about the communities of East Manchester. It can be stated that:

- East Manchester has been in social and economic decline since the 1960s
- Many traditional communities in the area have been fractured by large-scale socio-economic change
- Many older residents in East Manchester maintain ‘mental maps’ of former community formations in the area
- The periodic redrawing of political and other boundaries in East Manchester has disrupted people’s understandings of who they are and where they come from. These new boundaries rarely fit with local people’s understandings of the topography of East Manchester
- A number of select areas in East Manchester are benefiting from large-scale regeneration initiatives led by the New East Manchester regeneration company. Other areas are excluded from this regeneration. This has caused communities within East Manchester to fracture along new lines
- There are a large number of residents’ and other community forums in East Manchester
- Many new communities (wealthier non-local populations, minority ethnic groups, asylum seekers) are moving into East Manchester. MCFC and local regeneration agencies have an important role in supporting some of these groups

3. Manchester City Football Club – Business Communities

3.1 *Introduction*

3.1.1 The research team has again adopted a range of strategies to assess the relationship between Manchester City Football Club and a variety of ‘business communities’. First, we conducted a survey of businesses located around the Maine Road and City of Manchester stadiums to gauge the impact of the football club on the level and character of local trade. Second, we undertook observations in the areas around Moss Side and Beswick and Clayton to gather the thoughts of local business owners and employees about the impact of the football club on local trade, and to uncover any formal or informal relationships that they might have with MCFC. Finally, we gathered information on the main sponsors and stadium advertisers at the City of Manchester stadium. We thought that this strategy would provide us with a measure of the relationship between MCFC and the local business community by showing how many of the club’s sponsors and advertisers were drawn from the local area.

3.2 *Maine Road – The Local Business Community*

3.2.1 The research team conducted a survey of businesses in the Maine Road area in April 2003. This was shortly before Manchester City vacated Maine Road to move to East Manchester. It was important to measure the level and type of business activity in the local area whilst Maine Road was still a functioning stadium.

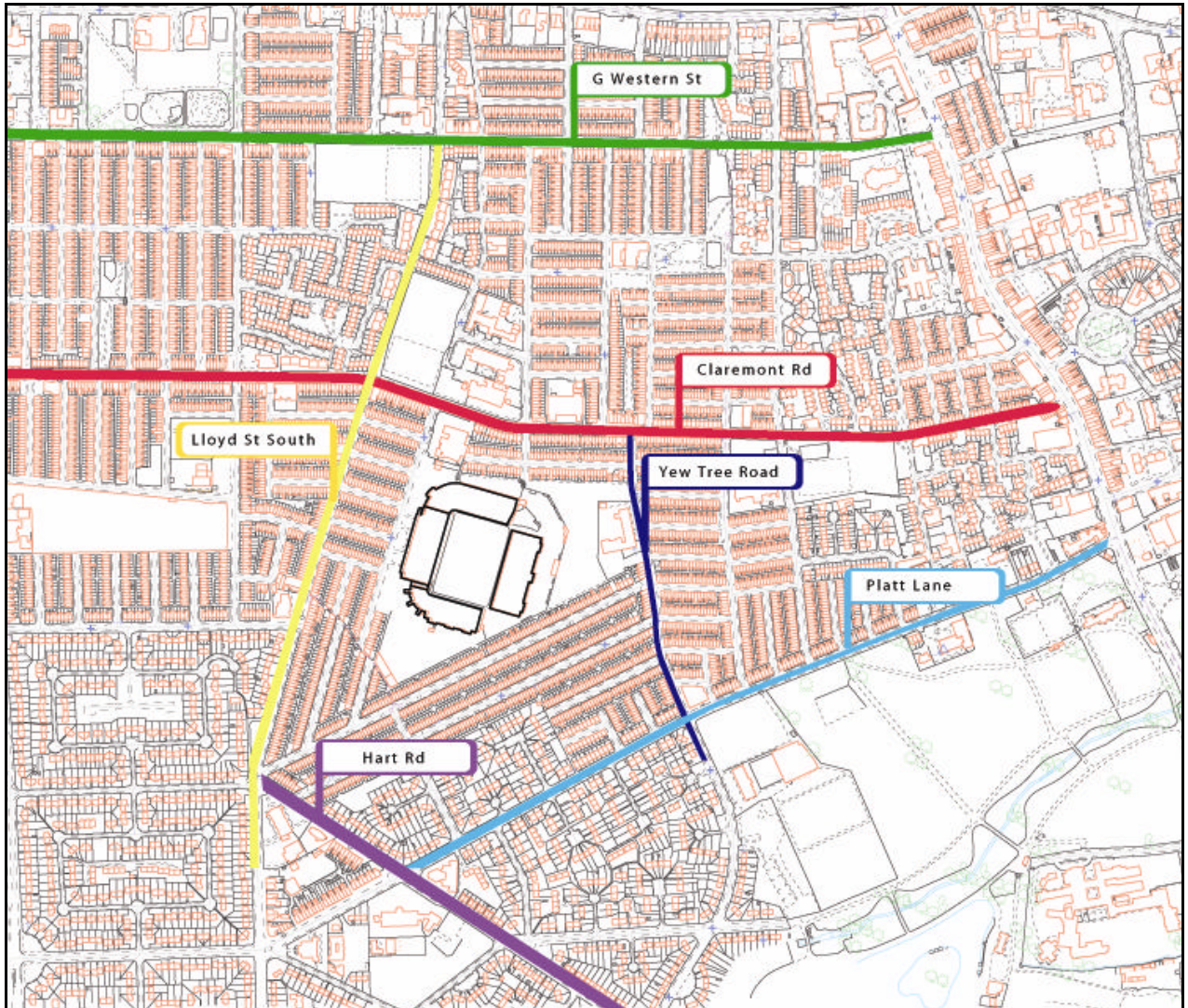
3.2.2 The research team concentrated the survey on six main roads around the stadium: Claremont Road; Yew Tree Road; Platt Lane; Lloyd Street; Hart Road; and Great Western Street (see Map 3.1). These are the main thoroughfares to the Maine Road site and were most likely to house businesses that were influenced by the activities of the football club. In this regard, these businesses were Manchester City’s most immediate geographical ‘business community’ when the club played at Maine Road.

3.2.3 The businesses around Maine Road 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 directly or indirectly relied upon the existence of the football club (and especially the club’s supporters) for their level of trade.

3.2.4 Figures 3.1 and 3.2 show the results of the Maine Road business survey. Figure 3.1 indicates the collective nature of the ‘business community’ around Maine Road. The area is characterised by a relatively high number of shop outlets (especially along Claremont Road – see Figure 3.2), and few industrial units or operators. This balance is explained by the fact that Moss Side is principally a residential area.



Map 3.1: Manchester Maine Road Business Survey Areas

⁷ Crown Copyright Ordnance Survey. An Edina Digimap/JISC supplied service.

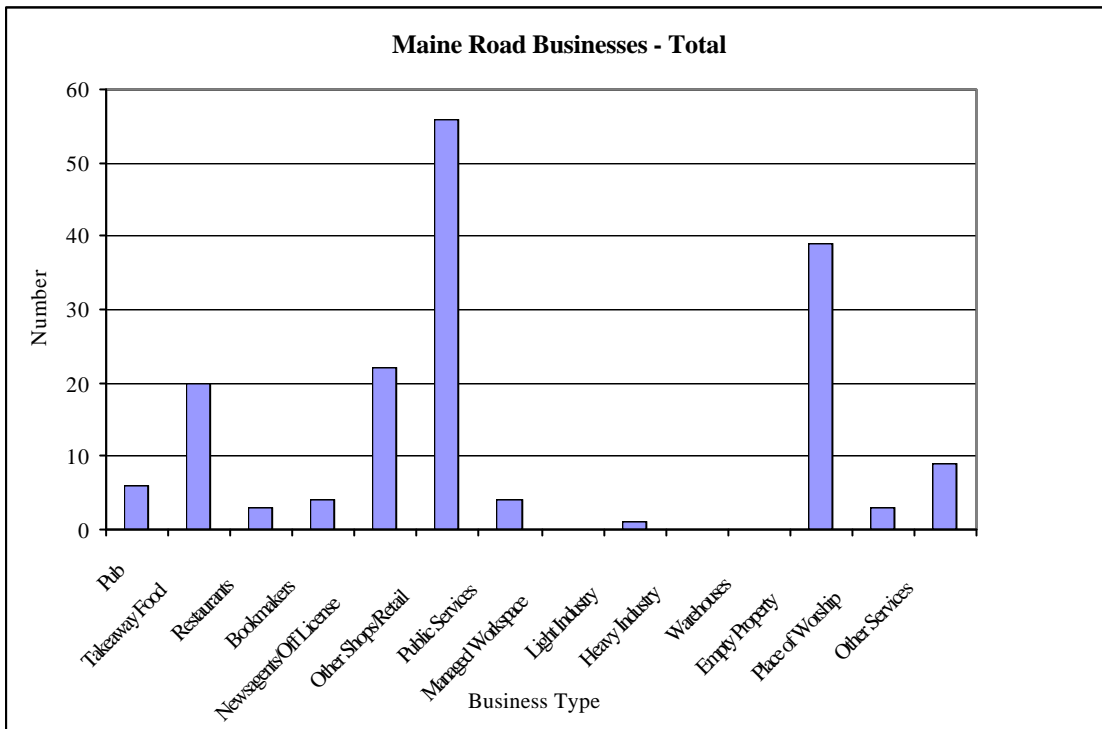


Figure 3.1

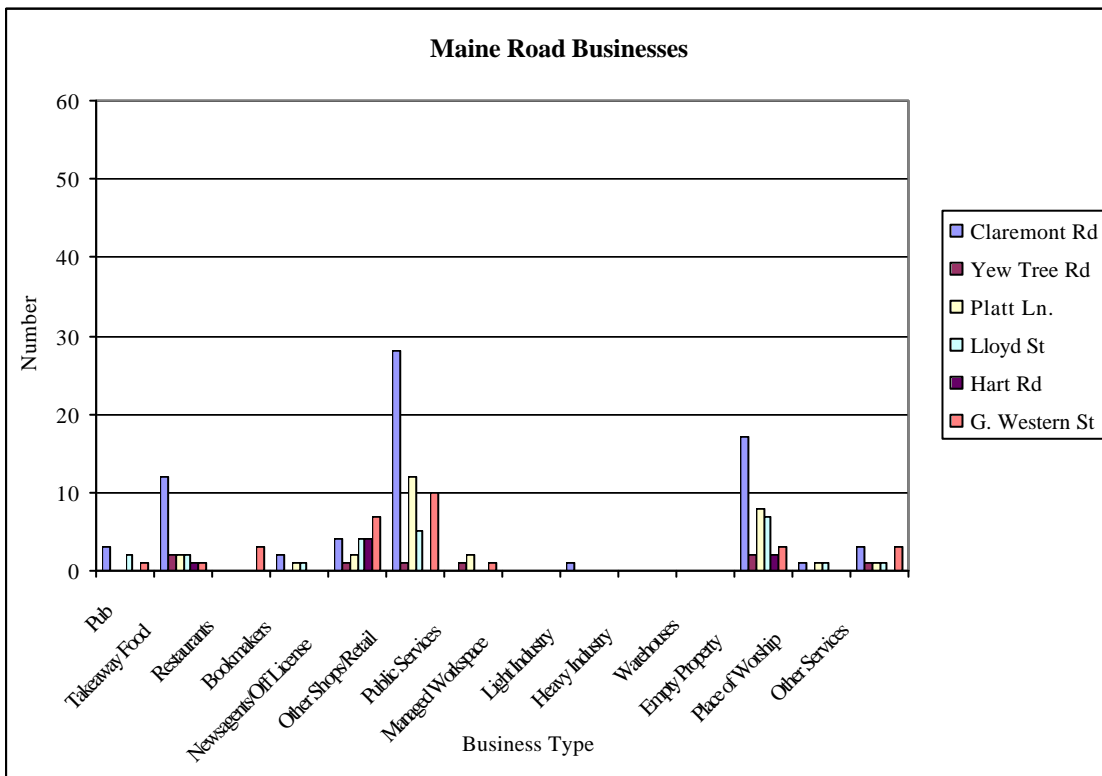


Figure 3.2

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 present in the Maine Road area: 6 public houses; 20 takeaway food outlets; 4 bookmakers; and 22 newsagents/off licenses. We were not surprised to find a relatively

high number of takeaway food outlets and newsagents/off licenses in the local area. We were more surprised, however, to find only 6 public houses servicing a stadium that had stood for eighty years, although more pubs frequented by MCFC supporters can be found in the neighbouring Rusholme area and on routes into Manchester city centre.

3.2.7 The second highest business category that we registered around Maine Road was empty/derelict property. Indeed, 23.4% (39 out of 167) of the business properties that we catalogued around the stadium were not functioning as businesses at the time of our census. This indicates the rather depressed nature of the local economy. Moss Side and neighbouring wards have long suffered from multiple deprivation, inner city decline and high levels of unemployment. Local government initiatives including the Moss Side and Hulme Agency for Economic Development have attempted to tackle these problems, but have been unable to arrest the decline in local small businesses.

Summary of the Maine Road 'Business Community'

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

- High numbers of shops/retail outlets
- Few industrial units/operators
- Relatively high numbers of takeaway food outlets and newsagents/off licenses, but fewer public houses
- High numbers of empty business properties indicating the depressed nature of the local economy

3.3 *The Maine Road 'Business Community' and Relations with Manchester City Football Club*

3.3.1 In addition to carrying out a survey of local businesses in the Maine Road 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. These were conducted both before and after Manchester City's move to East Manchester in order that we could analyse the effect of the club's stadium move on local trading patterns in Moss Side. For the purposes of this report, however, we will only discuss results pertaining to Manchester City's residence at Maine Road. Other results will be analysed in the project team's third interim report.

3.3.2 The research team wanted to better understand how Manchester City's time at the Maine Road stadium had influenced 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 'benefited' the local 'business community'.

3.3.3 The first issue noted by the research team when observing businesses around Maine Road was the poor local infrastructure in terms of the provision of quality business premises. In addition to a high number of empty business properties, the area around the Maine Road stadium is also exemplified by high numbers of run-down, crumbling properties, some of which are still functioning as businesses. This indicates that many businesses operating in the local area have little money to invest in building improvements. This fact, coupled with the results of our business survey, cemented the research team's view that the Maine Road area is suffering from a number of structural economic problems.

3.3.4 When the research team interviewed business people and local residents about business activity in the Maine Road area, a number of the long-term, structural reasons for the decline in the local economy were raised. Many people noted that the decline in business in Moss Side had also occurred in most other residential areas of Manchester due to, amongst other things, the opening of major supermarkets (a major Asda Walmart store opened in Hulme, near Moss Side, in the mid-to-late 1990s), depopulation, crime, and a lack of investment in business infrastructures outside of Manchester city centre. They noted that a number of initiatives had been established to improve local economic conditions (such as the aforementioned Moss Side and Hulme Agency for Economic Development), but that these had not done enough to stop a number of local businesses from failing.

3.3.5 Whilst economic conditions in Moss Side were clearly difficult at the time of our interviews and observations, the research team did obviously find viable, functioning businesses in the local area. A number of business people and local residents stated that some of these businesses existed in part or in whole because of the activities of the football club. In particular, the opinion was frequently expressed that the football club was good for a specific range of local businesses, and 'especially for the pubs and the chippies'. One local businessperson claimed that the football club had kept a number of pubs going longer than otherwise would have been the case. Similarly, a local resident expressed the view that few local people used pubs in the Maine Road area, and that 'they were only really busy on match days'. The resident explained this with reference to the 'decline' of local pubs over recent years, and specifically problems of crime:

The pubs have changed a lot anyway. People just won't go in. Football fans are OK because they've got their own security, if you know what I mean. I think the biggest problem with pubs locally is the drugs.

3.3.6 It was certainly clear from the research team's observations that a number of businesses around the Maine Road stadium enjoyed most of their trade on match days. During the period of our interviews and observations, pubs and takeaway food outlets around the stadium were frequently poorly used during non-match days. Indeed, some chip shops (and one merchandising stall) did not open at all on non-match days, depending instead for all of their business on football-related clientele. This caused some resentment from local residents, including one who stated that 'local businesses have been serving football supporters and not local residents for years'.

3.3.7 The dependence of some local businesses on football-related customers was signified in the manner in which they were named or presented. One chip shop in the Maine Road area, the Blue Moon Chippy, had a direct named link with MCFC (the song 'Blue Moon' is regarded as an anthem by Manchester City supporters), whilst a local sports shop, the Soccer Shop, was usually dressed in a blue and white livery to indicate its informal links with the football club. These businesses clearly felt that a benefit could be gained from trading on their proximity to MCFC.

3.3.8 It should be noted, of course, that match-day-related business activity in the Maine Road area was not only confined to fixed business premises. Large numbers of mobile catering vans, licensed merchandise traders, unlicensed merchandise traders, ticket 'touts', fanzine sellers, and groups of local young men 'looking after cars' routinely moved on to the streets of Moss Side on match days to sell their services. This indicates the high number of economic opportunities that were created by match-days at Maine Road. It should be noted, however, that some local residents did not always welcome these 'mobile businesses' into the local area. Catering vans in particular were seen as a nuisance because of the noise and strong smells that they frequently created.

3.3.9 The large number of people that were drawn into the Moss Side area on match days at Maine Road clearly created a number of opportunities for certain local businesses. The effect on pubs and takeaway food outlets seems to have been particularly pronounced. However, it should also be noted that match days could create a certain degree of nuisance for some local businesses. As an example, one trader explained to us that his business became less accessible for customers on match days because of local parking restrictions. A number of others explained that their businesses had been subject to crime on match days, particularly theft and vandalism. One local newsagent provided us with the following illustration of the problem:

I remember one time... It was a match between City and Liverpool. It was a Bank Holiday ... and I was in my shop on my own, and suddenly about 12 or 13 fans, Liverpool fans, came into the shop. So I couldn't do anything. So I said 'OK, tell me what you want'. So one says I want this, one says I want this... But I know they wanted trouble. So I took my knife and I put it on my desk. And one said, 'he's got a knife', but I can't do anything when there are 12 or 13 of them. And suddenly they started taking the stuff that's near the door and I said, 'OK, you want trouble. You stay there'. And I pressed the panic button, but they all ran away.

3.3.10 As a result of experiences such as these, this newsagent stated that he was pleased that Manchester City had moved away from Maine Road to East Manchester. In fact, he predicted

that his business would improve because he would no longer have to account for high levels of stolen merchandise.

3.3.11 As the Maine Road stadium created a number of problems as well as opportunities for businesses in the local area, the research team asked local traders if they had developed networks for sharing information about their experiences with each other and Manchester City. Whilst no specific forum appears to have existed that concentrated on the football club, a variety of other bodies were in existence that aimed to benefit local business conditions and the local economy. These include the Firmstart regeneration initiative that encourages local business opportunities in Moss Side and Hulme. This initiative and others like it appear to encourage loose networks and associations between businesses that can be utilised when required. In this sense, it can be said that a 'business community' does exist in Moss Side (with shared structures and interests), but that it is only mobilised when businesses require mutual support.

3.3.12 The research team questioned local businesses about their trading links with Manchester City. Whilst we spoke to only a select number of traders, we could find little evidence of trading links between local businesses and the football club, save for a local shop that supplied the club with fresh sandwiches. When we interviewed club personnel about this, we were told that the club had no specific policy to prioritise local businesses as suppliers.

Summary

3.3.13 From interviews and observations conducted by the research team, the following conclusions can be drawn about local businesses in the Maine Road area and their relationships with Manchester City Football Club:

- The presence of MCFC in Moss Side could not off-set local structural economic problems
- Moss Side business people and local residents believe that public houses and takeaway food retailers benefited most from the presence of the football club in the local area
- A number of local residents resented the fact that some local businesses existed solely for the benefit of football fans
- A large number of 'mobile businesses' moved into Moss Side on match days to exploit local business opportunities
- Local residents sometimes resented 'mobile businesses', especially catering vans because of the noise and smell that they created
- Some local businesses encountered a range of trading problems associated with match-days including access problems, theft and vandalism
- Loose business networks exist in Moss Side that are encouraged by regeneration initiatives
- Little direct trade appears to have been conducted between MCFC and businesses in the Moss Side area in the club's years at Maine Road

3.4 East Manchester – The Local Business Community

3.4.1 The research team conducted a survey of businesses in the East Manchester area in Summer 2003. This was designed to measure the level and type of local business activity in the area around the City of Manchester Stadium in the run up to the 2003/2004 football season (Manchester City’s first season of occupancy in the stadium). We wanted to gather information on the pre-existing business ‘community’ of East Manchester, and also judge how the area was gradually changing as a result of the new stadium.

3.4.2 We gathered information on the types of businesses present in four areas in East Manchester (see Map 3.2). This was done for geographical convenience, rather than because identifiable business clusters could be found in these areas. Again, we classified the businesses according to the identified 14 business categories.

3.4.3 Figure 3.3 indicates the collective nature of the business ‘community’ in the areas measured. It shows the relatively low level of economic activity in the area around the City of Manchester Stadium (COMS) when compared to Maine Road, Elland Road and Bramall Lane. The area does not have a large number of shops, either occupied or unoccupied, and does not sustain many industrial or warehouse operations. The areas surrounding the COMS were historically marked by large-scale traditional industry, including coal mining and wire production. Since the dramatic de-industrialisation of the area from the 1970s (it suffered a 60% drop in employment between 1975 and 1985), the local population has declined and few retail or service businesses have moved to the area. This is now changing as a result of the wide-scale regeneration of East Manchester, of which the stadium and its SportCity neighbours are part (see interim report 3 for more details).

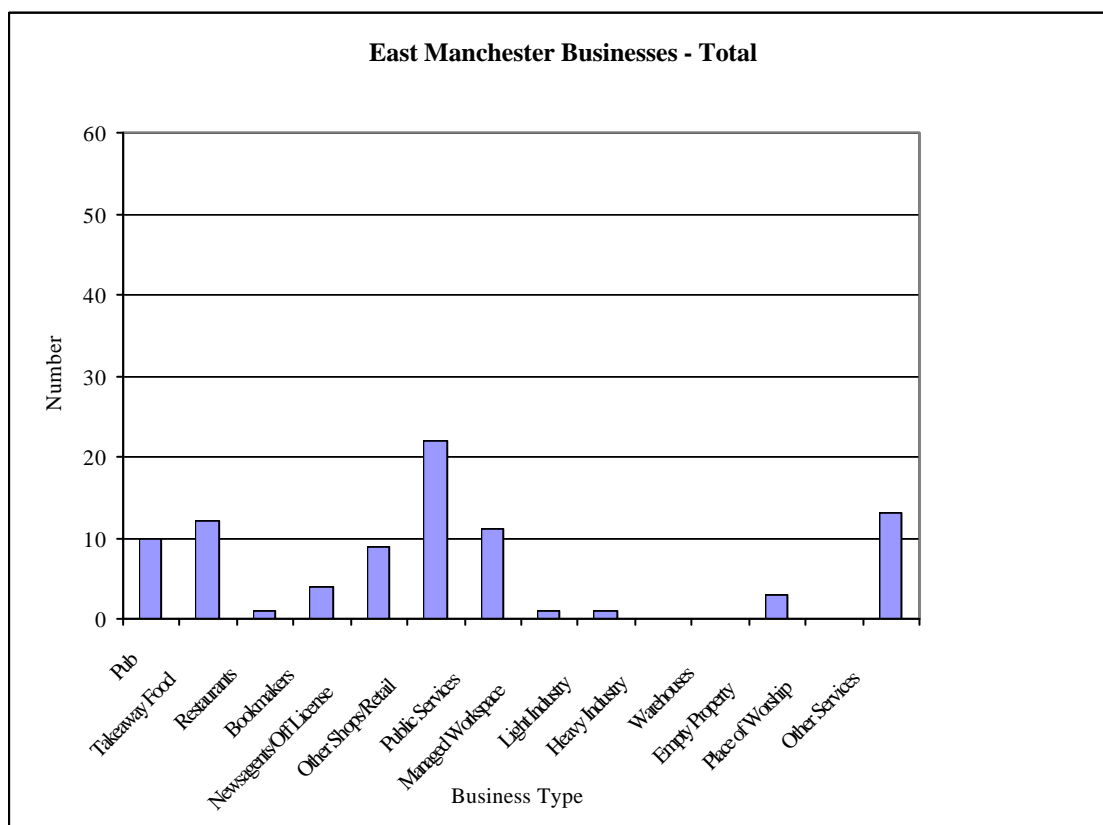
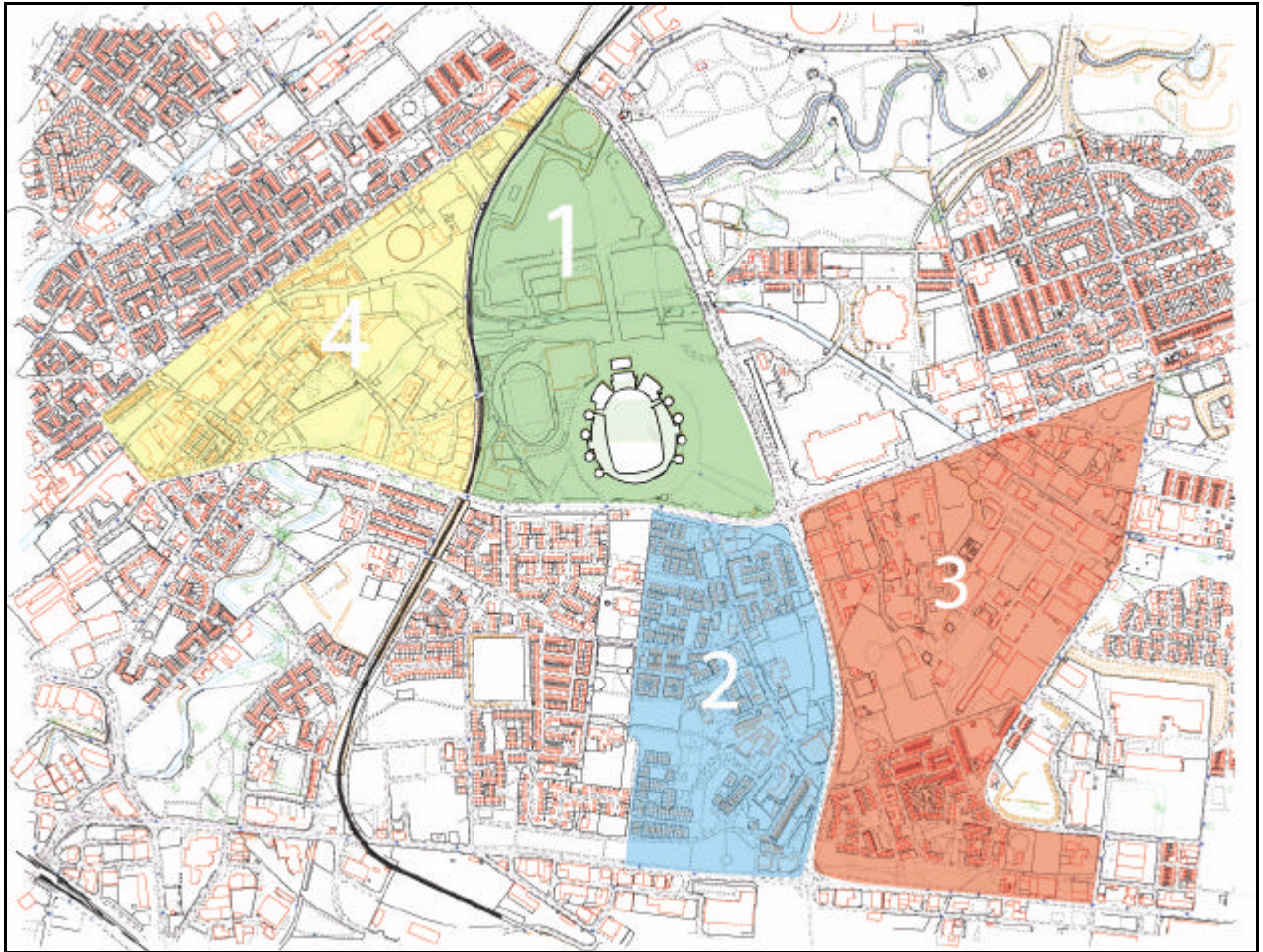


Figure 3.3



Map 3.2: Manchester City of Manchester Stadium Business Survey Areas⁸

⁸ Crown Copyright Ordnance Survey. An Edina Digimap/JISC supplied service.

3.4.4 The businesses categories that the research team assumed would be in the vicinity of the case study stadiums (pubs, takeaway food outlets, bookmakers, and newsagents/off licences) were evident in all of the business areas around the COMS except Area 1 (the SportCity site itself – see Figure 3.4).

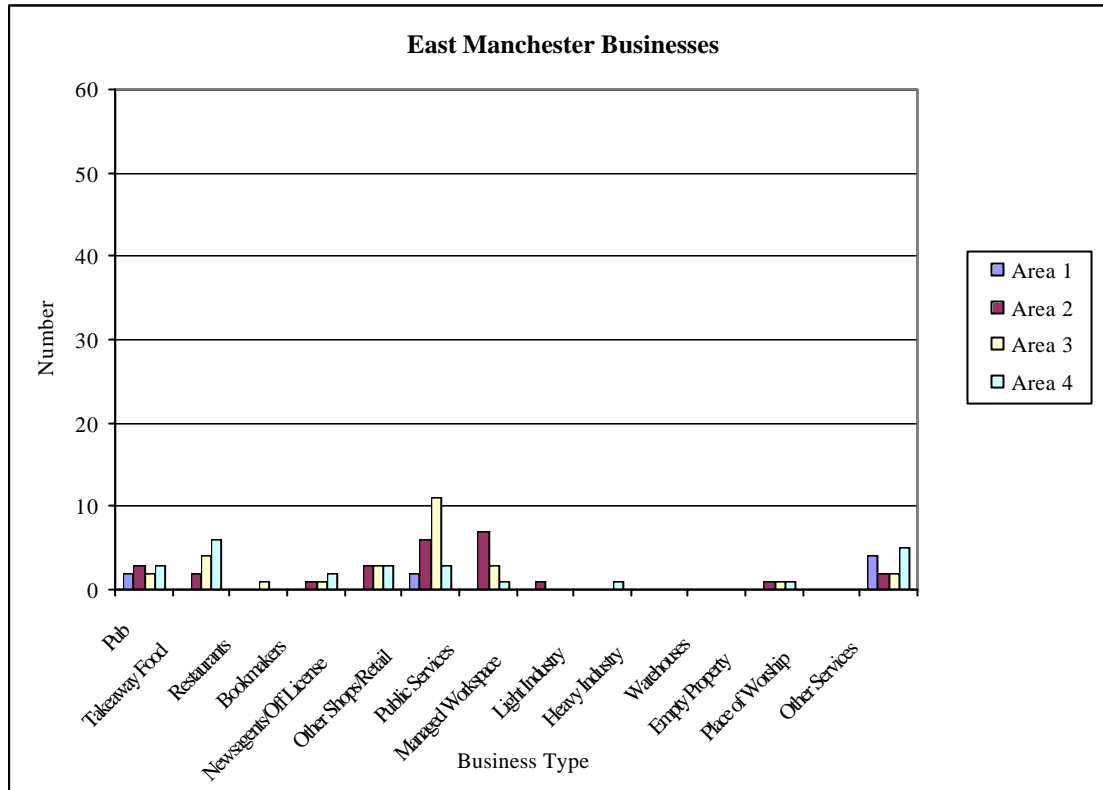


Figure 3.4

3.4.5 The area benefited from 10 pubs, 12 takeaway food outlets, 4 bookmakers, and 9 newsagents/off licenses. The number of pubs in the area compared favourably with the area that the research team measured around Maine Road (total number of 6), and both the COMS and Maine Road had an equal number of bookmakers in their immediate vicinity.

3.4.6 It is notable that a relatively high number of public services were located in the areas around the COMS (especially Area 2) at the time of the survey. These services were linked either formally or informally to local regeneration initiatives, or were members of the ‘social problems industry’ (i.e. voluntary organisations, Credit Unions etc.) that tend to gravitate towards areas of high deprivation. In Area 2, the Beswick Shopping Precinct had been almost entirely taken over by operations of this type. This suggests that more traditional retail businesses did not want to be located in this area.

Summary of the East Manchester 'Business Community'

3.4.7 From the information gathered during the business survey, it can be concluded that the area around the City of Manchester stadium is characterised by:

- A low level of economic activity
- Few shops or industrial units/operators
- A notable number of pubs, takeaway food outlets, bookmakers and newsagents/off licenses
- A relatively large number of public services that have moved into the area to replace retail businesses

3.5 Relations between Manchester City Football Club and the East Manchester 'Business Community'

3.5.1 Since Manchester City's move to the COMS in summer 2003, the research team has conducted a number of interviews and observations in East Manchester to gather information on the impact of the football club on the local business community. We have also interviewed club officials about their relationship with local businesses, and have assessed club policies towards the local business community.

3.5.2 The first and most obvious point noted by the research team when visiting businesses in East Manchester was the relatively small number of businesses that were likely to be influenced by MCFC's residence at the new stadium. As mentioned above, few functioning retail businesses actually exist around the COMS, and those that do are dispersed over a wide geographical area. In fact, despite its proximity to Manchester city centre, the COMS 'feels' much more akin to a new 'out of town' football stadium, located in relative isolation from small retail businesses and residential properties, than it does an old-fashioned inner-city stadium such as Maine Road.

3.5.3 The 'out of town' appearance of the COMS is enhanced by the large-scale retail developments that are emerging around the stadium and the SportCity site. To the east of the stadium, a 160,000 sq ft Asda Walmart store has opened along with a McDonald's restaurant. Furthermore, New East Manchester Ltd, Manchester City Council and others are currently developing plans to build a significant retail park on 'brownfield' land adjacent to the SportCity site that will include shops, leisure facilities and a hotel. The public bodies involved in the construction of the SportCity site have long proposed that it would contribute to the broader regeneration of East Manchester by drawing businesses to the local area, along with other 'spin-offs' such as new residential developments. New East Manchester Ltd, for instance, estimates that the SportCity development will help to stimulate 3,500 new long-term jobs in the East Manchester area. This process is clearly starting to happen and is contributing to the improved performance of the local economy.

3.5.4 If the COMS and the SportCity site are formally designed to attract new retail and leisure businesses to East Manchester, their impact on existing businesses in the local area is less well defined. In interviews with MCFC personnel, the research team were informed that the club believed that the stadium was having a positive effect on pre-existing local businesses, and that pubs and other shops in the local area were taking on increased numbers of staff as a result. The club were also keen to point out the number of local jobs that had been created directly at the

stadium, particularly on match-days. It was explained to us that around 950 match-day jobs had been created since MCFC's move to East Manchester, and that the vast majority of these had gone to local people. The club have apparently worked with New East Manchester Ltd on this process to ensure that local people have the skills required for the new jobs. This partnership has also tried to ensure that local people can manage new jobs at the stadium in ways that will not compromise their ability to claim certain state benefits.

3.5.5 When the research team visited businesses in East Manchester, we heard mixed stories about the impact of the stadium on trading conditions in the local area. One landlord whose pub is located in the direct vicinity of the stadium claimed that the stadium:

has been great for business to be honest with you. Really great. We've got two function rooms and we open them up on match-days and one of them is used by the official, main Manchester City Supporters' Club and they have meetings there every couple of weeks, so that brings people in as well but we're rammed on match-days, so it's been great.

3.5.6 The landlord also explained that the pub has benefited from extra trade on non-match-days:

people come into the City [club] shop and pop in for a pint on their way. We had a couple of Norwegians in the other day who were over for a match but came over a few days early and came in here for a good drink. So that brings a new mix to the area.

3.5.7 It is interesting that this landlord did not simply presume that his pub's proximity to the COMS would bring increased custom and other associated benefits, but actually redecorated and re-branded his business to attract Manchester City supporters. The pub's exterior is newly decorated in white and sky blue (Manchester City's 'home' colours), and the main function room now includes a large mural of the old Maine Road stadium on one wall. The pub also displays numerous Manchester City posters, club crests and other insignias. It even serves a new drink known as the 'Blue Moon Cocktail' (a reference to the 'Blue Moon' song sung by Manchester City fans). The landlord explained with reference to the mural of Maine Road that 'the idea was to bring a bit of the old Maine Road here 'cos no one wanted to go really so we've just brought a bit of home here to try and make people feel at home'.

3.5.8 This pub's increased business on match days had inspired the landlord to diversify his business operations into two new areas. Specifically, he had re-developed the catering side of the business in order that the pub could serve pies, burgers and sandwiches on match days. The pub also runs and organises a car park near Piccadilly Station in Manchester city centre that is linked to the pub via a mini-bus service. Car park spaces and transports to and from the pub/stadium are sold at £5 on the basis of 'no delay in getting away'. Clearly this landlord has so far attempted to maximise his opportunities in exploiting his proximity to Manchester City's new home.

3.5.9 This landlord is not the only businessperson in East Manchester to re-brand his business to exploit its proximity to the COMS. Other pubs in the East Manchester area, and other businesses such as sandwich shops, have undertaken various forms of re-branding to affect a connection with the COMS in general, and MCFC in particular. One pub in Beswick has recently changed its name to 'The Stadium', whilst another has become 'The Kippax' in honour of the old popular standing terrace at the Maine Road stadium. The New Galaxy Takeaway Shop, a

sandwich shop on Ashton New Road near to the stadium, has also recently been redecorated in white and sky blue, and has redesigned its external insignias to fit with font styles used by MCFC and the Manchester City supporting music band Oasis.

3.5.10 The re-branding of local businesses in East Manchester for a new football-supporting clientele is being met with a mix of concern and ambivalence amongst local residents and business uses. The landlord of the pub that is located in the direct vicinity of the COMS explained to the research team that his 'regulars':

might moan on a match day 'cos it's crowded, but mostly they just don't come down' We've not lost any regulars though. Quite a few of them come down at half-time, which is a bit of a surprise. I mean, some of them say we should have a separate room for them, but you can't do that.

3.5.11 The landlord went on to say that he had not noticed any particular problems between 'locals' and football supporters, and that he did not necessarily anticipate any in the future.

3.5.12 Whilst some East Manchester businesses, and especially local pubs, are enjoying the benefits of their new proximity to the COMS and MCFC, others do not appear to have improved their business performance to any significant degree. The research team visited one local sandwich and cake shop to see whether it had enjoyed increased business since the arrival of MCFC in the local area. Despite marketing pies, burgers, hot dogs, and hot and cold drinks to football supporters on match-days, a member of staff from the business informed us that business had been 'very up and down' since the beginning of the football season. She explained:

Some [match]days we get a rush, and other days we just about cover the wages. It's hard to predict. We get all this food in and you might end up throwing it away

3.5.13 The owner of the business went on to describe how he had had high expectations of increased business at the start of the football season, but that his hopes had proved to be unfounded:

the first home game was the biggest joke. I took on seven girls and got in all these pies and pasties and we were stood around all day and had to chuck the lot away

3.5.14 Interestingly, staff at this business suggested that the shop's relative isolation and the general lack of other businesses in the local area might be precluding football supporters from using the area in pre- and post-match periods. Their business premises is not particularly close to many other shops or public houses, although it is located on one of the main thoroughfares to the COMS.

3.5.15 In addition to questioning East Manchester businesses about the informal economic benefits that they might accrue from their proximity to the COMS, the research team also enquired about any formal relations that might have emerged between local businesses and MCFC since summer 2003. One pub landlord stated to us that the club had not contacted him in any way, and that he was 'not sure why they would have anything to do with us to be honest'. When we spoke to MCFC personnel about this issue, however, they insisted that they had organised a working relationship with a number of local businesses, especially around issues of

potential nuisance created by match-day activities. A number of businesses located in direct proximity to the COMS, including the Asda Walmart store and a Mercedes Garage, were mentioned in this regard as they were most likely to suffer problems with illegal parking and concern over access to their premises on match days. The club stated that they wanted to create a good working relationship with their business neighbours around the SportCity site, and wanted local businesses to contact club staff if they had any concerns about club operations.

3.5.16 In addition to establishing a good relationship with local businesses over issues of nuisance, MCFC staff also stated that they wished to utilise local businesses as suppliers and thereby support the East Manchester economy. The club is already using a local stationary supplier, and club staff claimed that they were planning to improve links with local businesses in a range of fields. This new approach to using and supporting local businesses was presented to the research team as part of a general new club philosophy of integrating MCFC into the local community.

3.5.17 In addition to purchasing goods and services from local businesses, MCFC is also benefiting the East Manchester economy through the provision of sixteen 'MCFC Accredited Car Parks' that are located at a range of business and non-business sites around the COMS. Businesses, schools and a range of other institutions provide MCFC with space for formally accredited car parks on match-days and receive a percentage of payments in return. This benefits local businesses and other institutions by providing them with additional income, whilst also helping local residents and supporters by ensuring that sufficient off-street parking is available on match-days.

3.5.18 Contrary to MCFC's new stated approach of reducing nuisance for local businesses and supporting the local economy, the club has also restricted local trade, either directly or indirectly, since its arrival in East Manchester in at least two ways. Firstly, the club has decided to reduce the amount of 'local' advertising in the COMS as it has decided that the stadium should be 'dressed' in very specific ways. A member of MCFC staff stated that this decision had been made to ensure that advertising space in the stadium could demand the highest value. He also stated that a stadium that contains only a select number of high-quality national or international advertisers is better placed to maintain its aesthetic symmetry.

3.5.19 Secondly, MCFC, in association with Manchester City Council, New East Manchester Ltd and New Deal for Communities has decided to prohibit street trading in the vicinity of the COMS. This means that food vans, and fixed stalls selling MCFC-related merchandise are not available around the COMS on match-days. This decision was taken officially because of the perceived nuisance that street traders, and particularly food vans, would cause for local residents. However, MCFC has taken the opportunity to purchase a number of its own food vans (selling burgers, fries etc.) that now trade on match-days on the concourse area around the COMS. As far as the research team is aware, other food van operators have not been offered the opportunity to trade in this area.

Summary

3.5.20 From interviews and observations conducted by the research team, the following conclusions can be drawn about local businesses in the City of Manchester Stadium area and their relationships with Manchester City Football Club:

- The City of Manchester Stadium is geographically isolated and had relatively few neighbouring local businesses at the time of MCFC's arrival in summer 2003
- The stadium is designed to be an important catalyst for the economic regeneration of East Manchester
- Some local businesses, such as pubs, are benefiting from MCFC's relocation to the City of Manchester stadium. Other businesses are not enjoying the benefits for which they were hoping
- A number of local businesses have been re-launched, re-decorated, or have re-focused their activities to trade on their new proximity to MCFC
- MCFC has a stated aim to engage with the local business community
- MCFC and a number of other local agencies have restricted some local business opportunities around the City of Manchester stadium by prohibiting street trading

3.6 Manchester City's Main Sponsors

3.6.1 The table below lists Manchester City Football Club's main sponsors for the 2003/2004 season.

SPONSOR	LOCATION
105.4 Century FM	Manchester
Manchester Evening News	Manchester
Key 103	Manchester
Levenshulme.com	Manchester
Engraving Services	Manchester
PFA Football in the Community	Manchester
Finglands Coaches	Manchester
Manchester City Council	Manchester
Euromark menswear	Manchester
JD Sports	Bury
Cheshire Building Society	Macclesfield
Reebok	Lancaster
Ladbrokes	London (Harrow)
Sky Sports	London (Isleworth)
Coca-Cola	London
Playstation 2	London
Sportsmatch	London
Barclaycard	London
HMV	London
Programme Master	London
Sport England	London
Vauxhall	Luton
Thomas Cook	Peterborough
Budweiser	Richmond
John Smiths	Reading

Table 3.3: Manchester City's Main Sponsors, 2003-2004

3.6.2 As Table 3.3 indicates, MCFC has 26 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.

3.6.3 Table 3.3 indicates that MCFC have 10 local Manchester sponsors (38.5% of total), 3 from the wider North West (11.5%), 9 London sponsors (34.6%), and 4 from elsewhere in the UK (15.4%).

3.6.4 The club's 10 Manchester sponsors include a variety of business types from small-to-medium local businesses (such as Engraving Services and Finglands Coaches), local media outlets (such as 105.4 Century FM and the Manchester Evening News), and national organisations that operate from the city (such as the PFA). The club's regional sponsors are similarly drawn from a range of business types including local/regional (Cheshire Building Society), national (JD Sports), and international (Reebok). The club's other sponsors are either well-known national companies (such as Ladbrokes), or multinational corporations that have an operating base in the UK (such as Coca-Cola, Thomas Cook, and Budweiser).

3.6.5 A number of MCFC's sponsorship deals are tied to specific sections of the club or specific schemes of work. For example, Coca-Cola, Playstation 2, Sportmatch, and the PFA principally provide sponsorship/funding for the club's City in the Community (CITC) activities.

3.6.6 It should be noted that a number of the companies listed above sponsor MCFC as part of broader relationships with the football industry. For example, Coca-Cola, Playstation 2 and Barclaycard all sponsor Football in the Community (FiTC) activities across the country. Barclaycard are, of course, also the main sponsors of the Football Association Premier League (FAPL).

Summary

3.6.7 From the information above, it can be concluded that MCFC:

- Has a greater number of sponsors than both LUFC and SUFC
- Has 13 sponsors from Manchester and the wider north-west, and 13 sponsors from London and the rest of the UK
- Draws a slight majority of its sponsorship from national and multinational corporations
- Has a number of sponsorship deals that are tied to specific sections of the club
- Has a number of companies that sponsor the club as part of broader relationships with the football industry

3.7 Manchester City's Match-day Stadium Advertisers

3.7.1 The research team conducted a survey of stadium advertisers at Manchester City's City of Manchester 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 locations of UK headquarters have been listed, except where the company trades only from overseas.

ADVERTISER	LOCATION
Henri Lloyd	Manchester
Manchester Evening News	Manchester
Salford Van Hire	Manchester
105.4 Century FM	Manchester
Euromark menswear	Manchester
Key 103	Manchester
CIS Investments	Manchester
Klaus Kobec Watches	Manchester
BBC GMR 95.1	Manchester
Reebok	Lancaster
HFS Loans	Macclesfield
Booze Busters	Warrington
JD Sports	Bury
Sport England	London
Lucozade (Glaxo Smith Kline)	London
Barclaycard	London
Sky	London (Isleworth)
Ribena (Glaxo Smith Kline)	London
Budweiser	Richmond
Thomas Cook	Peterborough
Kitbag.com	Nottingham
Continental Tyres	West Drayton, Middlesex
Genesis Communications	Bury
M2 Digital Copiers	Coventry
Lee Cooper	Slough
Specsavers	Guernsey
32Red.com	Gibraltar
Strellson (designer clothing)	Kreuzlingen, Switzerland

Table 3.4: Manchester City's Match-day Stadium Advertisers, October 2003

3.7.2 Table 3.4 indicates that MCFC draws advertising for its stadium from a range of locations. Of the 28 advertisers listed, 9 are based in Manchester (32.1%), 4 in the wider North West (14.3%), 5 in London (17.9%), 8 elsewhere in the UK (28.6%), and 2 operate from outside the UK (7.1%).

3.7.3 In common with MCFC's main commercial sponsors, the football club's stadium adverts emanate from a range of business sizes and types. The club draws local advertising from internationally famous brands (Henri Lloyd), local media outlets (Manchester Evening News, Key 103, 105.4 Century FM), and small businesses (Euromark menswear). Similarly, it attracts advertising from national (JD Sports) and international (Reebok) companies at a regional level, and a number of international companies from around the country (Budweiser, Continental Tyres, Glaxo Smith Kline).

3.7.4 As is to be expected, a relatively high number of MCFC's sponsors also advertise products at the City of Manchester Stadium. Such companies include the Manchester Evening News, Key 103, Budweiser, Thomas Cook and Barclaycard.

Summary

3.7.5 From the information above, it can be concluded that MCFC:

- Has more stadium advertisers than LUFC, but fewer than SUFC
- Has fewer local and regional advertisers than SUFC, but more than LUFC
- Draws most of its stadium advertising from national and international corporations
- Draws a great deal of stadium advertising from club sponsors

4. Manchester City Football Club - Communities of Disadvantage

4.1 *Introduction*

4.1.1 The research team's first interim report noted the importance of concepts of 'disadvantage' in structuring the case study clubs' community-related activities. All of the case study clubs undertook community work with 'disadvantaged' groups at the time of our first report, and expressed a desire to increase their work in this area. The clubs understood the national policy context of increasing the use of sport-related interventions to tackle social exclusion and health-related problems, and felt well placed to engage with some of the more difficult and disadvantaged communities in their home cities.

4.1.2 This section will be split into three sub-sections. In the first, an outline of the main 'communities of disadvantage' in Manchester will be presented to indicate those areas that are most in need of outside assistance and support. The second section will consider Manchester City's interventions into these communities and will question whether the club is targeting people who are most at need. The final section will show the location of a variety of other sport-related interventions in Manchester, and explain how other agencies in the city are targeting sport and social exclusion work.

4.1.3 It is worth noting here that the analysis in this section will be confined to the boundaries of the City of Manchester. The name 'Manchester' is frequently used to refer to the entire Manchester conurbation. However, since 1974, the City of Manchester itself has been made up of only a small strip of this area, stretching from Blackley in the north to Woodhouse Park in the south. The research team has limited the discussion to the City of Manchester to reflect the geographical boundaries in which MCFC and other community sports organisation are operating.

4.2 *Manchester's Communities of Disadvantage*

4.2.1 This section will be based on the Government's Indices of Multiple Deprivation (IMD), published by the Department for Environment, Transport and the Regions (DETR) in 2000. It was commissioned to provide a ward level index of deprivation that was to be structured around six 'domains': income; health; education; child poverty; housing; employment; and geographical access to services⁹. The report was also to provide an 'index of multiple deprivation' that was the sum of the six deprivation domains. The IMD report is now four years old and has been criticised in some quarters, not least in terms of its methodology. As a result, an updated IMD report is due for publication in 2004 that will be based on a refined methodology and will include new deprivation domains such as crime and environment. The project team plan to analyse the new IMD report in the project's final report in 2005. However, it is worth considering the 2000 report here, not least because a large number of community sports organisations and other intervention providers are currently basing funding bids and strategies on the existing deprivation data sets.

4.2.2 According to the IMD, the City of Manchester is suffering from very high levels of deprivation. When measured on the Index of Multiple Deprivation, 10 out of Manchester's 33 wards (30.3%) are amongst the top 1% of deprived wards in England. In addition, a further 17 Manchester wards (51.5%) are amongst the top 10% of deprived wards in England. This means

⁹ 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.

that nearly 85% of Manchester’s wards are suffering from acute or serious deprivation by national standards.

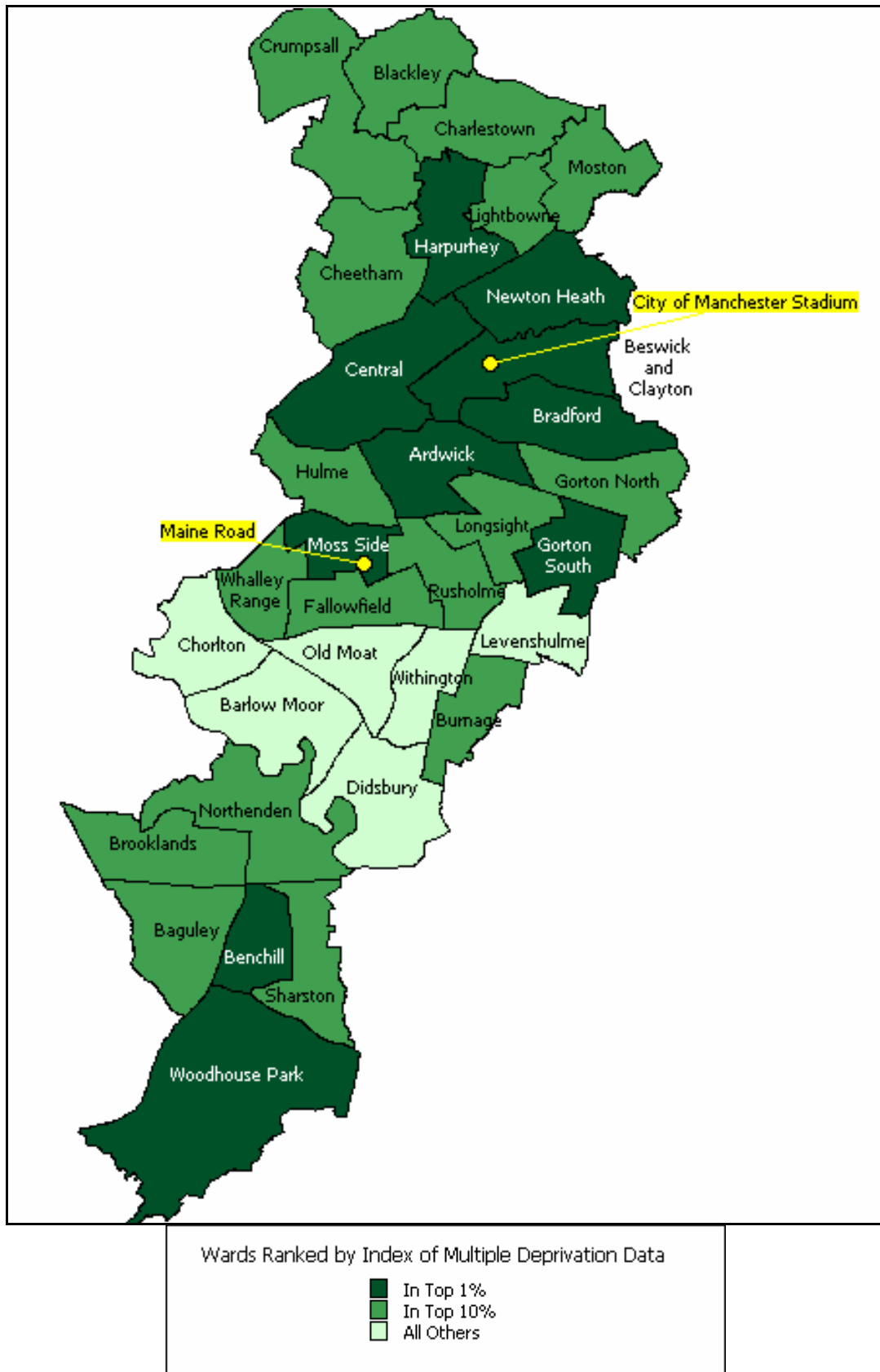
4.2.3 The Manchester wards that are suffering from the most serious levels of deprivation can be found in Table 4.1.

WARD	NATIONAL IMD RANK
Benchill	1
Harpurhey	16
Beswick and Clayton	17
Bradford	22
Ardwick	29
Central	41
Newton Heath	45
Gorton South	63
Woodhouse Park	64
Moss Side	73
Longsight	105
Hulme	148
Cheetham	153
Lightbowne	210
Baguley	240
Blackley	261
Sharston	285
Gorton North	322
Charlestown	329
Brooklands	379
Burnage	506
Moston	551
Crumpsall	636
Northenden	640
Rusholme	769
Fallowfield	806
Whalley Range	826

Table 4.1: Deprived Manchester Wards – Index of Multiple Deprivation

4.2.4 As can be seen from the table above, Manchester actually has the most deprived ward in England (Benchill) according to the IMD report. It should also be noted that two of the most deprived wards in the city, Moss Side and Beswick and Clayton, are respectively the former and current homes of Manchester City Football Club.

4.2.5 In terms of geographical location, acute deprivation in Manchester appears to be concentrated in the east/north-east of the city (Harpurhey, Beswick and Clayton, Bradford, Ardwick, Newton Heath, Gorton South), and in a number of wards to the south and far south of the city centre (Benchill, Woodhouse Park, Moss Side) (see Map 4.1). The problems in some of these areas are starting to be addressed. For instance, the Beswick and Clayton ward is currently undergoing a large-scale regeneration programme under the guidance of the Government’s New Deal for Communities programme and New East Manchester Ltd.



Map 4.1: City of Manchester – Index of Multiple Deprivation

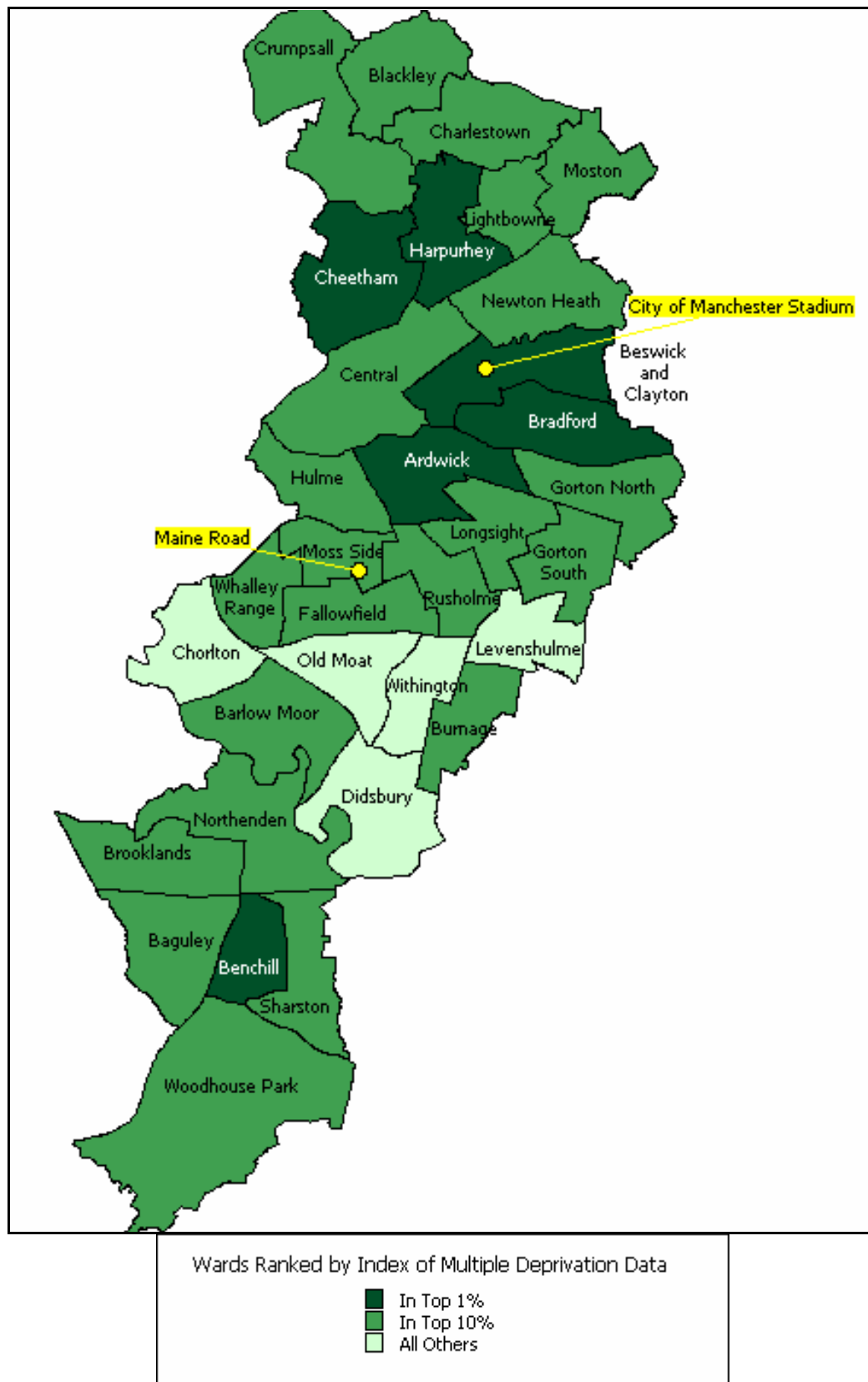
4.2.6 Unsurprisingly, a large number of Manchester wards score very highly on the individual deprivation domains measured by the IMD. In terms of income, 6 Manchester wards (18.2%) are amongst the top 1% of deprived wards in England, whilst a further 22 (66.6%) are in the top 10%. The most deprived wards in terms of income can be seen in Table 4.2:

WARD	NATIONAL INCOME RANK
Benchill	13
Harpurhey	39
Bradford	43
Beswick and Clayton	57
Ardwick	66
Cheetham	73
Moss Side	95
Central	110
Gorton South	129
Newton Heath	160
Woodhouse Park	184
Longsight	188
Lightbowne	285
Charlestown	296
Burnage	307
Blackley	347
Hulme	361
Sharston	373
Gorton North	391
Baguley	444
Brooklands	591
Northenden	592
Crumpsall	645
Moston	703
Fallowfield	748
Rusholme	777
Whalley Range	800
Barlow Moor	835

Table 4.2: Deprived Manchester Wards - Income

4.2.7 The geographical spread of income deprivation in Manchester is concentrated in the east (Bradford, Beswick and Clayton, Ardwick), north (Harpurhey, Cheetham) and far south of the city (Benchill) (see Map 4.2).

4.2.8 On measurements of health, Manchester scores very poorly on the IMD. Nearly a third of the city's wards (10 wards – 30.3%) are in the top 1% of deprived health wards in the country, whilst a further 15 wards (45.5%) are in the top 10% (see Table 4.3).



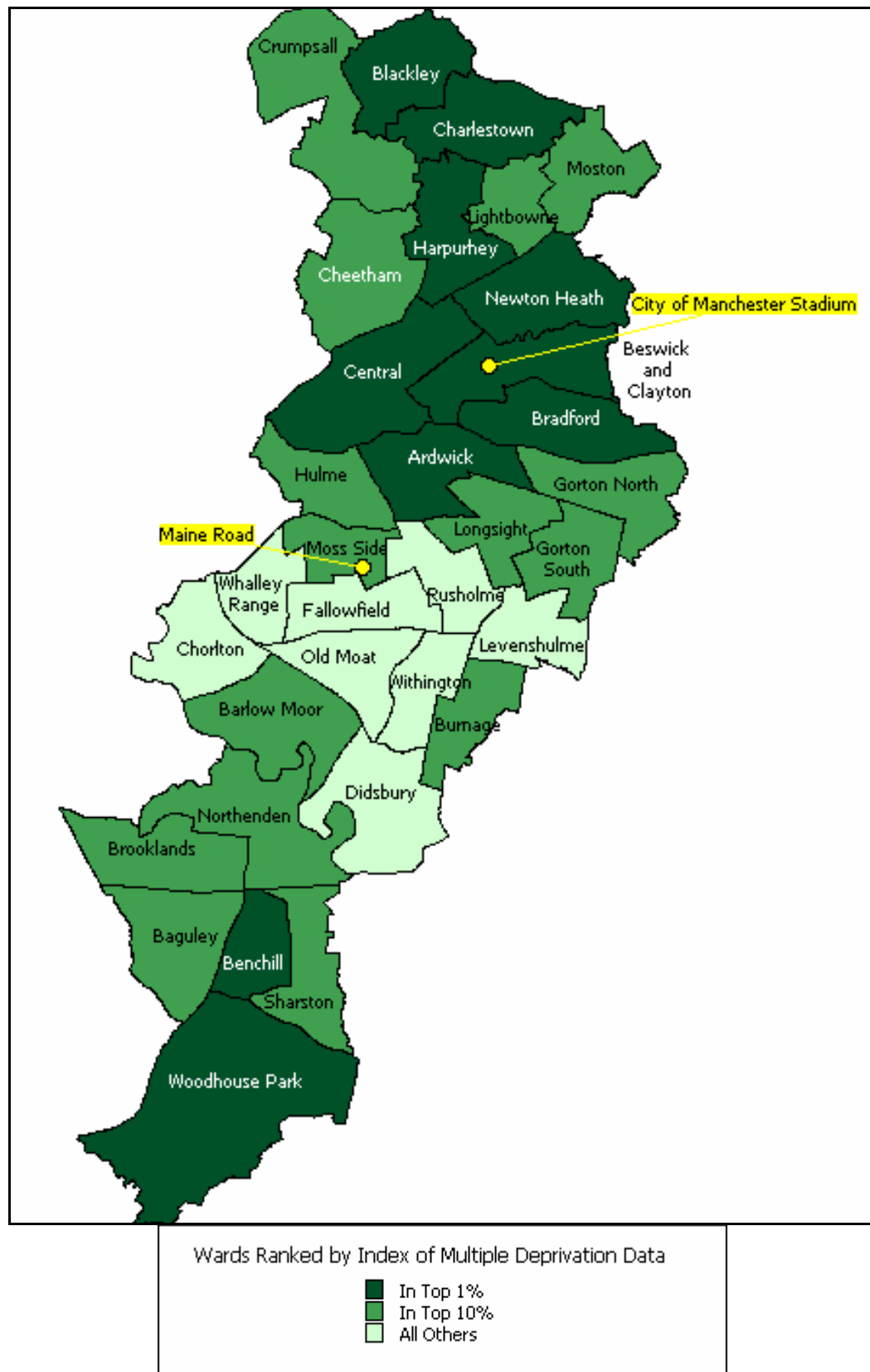
Map 4.2: City of Manchester – Index of Income Deprivation

WARD	NATIONAL HEALTH RANK
Harpurhey	15
Benchill	34
Newton Heath	35
Central	36
Bradford	39
Beswick and Clayton	41
Ardwick	46
Blackley	52
Woodhouse Park	54
Charlestown	68
Lightbowne	94
Cheetham	123
Brooklands	150
Baguley	158
Sharston	180
Crumpsall	182
Northenden	186
Gorton South	195
Moss Side	260
Moston	282
Gorton North	285
Burnage	375
Hulme	355
Longsight	385
Barlow Moor	636

Table 4.3: Deprived Manchester Wards – Health

4.2.9 The geographical spread of Manchester’s health deprivation is again concentrated in the east/north-east (Harpurhey, Newton Heath, Bradford, Beswick and Clayton, Ardwick, Blackley, Charlestown) and far south of the city (Benchill, Woodhouse Park) (see Map 4.3).

9.2.10 In terms of education, Manchester again has a large number of deprived wards (see Table 4.4). Four of the city’s wards (12.1%) are in the top 1% of deprived education wards nationally, and a further 16 wards are in the top 10%. This means that a total of 20 of Manchester’s wards (60.6%) are in the top 10% of deprived education wards in England.



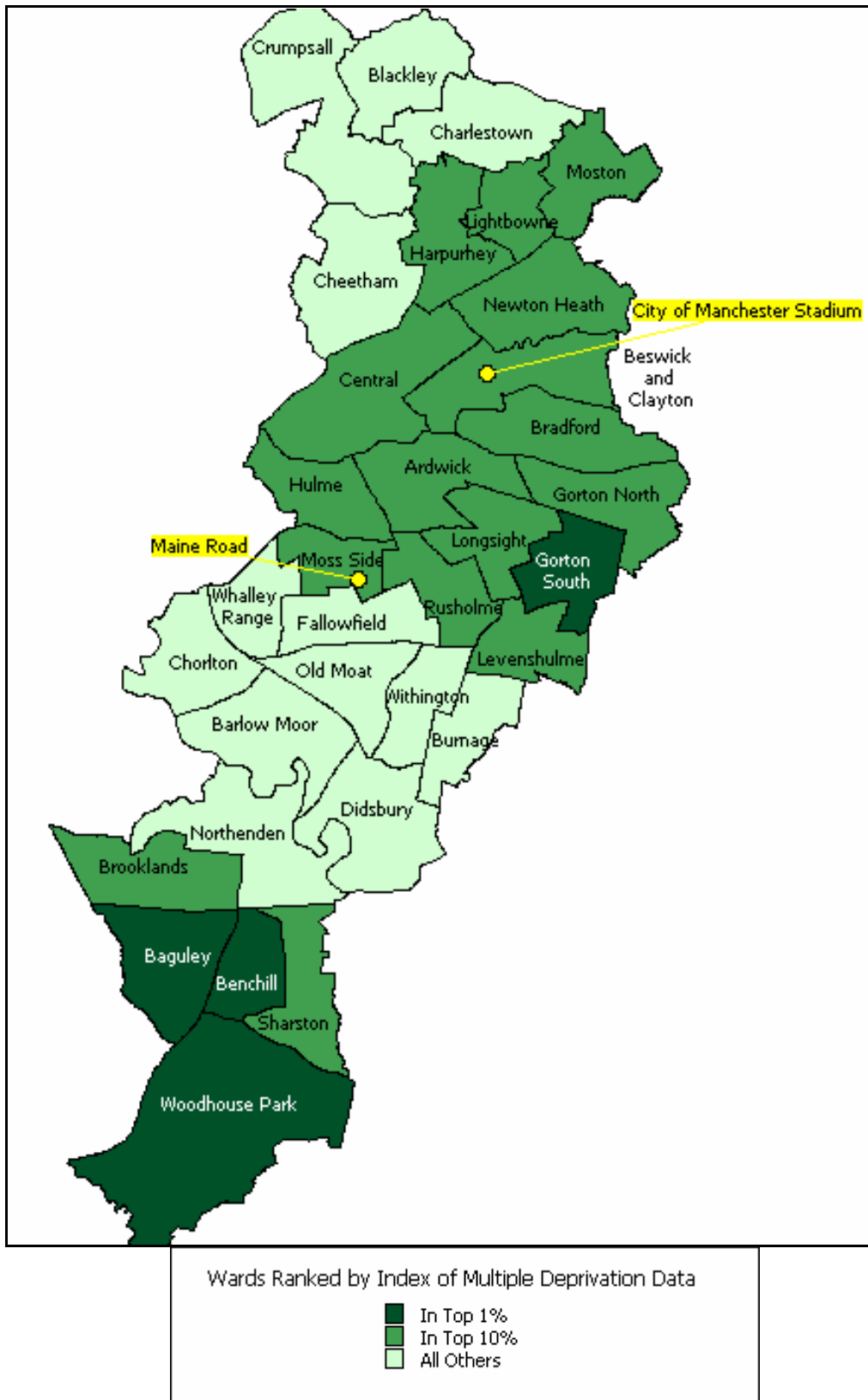
Map 4.3: City of Manchester – Index of Health Deprivation

WARD	NATIONAL EDUCATION RANK
Benchill	5
Baguley	26
Woodhouse Park	71
Gorton South	72
Hulme	96
Beswick and Clayton	111
Newton Heath	130
Longsight	208
Harpurhey	212
Gorton North	213
Sharston	273
Central	279
Moss Side	284
Bradford	294
Brooklands	387
Lightbowne	482
Ardwick	599
Rusholme	646
Moston	766
Levenshulme	809

Table 4.4: Deprived Manchester Wards – Education

4.2.11 Education deprivation in Manchester is primarily concentrated in the far south of the city (Benchill, Baguley, Woodhouse Park). A significant number of wards in the east/north-east of the city (Gorton South, Beswick and Clayton, Newton Heath) are also in the top 10% of deprived wards for education in England (see Map 4.4).

4.2.12 On child poverty, Manchester performs slightly better than it does on a number of other indicators measured by the IMD (see Table 4.5). On this indicator, only one Manchester ward (3.0%) is in the top 1% of deprived wards nationally. However, the city still has a further 21 wards (63.6%) that are amongst the top 10% of deprived wards for child poverty in England. This means that two thirds of Manchester’s wards are suffering from significantly high levels of child poverty.



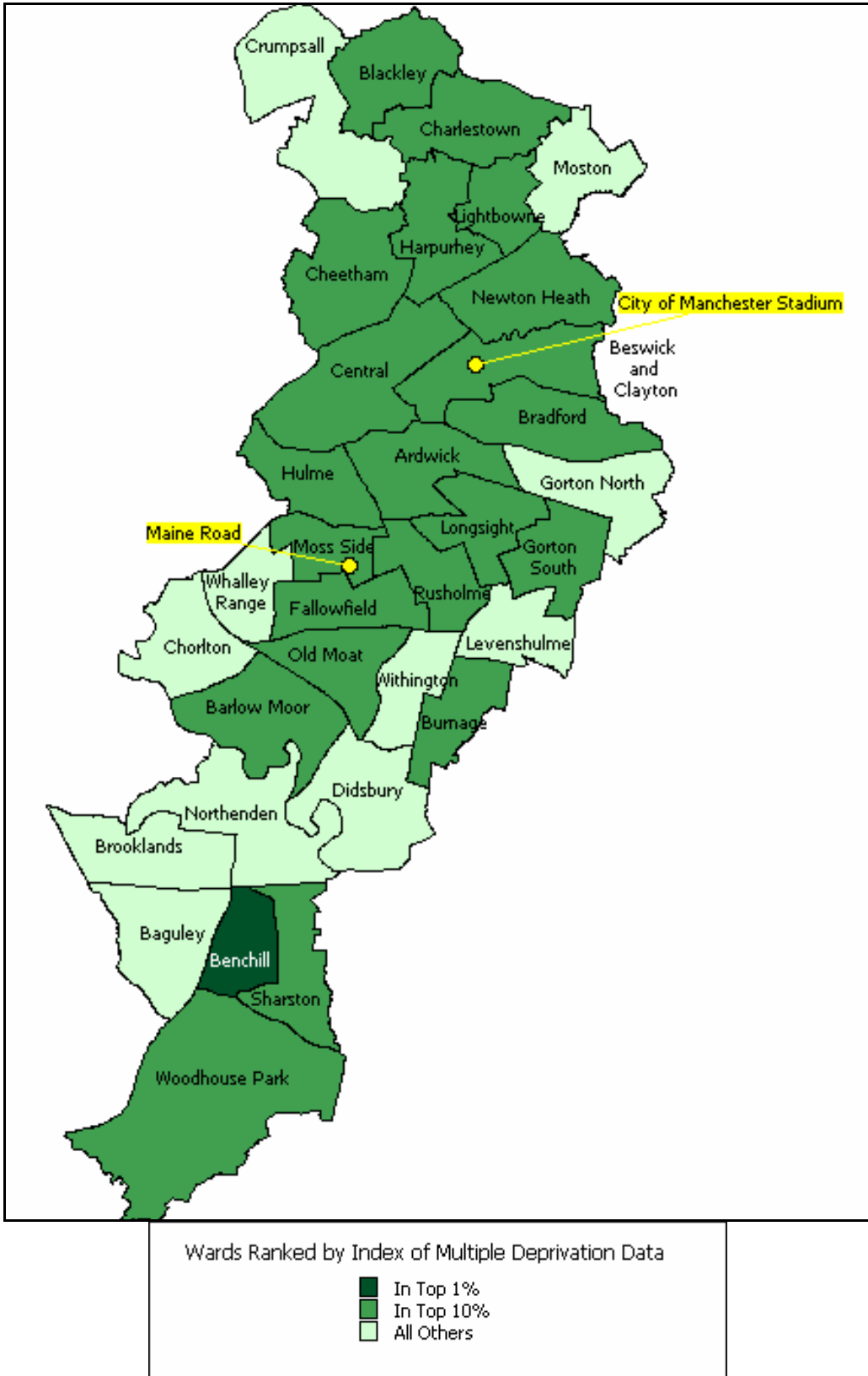
Map 4.4: City of Manchester – Index of Employment Deprivation

WARD	NATIONAL CHILD POVERTY RANK
Benchill	84
Beswick and Clayton	95
Hulme	113
Moss Side	120
Ardwick	131
Cheetham	164
Harpurhey	179
Bradford	181
Central	198
Rusholme	207
Longsight	236
Gorton South	263
Woodhouse Park	366
Fallowfield	400
Newton Heath	464
Old Moat	506
Burnage	516
Charlestown	567
Lightbowne	617
Barlow Moor	647
Blackley	737
Sharston	784

Table 4.5: Deprived Manchester Wards – Child Poverty

4.2.13 Child poverty in Manchester is concentrated in the far south/south (Benchill, Hulme, Moss Side), east (Beswick and Clayton, Ardwick) and north of the city (Cheetham, Harpurhey) (see Map 4.5).

4.2.14 On housing, Manchester again performs better than it does on a number of 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 13 wards (39.4%) in the top 10%. This indicates that the city still has very significant housing problems in over a third of its wards, but that, according to the IMD report, housing deprivation is not one of Manchester’s most serious social problems.



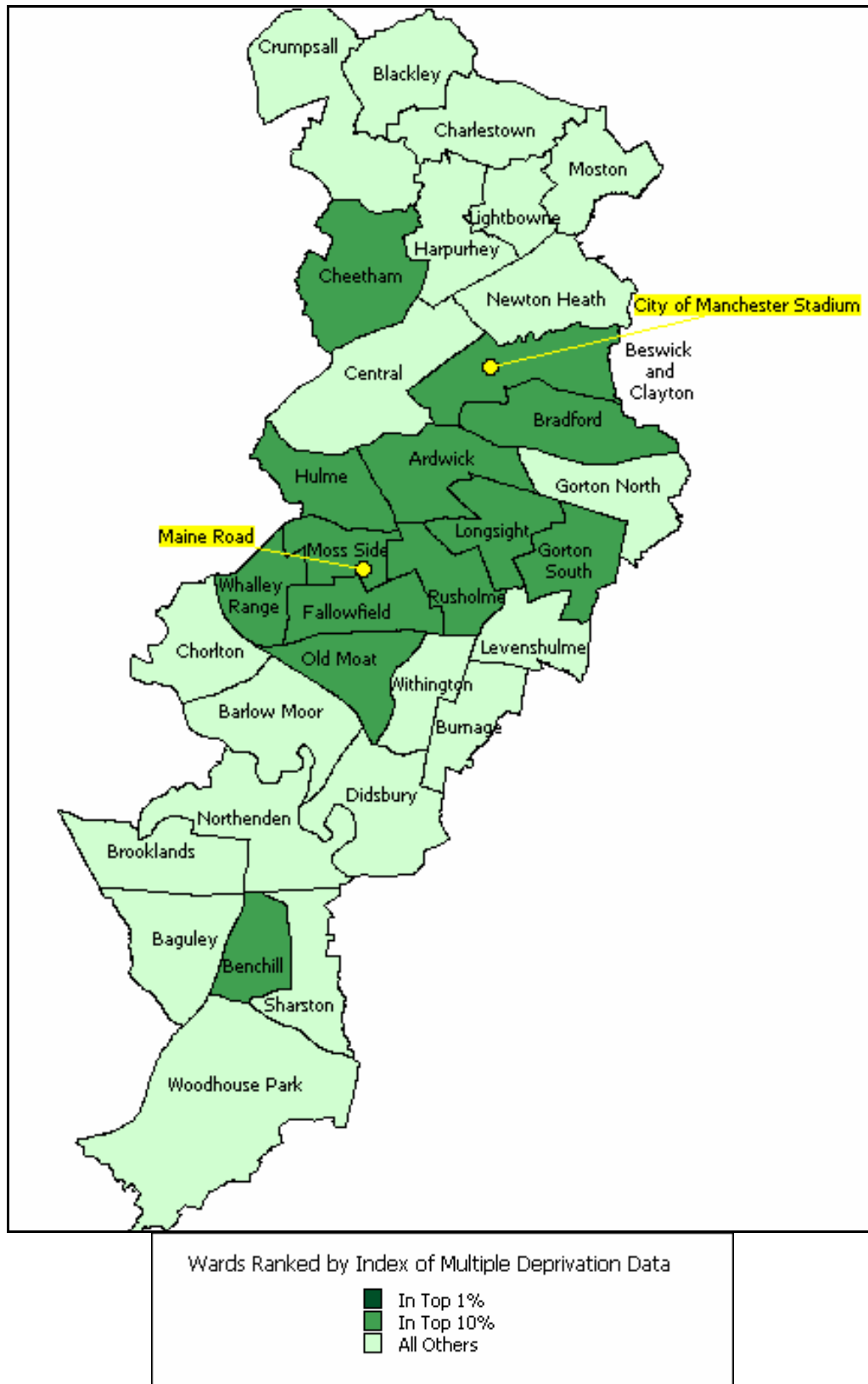
Map 4.5: City of Manchester – Index of Child Poverty

WARD	NATIONAL HOUSING RANK
Longsight	168
Cheetham	306
Rusholme	314
Ardwick	402
Benchill	428
Moss Side	482
Whalley Range	526
Fallowfield	585
Beswick and Clayton	593
Bradford	723
Gorton South	792
Old Moat	815
Hulme	830

Table 4.6: Deprived Manchester Wards – Housing

4.2.15 Housing deprivation in Manchester is concentrated in the south-east/south of the city (Longsight, Rusholme, Moss Side, Whalley Range, Fallowfield, Old Moat, Hulme). Selected areas of the north (Cheetham), east (Ardwick, Beswick and Clayton, Bradford), and far south of the city (Benchill) are also suffering from significant levels of housing deprivation (see Map 4.6).

4.2.16 An area of significantly more concern for Manchester, according to the IMD report, is employment. Seven of the city's wards (21.2%) are in the top 1% of deprived wards for employment in England, whilst a further 19 wards are in the top 10% (see Table 4.7). This means that over three quarters of Manchester's wards are suffering from very serious deprivation in terms of employment.

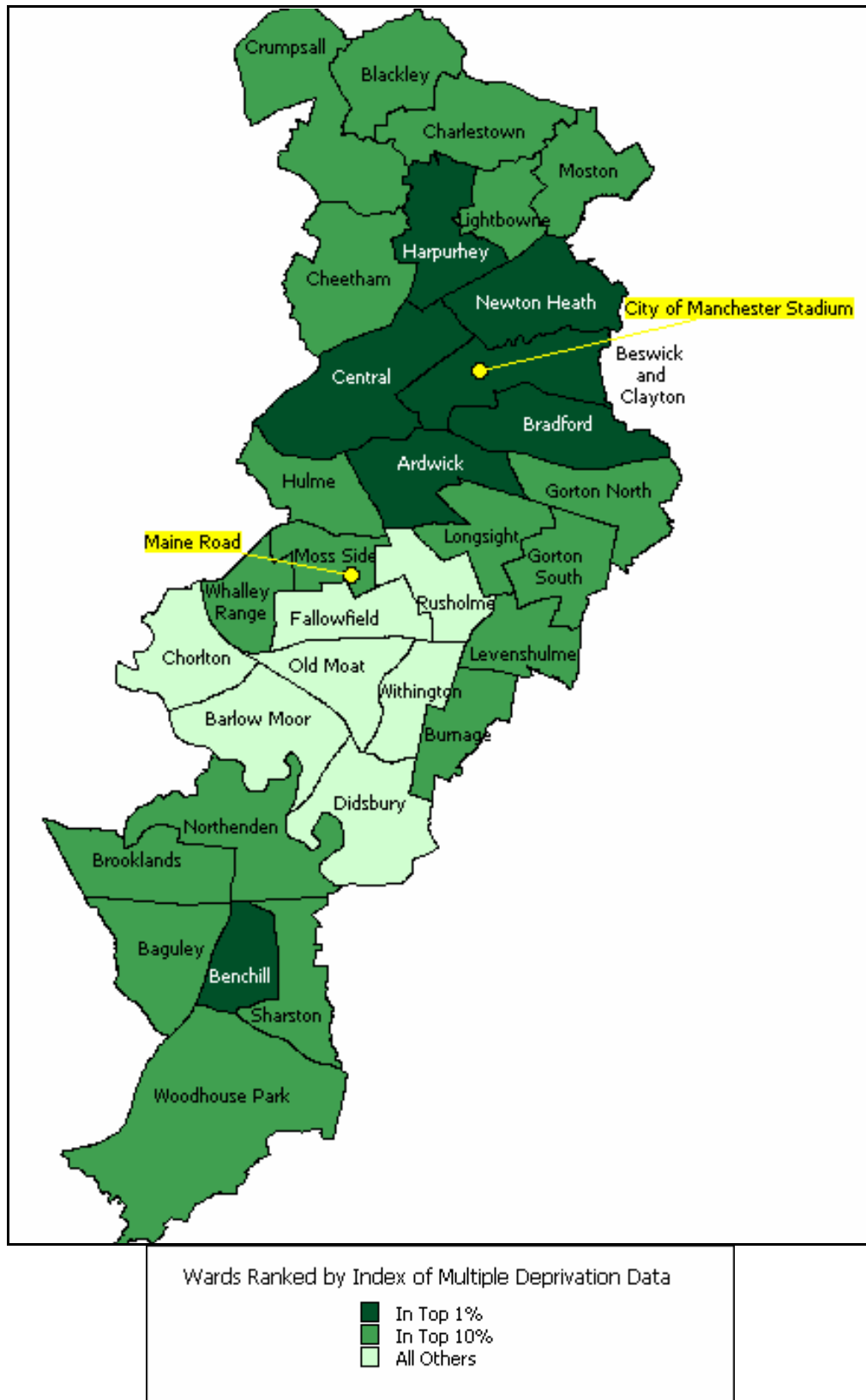


Map 4.6: City of Manchester – Index of Housing Deprivation

WARD	NATIONAL EMPLOYMENT RANK
Ardwick	21
Harpurhey	22
Bradford	37
Benchill	42
Central	43
Beswick and Clayton	67
Newton Heath	84
Moss Side	91
Cheetham	107
Hulme	113
Gorton South	141
Woodhouse Park	148
Longsight	154
Lightbowne	178
Blackley	215
Charlestown	225
Brooklands	391
Sharston	405
Crumpsall	472
Whalley Range	485
Baguley	491
Gorton North	521
Burnage	526
Northenden	589
Moston	731
Levenshulme	826

Table 4.7: Deprived Manchester Wards – Employment

4.2.17 Employment deprivation in Manchester is concentrated primarily in the east of the city (Ardwick, Bradford, Beswick and Clayton, Newton Heath). Low levels of employment are also to be found in the north of Manchester (Harpurhey, Cheetham), and the south/far south of the city (Benchill, Moss Side, Hulme) (see Map 4.7).



Map 4.7: City of Manchester – Index of Employment Deprivation

Summary

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

- Nearly 85% of Manchester's wards are suffering from acute or serious levels of multiple deprivation by national standards
- The most serious multiple deprivation in Manchester is concentrated in the east/north-east and far south/south of the city
- Two thirds of Manchester's wards are suffering from acute or serious income deprivation
- The most serious income deprivation in the city is concentrated in the east, north and far south of the city
- Over 75% of Manchester's wards are suffering from acute or serious health deprivation
- The most serious health deprivation in the city is concentrated in the east/north-east and far south of the city
- Over 60% of Manchester's wards are suffering from acute or serious education deprivation
- The most serious education deprivation in the city is primarily concentrated in far south of the city
- Only one Manchester ward (Benchill) is suffering from acute child poverty deprivation. However, 21 other wards are amongst the top 10% of deprived wards for child poverty in England
- The most serious child poverty in Manchester is concentrated in the far south/south, east and north of the city
- Only 13 Manchester wards are amongst the top 10% of deprived housing wards in England
- The most serious housing deprivation in Manchester is concentrated in the south-east/south of the city
- Over 75% of Manchester wards are suffering from acute or serious levels of employment deprivation
- The most serious employment deprivation in Manchester is concentrated in the east of the city

4.3 *Manchester City Football Club's Interventions into Communities of Disadvantage*

4.3.1 In the first project interim report, it was explained that Manchester City Football Club was making football development and 'social' interventions into a number of 'communities' across Manchester. At the time of the first report, some of the club's interventions, most notably the curriculum-based schools football programme, were being delivered across the city and aimed to draw in as many children as possible. Other interventions were being delivered in specific geographical areas and amongst particular target groups. In this section, we will make tentative comments on the geographical and social targeting of MCFC's work, and explain how the club is developing a new approach to this work for the future.

4.3.2 When the research team initially reported on the scope of MCFC's community interventions, the club was operating in a range of locations and amongst a variety of groups across Manchester. In addition to the city-wide schools football programme, the club also operated a number of Soccer Centres in specific areas that were designed to contribute to local football development. These centres were located at: North Manchester High School (in the ward of Blackley); Newall Green High (in Baguley); Parrswood High (in Didsbury); Ducie Sports Centre and the Platt Lane Training Complex (both in Moss Side); Chorlton High School (in Chorlton); Astley High School (in Dukinfield in Tameside); Radcliffe Borough (in Bury); and Flixton Girls School (in Urmston, Trafford). This shows that MCFC's football development work, whilst concentrated in a range of Manchester wards, was not focused entirely within the boundaries of the city. It also shows that Manchester City's football development work was not concentrated on deprived wards or communities of disadvantage at the time of the project's first interim report.

4.3.3 In addition to concentrating work in certain geographical locales, MCFC was also working with specific ethnic communities at the time of the project's first report. Some of this work, such as interventions into the Chinese 'community', was not based in any specific geographical area and was designed to draw in participants from across Manchester. Other interventions, whilst focused on specific ethnic groups, were concentrated in certain areas and were designed to focus on local 'problems' or issues. An example of this approach was MCFC's work with African-Caribbean young people in Moss Side through Moss Side Amateurs' Football Club and 'Midnight Football' events. Another example was the club's attempt to engage with the Bangladeshi community in the Longsight ward of Manchester who, the club believed, were in particular need of sports-based interventions.

4.3.4 MCFC's interventions into ethnic 'communities' do not appear to have been underpinned by any particular form of strategic planning. The work that the club conducted with the Chinese community was launched partially because it signed a Chinese first team player, Sun Jihai. Furthermore, MCFC's work with the Bangladeshi community in Longsight was established because of informal contacts, rather than as a result of a club strategy or an acute need in that area.

4.3.5 When conducting interventions the med around health and drugs, again MCFC does not appear to have had a policy of targeting specific geographical communities or social groups. The club's two main health and drugs interventions, the Blue Pals and Kick It schemes, were delivered to schools across Manchester (usually alongside the city-wide schools football programme), rather than being targeted at geographical areas of specific need. This displays the club's lack of strategic planning with regard to anti-drugs and health interventions at the time of the project's first report.

4.3.6 One area where MCFC do seem to have targeted their work on an identified population (albeit not one in a particular geographical locale) is when working with 'at risk' young people. At the time of the project's first report, MCFC had begun work with 15-19 year olds who were referred to the club by the Connexions Youth Service. The club has since continued this work, and has also begun to deliver a range of other diversionary football courses aimed at reducing crime and anti-social behaviour. In Summer 2003, for example, the club ran a number of football training sessions as part of the Home Office's Positive Activities for Young People (PAYP) scheme. These were delivered city-wide during the day, and in a range of parks across East Manchester during the evening.

4.3.7 At the time of the project's first report, MCFC's most geographically targeted work was probably being conducted around the theme of education. The BlueZone centre at the Maine Road stadium (which hosted the club's *Playing for Success* activities) drew in pupils from specific schools in the Hulme, Moss Side, Fallowfield and Rusholme wards of Manchester. Furthermore, a second BlueZone centre (or BlueZone 2) has recently opened in East Manchester to target schools from the Beswick and Clayton ward and its near neighbours (including parts of Tameside). The club is now considering opening a BlueZone 3 centre that will probably be located in the Wythenshawe area of Manchester, and will target schools in the Benchill ward and other areas in the south of the city.

4.3.8 The targeting of MCFC's education work at the time of the project's first interim report corresponds well with education deprivation as set out in the IMD report. The Hulme, Moss Side and Rusholme wards that were targeted by the original BlueZone centre are all amongst the top 10% of deprived wards for education in England, whilst Fallowfield is in the top 11%. The Beswick and Clayton ward that is now being targeted by BlueZone 2 at the City of Manchester Stadium is also in the top 10% of deprived wards for education nationally. Moreover, the Benchill, Baguley, and Woodhouse Park wards in the south of Manchester that are due to be targeted by BlueZone 3 are all in the top 1% of deprived wards for education in England.

4.3.9 Manchester City's move to the City of Manchester Stadium in 2003 provided the club with an opportunity to rethink and redesign its community operations. To achieve this task, the club's newly appointed Manager for Social Responsibility, Pete Bradshaw, drew up a new club community strategy for the period 2004-2009. This strategy indicates MCFC's move to a much more directed approach in its community work.

4.3.10 MCFC's 2004-2009 community strategy outlines the club's priority themes for community work over the next five years. The themes include:

- Football development
- Health
- Education
- Regeneration
- Crime, drugs and safer communities

4.3.11 In each of these areas, the club has outlined its focus of work, and in most cases has also identified the geographical areas in which it will launch interventions.

4.3.12 In the area of football development, MCFC has stated its intention to continue the policy of delivering city-wide programmes. The community strategy outlines the ambitious aim of MCFC becoming the lead agency for football development in Manchester through a new partnership with the Manchester County Football Association and Manchester City Council.

4.3.13 In the area of health, the MCFC community strategy indicates that the club is likely to become much more focused, directed and ambitious in its health interventions. The strategy states that the club will target specific local health needs in wards in East Manchester and in Wythenshawe in the south of the city. It is claimed that MCFC will work with partners such as the North and South Manchester Primary Care Trusts (PCTs) and local Health Action Zones (HAZ) to provide, for example, preventative projects to reduce local incidents of Coronary Heart Disease (CHD), and health promotion information around breast cancer, bowel cancer, sexual health, and Type 2 (late onset) diabetes. The strategy also notes that this approach could be rolled out to the Moss Side area of Manchester through the use of MCFC's Platt Lane Training Complex.

4.3.14 The targeting of MCFC's future health-related interventions accords well with the picture of Manchester's health problems as presented in the IMD report. Many of the areas identified in MCFC's community strategy for health are those suffering from acute health problems in the IMD report. The Benchill and Woodhouse Park wards in the Wythenshawe area of Manchester are in the top 1% of deprived wards for health in England, as are wards in the East of Manchester including Bradford, Beswick and Clayton, and Ardwick. If the club does move to deliver health promotion and preventative health projects in Moss Side and surrounding areas, it will again be working in areas identified as having serious health problems in the IMD report. Moss Side and Hulme, for instance, are both in the top 10% of wards for health deprivation in England.

4.3.15 In the area of education, the MCFC community strategy expresses the club's desire to maintain a strong geographically targeted approach to its work with schools and colleges. The strategy names schools in the following wards as being central to the club's policy of education interventions:

- Gorton North
- Gorton South
- Ardwick
- Blackley
- Hulme

4.3.16 The strategy also states the club's aim to work with the Manchester College of Arts and Technology (MANCAT), which has campuses across Manchester including in the wards of Moss Side and Beswick and Clayton. Furthermore, mention is made in the strategy of the club's desire to expand its education activities into the district of Tameside.

4.3.17 The targeting of MCFC's education strategy again corresponds well with education deprivation in Manchester. The Gorton South ward is, according to the IMD report, in the top 1% of deprived wards for education in England, whilst Gorton North, Ardwick and Hulme are in top 10%. The only targeted ward that is not in the top 10% of deprived wards nationally is Blackley, which is just outside the top 20%. This indicates that MCFC has a good understanding of those areas in Manchester that require most assistance in terms of educational support.

4.3.18 In the area of regeneration, MCFC states its intention to take a 'local' approach by working closely with partners in East Manchester (most notably New Deal for Communities and New East Manchester Ltd). The strategy notes the centrality of the City of Manchester Stadium in particular, and the SportCity site in general, in the regeneration of the New East Manchester area of the city. MCFC vows to take an active part in the continuing physical regeneration of the

SportCity site and areas adjacent to it, and to contribute, through its education policy, to the 'skilling' of local people in order that they can benefit from new local jobs.

4.3.19 Manchester City's approach to regeneration is notable in that it prioritises the club's local concerns over a more city-wide approach. A number of areas around Manchester are currently undergoing some form of social, economic or physical regeneration, including the Moss Side ward that used to be home to the club's Maine Road stadium. However, MCFC's regeneration strategy focuses squarely on the contribution that the club can make to the admittedly large-scale regeneration programme in New East Manchester.

4.3.20 In the final strategy area of crime, drugs and safer communities MCFC states its intention to work city-wide across Manchester. The strategy indicates that the club will work in partnership with agencies including the Greater Manchester Police (GMP), Connexions, the probation service and NACRO to identify and help young people who are deemed to be at risk of offending. The club does note that its work in the area of crime, drugs and safer communities will sit alongside its other themes (particularly education), and will, therefore, occasionally be targeted at specific geographical areas. However, the strategy does not preclude MCFC from working in any area across Manchester and potentially beyond.

4.3.21 As the current IMD report does not include an index of crime (an omission that is due to be addressed in the forthcoming updated IMD report), it is difficult to assert which areas of Manchester are most in need of crime and anti-social behaviour interventions. In this regard, it is understandable that MCFC has pledged to draw on the expertise of the GMP and other bodies to decide on which populations and geographical areas are most in need of diversionary sport-based projects.

Conclusion

4.3.22 From the information presented in MCFC's community strategy for the period 2004-2009, it can be concluded that the club is adopting a more targeted approach to community work than it did previously. In most areas of work, the club appears to be concentrating its interventions in areas that, whilst not necessarily the most deprived in Manchester, are certainly suffering from various forms of structural deprivation. Overall, it appears that MCFC is adopting a strategy of focusing its community interventions in three main areas of Manchester: areas in and around Moss Side (the location of the old Maine Road stadium); areas in and around Beswick and Clayton (the location of the new City of Manchester Stadium); and areas in and around Wythenshawe. The only other area that receives regular attention in MCFC's community strategy is Tameside which, whilst not in the City of Manchester, does border the Beswick and Clayton ward. This shows that the club is trying to balance a 'local' focus with a strategy to make interventions into areas most in need.

Summary

4.3.23 With reference to the interventions that Manchester City 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:

- Running a schools football programme city-wide
- Running soccer centres in the Manchester wards of Blackley, Baguley, Didsbury, Moss Side, and Chorlton; and in selected areas in Tameside, Bury and Trafford. It is notable that these centres were not located entirely within Manchester and were not exclusively in areas of deprivation
- Conducting work with a range of ethnic communities. This work was not informed by strategic planning and was organised on an ad hoc basis
- Conducting anti-drugs and health interventions city-wide. This work was not targeted at areas of specific need
- Working with 'at-risk' young people who were referred to the club by the Connexions Youth Service
- Conducting targeted education work through the BlueZone centre at Maine Road, and, more latterly, through BlueZone 2 at the City of Manchester Stadium. This work was targeted at schools in a range of deprived education wards in Manchester

4.3.24 With reference to Manchester City's new community strategy for the period 2004-2009, it can be summarised that the club is planning to:

- Continue to deliver football development across Manchester, whilst ultimately becoming the lead agency for football development in the city
- Develop an ambitious health agenda that will be targeted at a number of Manchester wards in the top 10% of deprived health wards in England
- Continue with a targeted approach to education interventions that will focus on a range of wards in the top 10% of deprived education wards in England
- Focus its efforts in regeneration on the New East Manchester area in association with partners such as New Deal for Communities and New East Manchester Ltd
- Continue to use the expertise of outside agencies, such as Connexions and the Greater Manchester Police, to inform its anti-drug and anti-crime work
- Generally balance a 'local' focus to its community work with an attempt to help areas of Manchester most in need of assistance

4.4 Other Sports-Based Interventions into Communities of Disadvantage in Manchester

4.4.1 To place MCFC's work in communities of disadvantage into context, it is helpful to consider briefly other key providers/facilitators of football projects in Manchester. 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 Manchester that are benefiting from football or sport-related interventions and those area that are not.

4.4.2 The main provider of sports-related interventions in Manchester is Manchester Leisure (Manchester City Council's sport and leisure services department). In addition to providing traditional sports development and facility management services, Manchester Leisure also employs a number of Community Sports Development Officers (CSDOs) that are assigned to work in specific geographical areas. These areas are:

- A6 Corridor (Longsight and Levenshulme wards)¹⁰
- East Manchester (Beswick and Clayton)
- Cheetham and Broughton (Cheetham)
- Eastside (Ardwick)
- Hulme and Moss Side
- North Manchester (Blackley, Harpurhey)
- Wythenshawe (Benchill, Baguley)

4.4.3 Within these areas, the CSDOs organise a range of sports activities, including football, which aim to tackle health problems, crime, and drug use. They also simply promote sport for sport's sake and aim to build sporting capacity through, for example, coach education and training.

4.4.4 The areas in which Manchester Leisure's CSDOs work are amongst some of the most deprived in Manchester. Beswick and Clayton, Ardwick, Moss Side, Harpurhey, and Benchill are all in the top 1% of deprived wards nationally when measured on the IMD. Furthermore, Longsight, Cheetham, Hulme and Baguley are all in the top 10%. Only Levenshulme is outside the top 10% of deprived wards, but this is by a fraction of one per cent (Levenshulme is actually in the top 10.07% of deprived wards nationally). This indicates that Manchester Leisure is targeting its community sports development provision in areas of acute or significant need. However, it is not working in all areas of Manchester that could benefit from assistance. Wards such as Gorton South, Newton Heath and Woodhouse Park (all in the top 1% of deprived wards in England), for instance, do not appear to be benefiting from Manchester Leisure's community sports development work.

4.4.5 One area of Manchester that is benefiting from a great deal of 'community' focused sports development is East Manchester. Through the impetus afforded to the area as a result of initiatives such as New Deal for Communities and New East Manchester Ltd, East Manchester wards such as Beswick and Clayton have attracted a large number of community interventions that involve sport-related activities. The most notable of these is the Sports Action Zone (SAZ) initiative that operates from Beswick and is charged with leading and co-ordinating sports initiatives in the local area. Under the guidance of the East Manchester SAZ, initiatives such as the football-led NACRO project have been established to work with young people who

¹⁰ Manchester's Community Sports Development areas are not organised by ward. The wards mentioned here are designed to indicate approximately where CSDO officers are working.

are at risk of offending. Other groups that are using sport in general and football in particular in East Manchester include:

- Choices and Chances (based in Beswick the project provides basic skills, life skills, physical education, theatre, drama, music, and issue-based workshops)
- Rise (based in Beswick the project aims to reintegrate excluded young people back into school if possible. The programme includes individual work plan, personal fitness and swimming, life skills, discussions, talks, Maths and English and canoeing)
- Discus (based in Beswick the project aims to identify young people at risk of offending and to engage young people and develop interventions to address any likelihood of offending)
- Joint Openshaw Group (based in Openshaw the project is a youth and community development agency, working with a range of partners to develop new services and to support the voluntary and community sector agencies)
- Manchester Youth Volunteering Project (based in Bradford the project encourages and supports young people aged 14-25 years to become involved in volunteering opportunities. It also provides opportunities for sports coaching and training)
- Crossley House Youth Club (based in Openshaw the project aims to address inequality, disaffection and social exclusion amongst young people. The centre offers activities and projects including sports)
- Stanley Street Youth Club (based in Openshaw the project offers activities and projects including sports)
- Ardwick Youth Centre (based in Ardwick the project provides a mix of general youth work and specific education programmes aimed at disaffected or social excluded young people)
- Clayton Youth Centre (based in Clayton the programme addresses crime and disorder through social and political education, looking at values and attitudes to crime)

4.4.6 The concentration of sport-based interventions in Beswick and Clayton and other areas of East Manchester is not replicated across all deprived wards in Manchester. Other areas benefit from a wide variety of individual projects, but do not enjoy the number of interventions that are operating in East Manchester.

4.4.7 The most notable interventions that are running elsewhere in Manchester include those focused in Hulme and Moss Side. In these wards, the Youth Charter for Sport, Culture and the Arts (YCSCA) has been working with local young people since the early 1990s on a variety of initiatives. These have included establishing and supporting local football-clubs such as Moss Side Amateurs to encourage young people to move away from gang-related activities. YCSCA has also supported work at the Moss Side Millennium Powerhouse, which provides educational, sporting, and cultural services for young people in the local area.

4.4.8 In addition to geographically targeted sports interventions in Manchester, a number of city or county-wide initiatives have recently been established to focus on sport and 'social inclusion'. One example of this is the Positive Futures programme that began running in Manchester in 2003. Positive Futures is a nationwide Home Office initiative that works with children and families in deprived neighbourhoods to steer them away from drugs and crime. 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. In Manchester, the projects are organised and managed by Manchester Leisure and Greater Manchester Police's Youth Offending Team (YOT). Most other Positive Futures schemes around the country are targeted at specific wards or other geographical locales. In Manchester, however, Manchester

Leisure have decided to implement a rolling city-wide approach that will target crime ‘hot-spots’ when they arise.

4.4.9 Another example of a city or county-wide initiative is Manchester County FA’s recent appointment of a Social Inclusion Football Projects Officer. The post is funded through partnerships between Manchester County FA, The Housing Corporation, Family Housing Association, Guinness Housing Association, Manchester Methodist Housing Association, Northern Counties Housing Association and West Pennine Housing Association. The officer is responsible for developing a sustainable community football programme that will use football as a tool to ‘build better futures’. This project and others like it have a valuable role to play in contributing to and supporting existing neighbourhood-specific sports interventions, such as those in East Manchester, Hulme and Moss Side. They can also help to establish sport-interventions in areas that are not currently benefiting from support.

Conclusion

4.4.10 It is clear that certain areas of Manchester currently have large numbers of sports-related interventions designed to tackle problems such as poor health, low educational attainment, crime, and various forms of social exclusion. East Manchester is most notable here, as its status as a Sports Action Zone and an area of widespread regeneration has resulted in a large number of ‘social’ sports-related projects being established in Beswick and Clayton and neighbouring wards. Other areas, including Hulme and Moss Side, are also benefiting from sports-related interventions through providers such as YCSCA. 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 Manchester. 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.

4.4.11 The concentration of sports-related interventions in certain areas of Manchester means that high levels of formal planning and co-ordination are needed to ensure that projects are not replicated or targeted at areas that do not require them. Clear planning may also ensure that areas which are not currently benefiting from sports-related interventions may do so in the future. This co-ordination could take place through existing bodies such as the Local Football Partnership (LFP), or the Local Strategic Partnership (LSP). In East Manchester, sports interventions are co-ordinated by the SAZ through its Sports Worker Meetings. This approach has been vital in ensuring that different projects are not attempting to work with the same groups of people. It has also helped Manchester City Football Club to define areas of need and has fed into the club’s community strategy for 2004-2009. However, the East Manchester SAZ is due to end in 2005, and another body will need to continue to co-ordinate sports-related interventions in that area, and across the city, if Manchester is to fully benefit from the contribution that sport can make to health, education, crime-reduction and social inclusion.

Summary

4.4.12 With reference to key providers/facilitators of sports-related interventions in Manchester, the following points can be summarised.

- Manchester Leisure is working in a number of acutely or seriously deprived wards across the city
- East Manchester, especially the Beswick and Clayton ward, is benefiting from a large number of sports-related interventions
- The East Manchester Sports Action Zone is leading and co-ordinating sports-related initiatives in East Manchester
- Hulme and Moss Side is benefiting from the work of the Youth Charter for Sport, Culture and the Arts (YCSCA) and other agencies
- City and county-wide sports-related social interventions, such as Positive Futures, are being launched in and around Manchester
- A number of acutely or seriously deprived wards in Manchester are not benefiting from significant sports-related social interventions
- High levels of planning and co-ordination are required in Manchester to save against the replication of sports-related social projects. This approach will also ensure that new projects are targeted at geographical areas in need of assistance

5. Manchester City Football Club – Supporter Communities

5.1 *Supporter Communities (1) Introduction*

5.1.1 To determine the nature, breadth and character of Manchester City Football Club's supporter communities, the research team has mapped and analysed 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 MCFC supporter data with 2001 national census data and Department of Transport, Environment and the Regions (DETR) 2000 Indices of Multiple Deprivation data. This approach has enabled the research team to compile a comprehensive profile of MCFC's supporter communities. In particular, it has enabled us to estimate the socio-economic status of MCFC fans, and to determine the geographical locales from which MCFC draws its support.

5.2 *MCFC's National Supporter Communities*

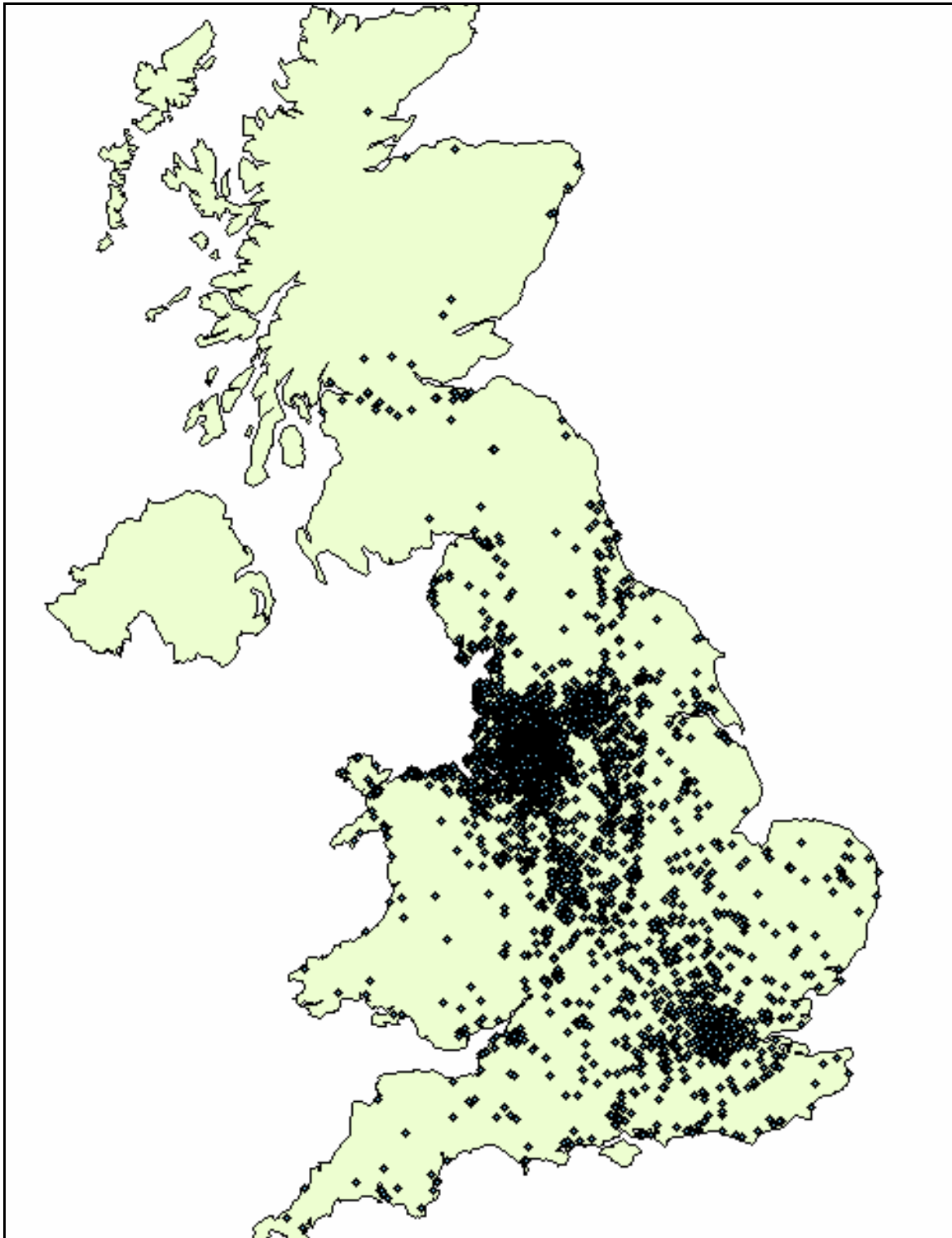
5.2.1 The research team has analysed three MCFC supporter datasets for the 2003/2004 football season: club season ticket holders; club members; and junior members (members of the 'Junior Blues').

5.2.2 MCFC currently has 36,654 season ticket holders, 16,373 members and 4,769 junior members. In our analysis of the club's datasets, we have successfully mapped 34,488 season ticket holders (94.09%), 14,930 members (91.19%) and 4,024 junior members (84.38%).

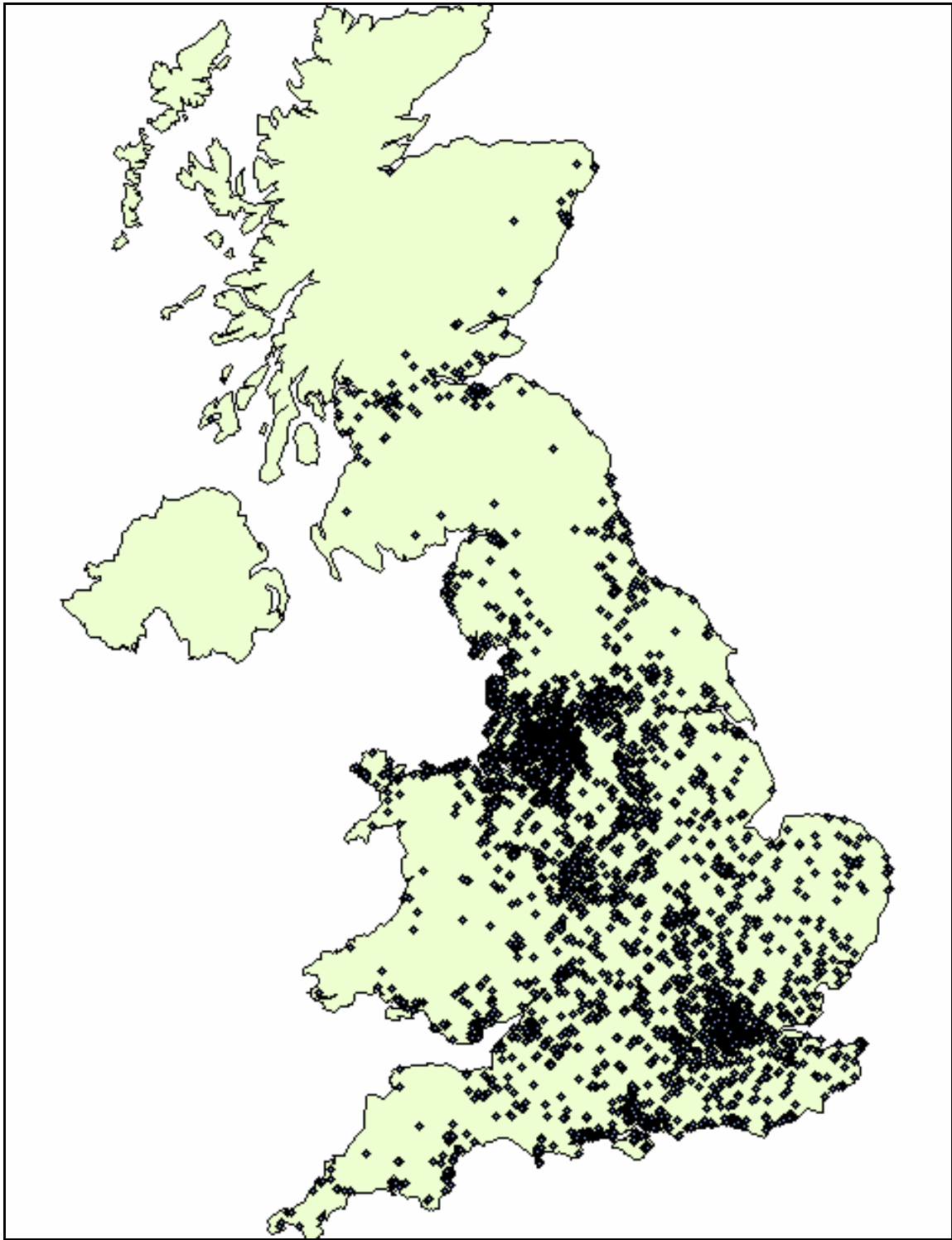
5.2.3 From the mapping analysis, it is notable that MCFC season ticket holders currently reside in a variety of locations across England, Scotland and Wales (see Map 5.1).¹¹ Unsurprisingly, the vast majority of the club's season ticket holders are located in the North West of England. The club also has a significant concentration of season ticket holders around the Greater London area, and a notable number throughout West Yorkshire, north Derbyshire and the Midlands.

5.2.4 MCFC'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 and junior members than season ticket holders, but both sets of supporters are again concentrated mainly around the North West region and, to a much lesser degree, Greater London and the Midlands.

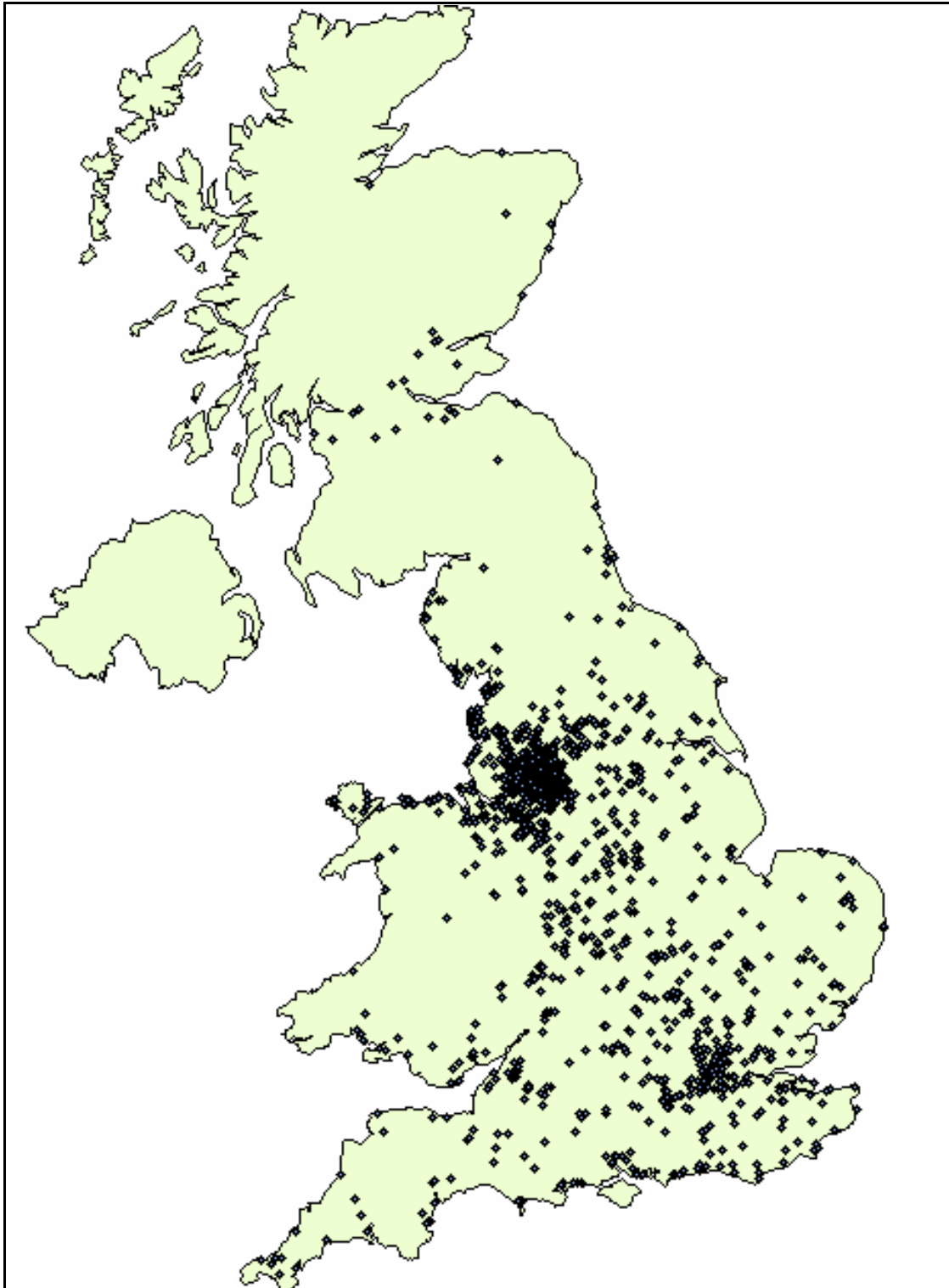
¹¹ It should be noted that Map 5.1, 5.2 and 5.3 show the national distribution of MCFC supporters, not concentrations of supporters in specific areas



Map 5.1: MFC Season Ticket Holders 2003/04 – England, Scotland and Wales



Map 5.2: MCFC Members 2003/04 – England, Scotland and Wales



Map 5.3: MCFC Junior Members 2003/04 – England, Scotland and Wales

5.3 MCFC's Supporter Communities – Greater Manchester

5.3.1 To provide a more detailed analysis of the distribution of MCFC's supporters, it is instructive to consider the percentage breakdown of its season ticket holders, members and junior members across Greater Manchester. The first issue to note is that 73.40% (25,313) of the club's season ticket holders currently reside in Greater Manchester. This clearly indicates that MCFC has a relatively local season ticket holding support. However, this local concentration is not reflected amongst the club's members and junior members. Only 48.02% (7169) of MCFC's members currently live in Greater Manchester, whilst 60.44% (2432) of junior members emanate from the area. There may be a number of reasons for these discrepancies. It may be the case, for instance, that MCFC has a high number of 'intermittent' supporters outside of Greater Manchester who became members in order to access occasional match tickets (fans at MCFC are required to be members of the club in order to purchase match tickets). It may also be the case that 'exiled' fans of MCFC 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.

5.3.2 MCFC fans within Greater Manchester are located across a wide number of different areas. The percentage breakdown of the club's support across the 10 districts of Manchester can be observed in the following tables:

DISTRICT	S. TICKET HOLDERS	PERCENTAGE OF TOTAL
Stockport	5316	15.41
Manchester	4957	14.37
Tameside	3828	11.10
Trafford	3198	9.27
Rochdale	1875	5.44
Bury	1785	5.18
Oldham	1775	5.15
Salford	1494	4.33
Wigan	544	1.58
Bolton	541	1.57

Table 5.1: MCFC Season Ticket Holders 2003/2004 – Greater Manchester

DISTRICT	MEMBERS	PERCENTAGE OF TOTAL
Manchester	1637	10.96
Stockport	1254	8.40
Tameside	1188	7.96
Trafford	707	4.74
Rochdale	572	3.83
Oldham	557	3.73
Bury	448	3.00
Salford	441	2.95
Wigan	212	1.42
Bolton	153	1.02

Table 5.2: MCFC Members 2003/2004 – Greater Manchester

DISTRICT	JUNIOR MEMBERS	PERCENTAGE OF TOTAL
Stockport	506	12.57
Tameside	409	10.16
Manchester	394	9.79
Trafford	319	7.93
Oldham	210	5.22
Rochdale	187	4.65
Bury	185	4.60
Salford	129	3.21
Bolton	47	1.17
Wigan	46	1.14

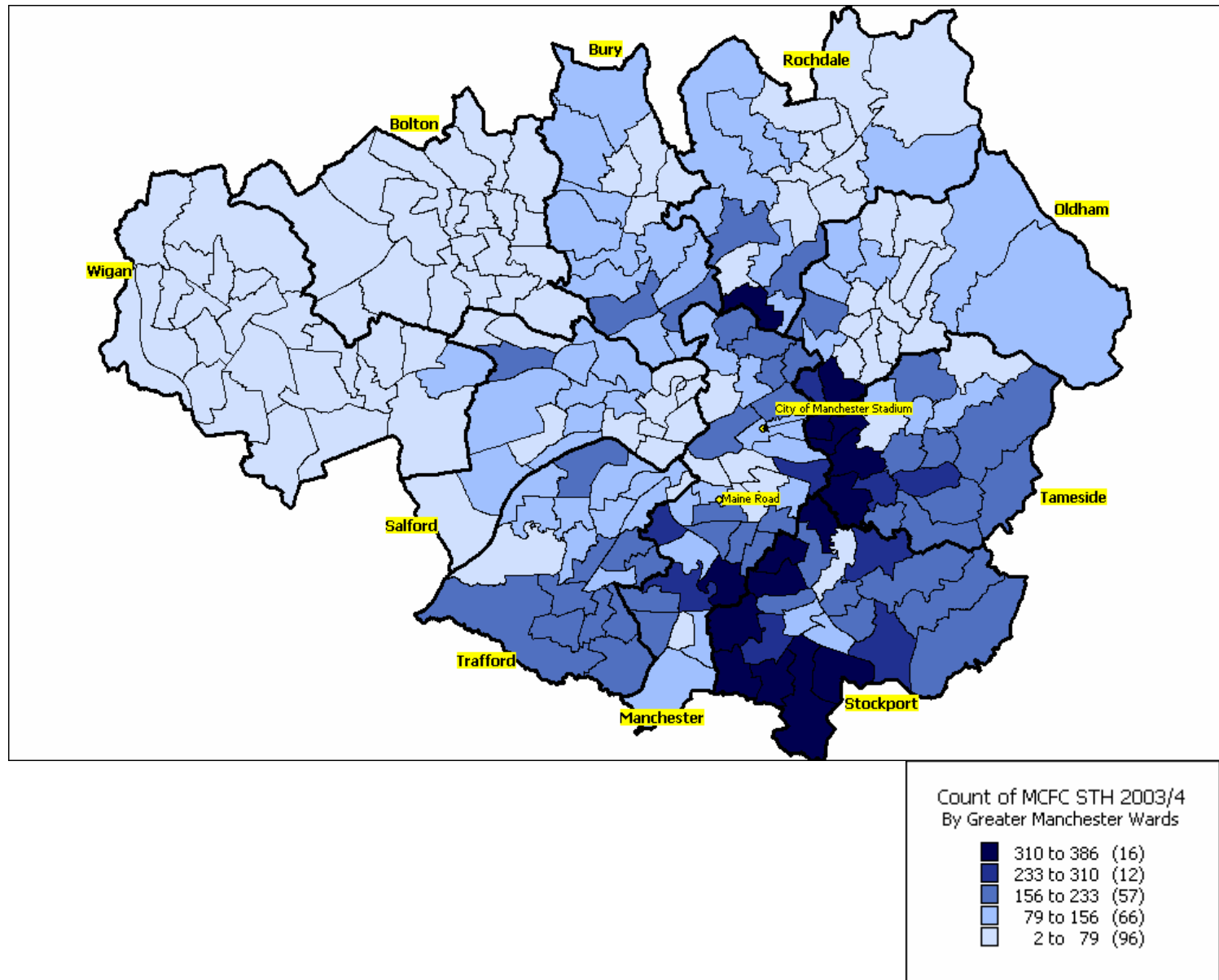
Table 5.3: MCFC Junior Members 2003/2004 – Greater Manchester

5.3.3 From these tables, it is immediately notable that the Greater Manchester district with the highest number of MCFC season ticket holders is Stockport, rather than Manchester. It is even more notable that only 14.37% of Manchester City season ticket holders actually live within the political boundaries of the City of Manchester. Indeed, of the MCFC season ticket holders that live within Greater Manchester, 80.42% (20,356) live in districts other than the City of Manchester.

5.3.4 The geographical diffusion of MCFC season ticket holders across Greater Manchester is also reflected amongst the club's members and junior members. The City of Manchester does actually have the greatest number of MCFC members in Greater Manchester (1,637). However, the vast majority of the club's members in the county still live in districts other than the City of Manchester (5,532 fans or 77.17%). With reference to junior members, the picture is even more surprising. The City of Manchester has only the third highest total of MCFC junior members in Greater Manchester, after Stockport and Tameside. Moreover, of the MCFC junior members that live in Greater Manchester, nearly 84% (2,038 fans or 83.80%) live in districts other than the City of Manchester.

5.3.5 The picture presented above raises a number of important issues about MCFC's support. At a first glance, the tables above appear to indicate that MCFC does not have a particularly strong support-base in the City of Manchester, but rather has large numbers of fans spread across Greater Manchester. However, on a closer inspection of the Greater Manchester maps of MCFC's season ticket holders, members and junior members (Maps 5.3, 5.4, and 5.5), it is notable that large numbers of MCFC's supporters live in wards that border the City of Manchester or are adjacent to those areas. This is especially true of MCFC's supporters in Stockport, Tameside, Oldham, and Rochdale. This may indicate that significant numbers of MCFC supporters within Greater Manchester live in areas that, whilst politically distinct from the City of Manchester, look toward their neighbouring city for a football culture and other forms of cultural association.

5.3.6 As a consequence of MCFC's widespread support throughout Greater Manchester, 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 the 30 wards in Greater Manchester that have the highest numbers of MCFC season ticket holders are listed (see also Map 5.4):



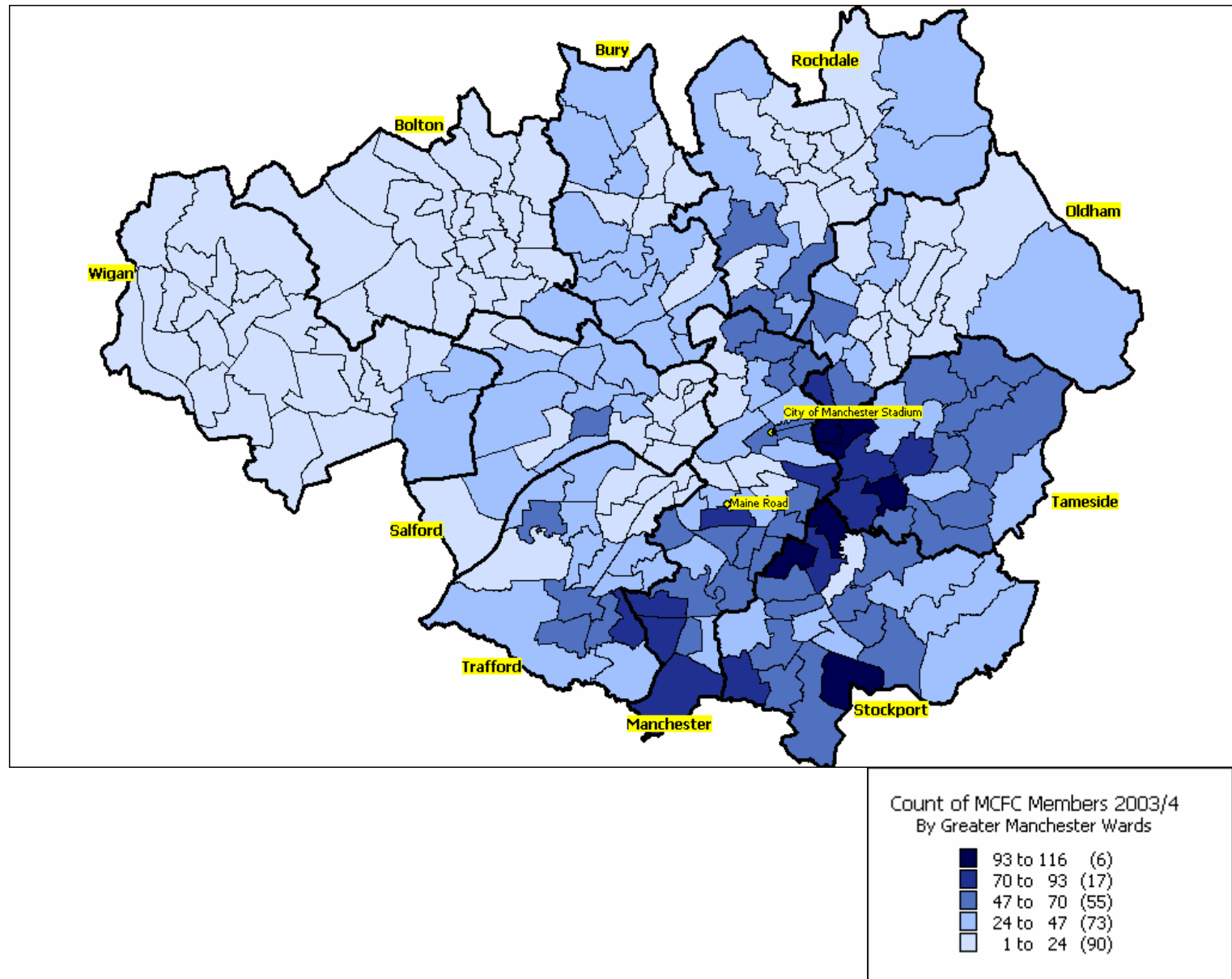
Map 5.4: MCFC Season Ticket Holders 2003/04 – Greater Manchester

DISTRICT	WARD	SEASON TICKET HOLDERS
Tameside	Droylsden East	386
Manchester	Didsbury	382
Stockport	Cheadle	380
Stockport	Cheadle Hulme South	366
Tameside	Audenshaw	366
Stockport	West Bramhall	353
Stockport	Heaton Mersey	347
Stockport	Heaton Moor	345
Stockport	East Bramhall	339
Oldham	Failsworth East	334
Tameside	Droylsden West	331
Tameside	Denton West	330
Stockport	North Reddish	314
Rochdale	Middleton South	313
Stockport	Heald Green	313
Stockport	Cheadle Hulme North	306
Tameside	Denton North East	306
Stockport	Bredbury	279
Oldham	Failsworth West	252
Manchester	Chorlton	249
Stockport	Hazel Grove	245
Manchester	Gorton North	241
Tameside	Hyde Newton	234
Stockport	South Reddish	227
Stockport	Romiley	222
Trafford	Mersey St. Mary`s	220
Manchester	Central	219
Stockport	North Marple	219
Manchester	Baguley	216
Manchester	Lightbowne	216

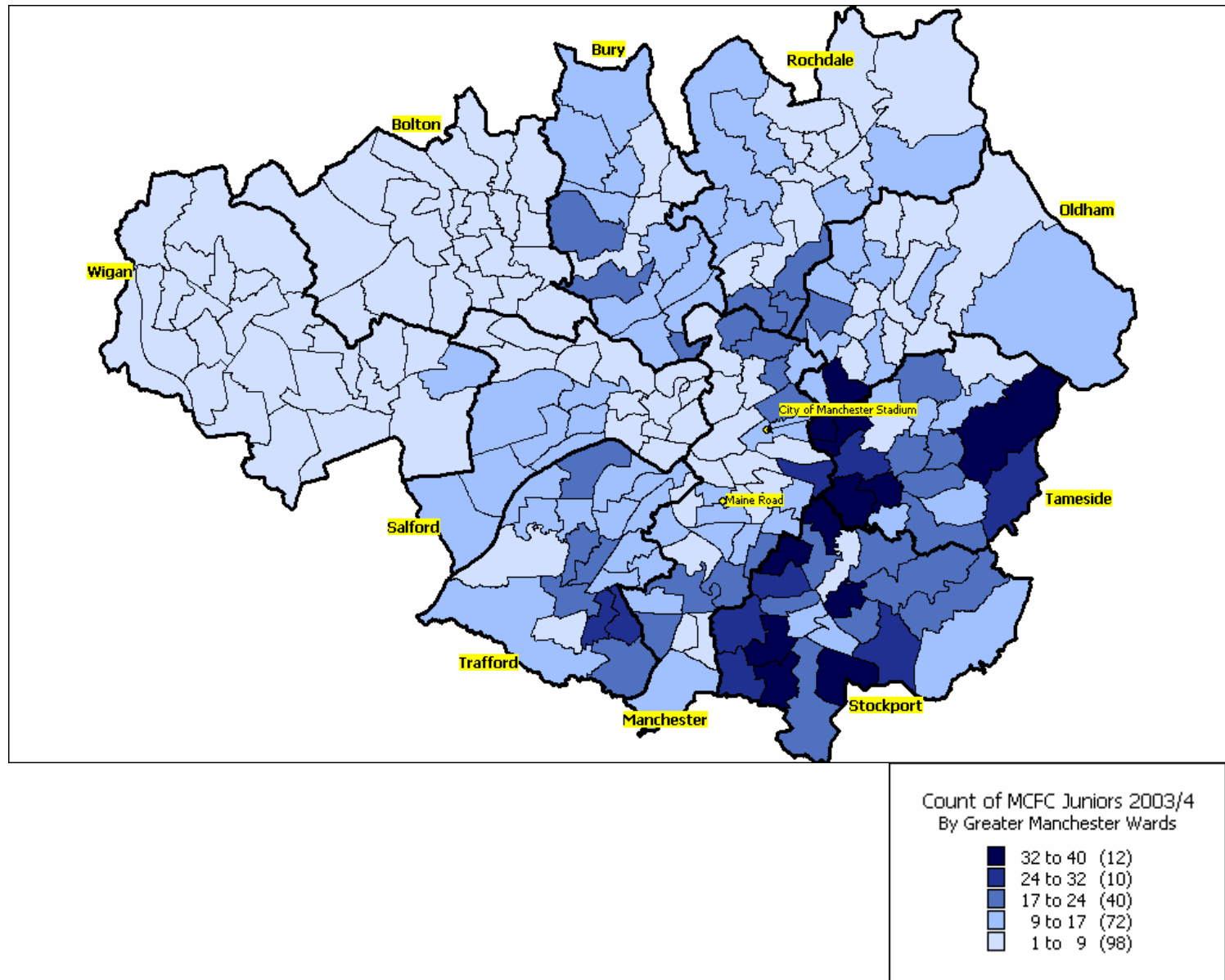
Table 5.4: MCFC Season Ticket Holders 2003/2004 – Top 30 Greater Manchester Wards

5.3.7 From the table above it can be observed that of the top 30 Greater Manchester wards for MCFC season ticket holders, 14 are in Stockport, 6 are in Tameside, 6 are in Manchester, 2 are in Oldham, 1 is in Rochdale, and 1 is in Trafford. This again indicates the strength of MCFC’s season ticket support outside of the City of Manchester, particularly in Stockport and Tameside.

5.3.8 If this exercise is repeated for MCFC’s members and junior members, it can again be observed that the club has large numbers of supporters outside of the City of Manchester (see Tables 5.5 and 5.6 and Maps 5.5 and 5.6).



Map 5.5: MCFC Members 2003/04 – Greater Manchester



Map 5.6: MCFC Junior Members 2003/04 – Greater Manchester

DISTRICT	WARD	MEMBERS
Tameside	Droylsden West	116
Tameside	Droylsden East	107
Stockport	North Reddish	103
Tameside	Denton North East	102
Stockport	East Bramhall	99
Stockport	Heaton Moor	99
Manchester	Baguley	88
Manchester	Woodhouse Park	87
Stockport	Heald Green	85
Stockport	South Reddish	83
Manchester	Gorton North	80
Tameside	Audenshaw	78
Manchester	Brooklands	77
Tameside	Dukinfield	77
Manchester	Fallowfield	73
Oldham	Failsworth West	73
Trafford	Village	73
Tameside	Denton West	72
Oldham	Failsworth East	69
Manchester	Beswick and Clayton	68
Stockport	Manor	68
Stockport	Cheadle Hulme South	67
Manchester	Moston	65
Manchester	Old Moat	64
Stockport	Heaton Mersey	64
Manchester	Levenshulme	63
Manchester	Charlestown	62
Manchester	Burnage	61
Manchester	Northenden	60
Stockport	Bredbury	60

Table 5.5: MCFC Members 2003/2004 – Top 30 Greater Manchester Wards

DISTRICT	WARD	JUNIOR MEMBERS
Stockport	East Bramhall	40
Oldham	Failsworth East	39
Stockport	Heaton Moor	39
Tameside	Droylsden East	38
Stockport	Cheadle Hulme North	36
Stockport	Manor	35
Stockport	North Reddish	35
Tameside	Denton West	34
Tameside	Stalybridge South	34
Tameside	Denton North East	33
Tameside	Droylsden West	33
Stockport	Cheadle Hulme South	32
Trafford	Timperley	31
Stockport	Cheadle	30
Stockport	Heaton Mersey	30
Stockport	Hazel Grove	27
Stockport	Heald Green	27
Tameside	Audenshaw	27
Tameside	Longdendale	26
Manchester	Gorton North	25
Trafford	Village	24
Manchester	Didsbury	23
Stockport	North Marple	23
Oldham	Chadderton Central	22
Stockport	West Bramhall	22
Tameside	Dukinfield	22
Tameside	Hyde Newton	22
Trafford	Mersey St. Mary`s	22
Rochdale	Middleton South	21
Stockport	Bredbury	21

Table 5.6: MCFC Junior Members 2003/2004 – Top 30 Greater Manchester Wards

5.3.9 Table 5.5 shows that of the top 30 Greater Manchester wards for MCFC members, 12 are in Manchester, 9 are in Stockport, 6 are in Tameside, 2 are in Oldham, and 1 is in Trafford. This indicates that the City of Manchester is more strongly represented amongst the top Greater Manchester wards for MCFC members than amongst the top Greater Manchester wards for MCFC season ticket holders. It is notable, however, that the majority of the top Greater Manchester wards for MCFC members still remain beyond the boundaries of the City of Manchester.

5.3.10 Table 5.6 shows that of the top 30 Greater Manchester wards for MCFC junior members, 13 are in Stockport, 9 are in Tameside, 3 are in Trafford, 2 are in Oldham, 2 are in Manchester, and 1 is in Rochdale. This again indicates the strength of MCFC's support in Stockport and Tameside in particular.

5.4 A Socio-Economic Profile of MCFC's Greater Manchester Supporters

5.4.1 In addition to determining the geographical profile of MCFC'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 MCFC's Greater Manchester fans against the 2000 Indices of Multiple Deprivation (IMD) data and the national 2001 census results. The exercise has not been attempted for all MCFC supporters across Greater Manchester, but rather is focused on fans who live in the top 30 wards in the county for MCFC 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 MCFC supporters. A visual analysis of the socio-economic profile of wards that contain MCFC 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 30 Greater Manchester wards with the highest numbers of MCFC 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 Greater Manchester wards for MCFC season ticket holders, 8 (26.67%) are, according to the IMD report, in the top 20% of deprived wards nationally. However, 12 of the wards (40%) are in the top 50% of *least* deprived wards nationally, and 6 of the wards (20%) are in the top 30% of least deprived wards. This means that:

- The majority of the top 30 Greater Manchester wards for MCFC season ticket holders are not 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 MCFC's season ticket holders. Of the top 30 Greater Manchester wards for MCFC's season ticket holders, only 8 (26.67%) have ethnic minority populations greater than the national average of 10.4%. This means that:

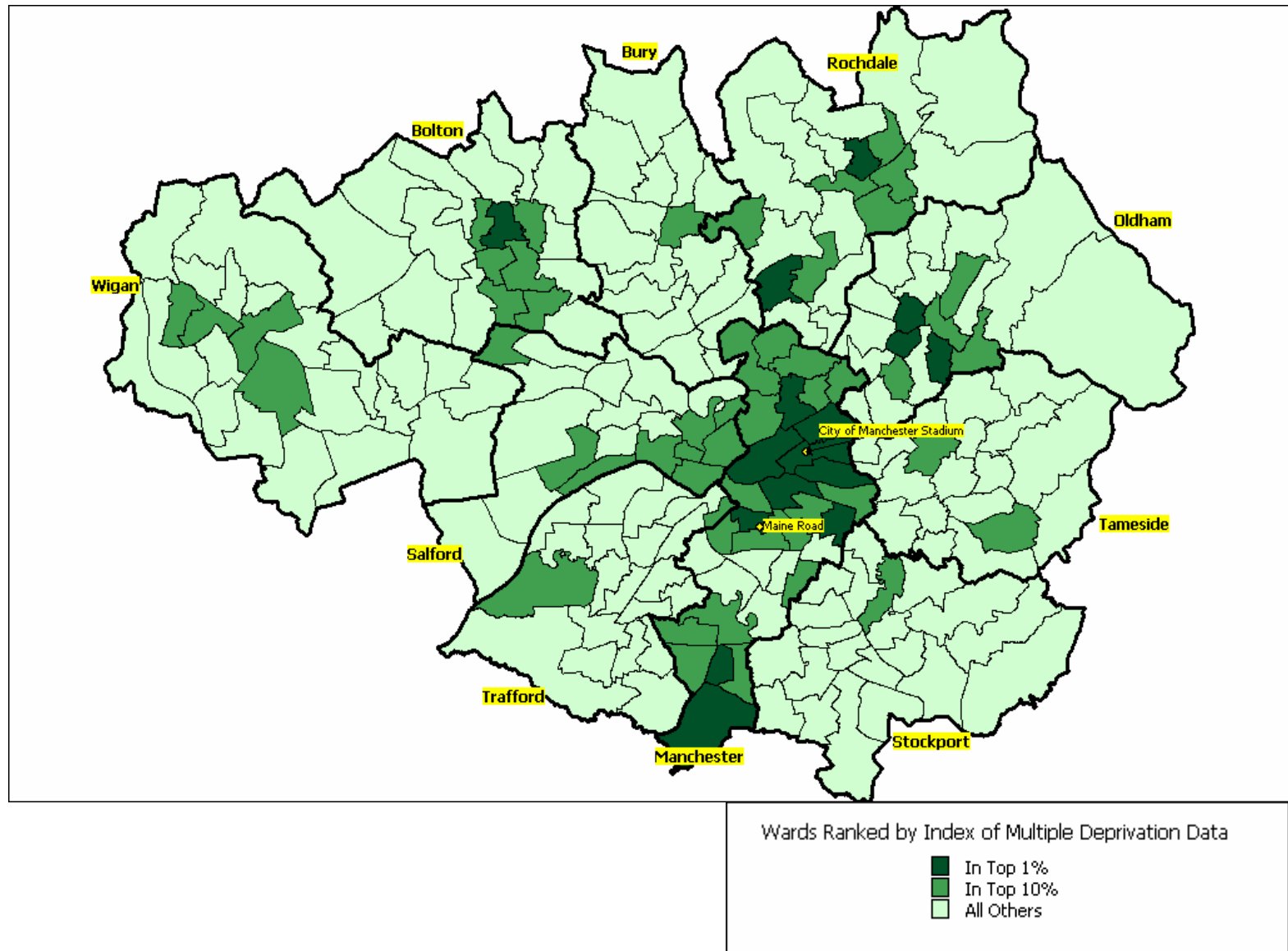
- Nearly 74% (73.34%) of the top 30 Greater Manchester wards for MCFC season ticket holders have more 'White British' people living in them than would be expected nationally.

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

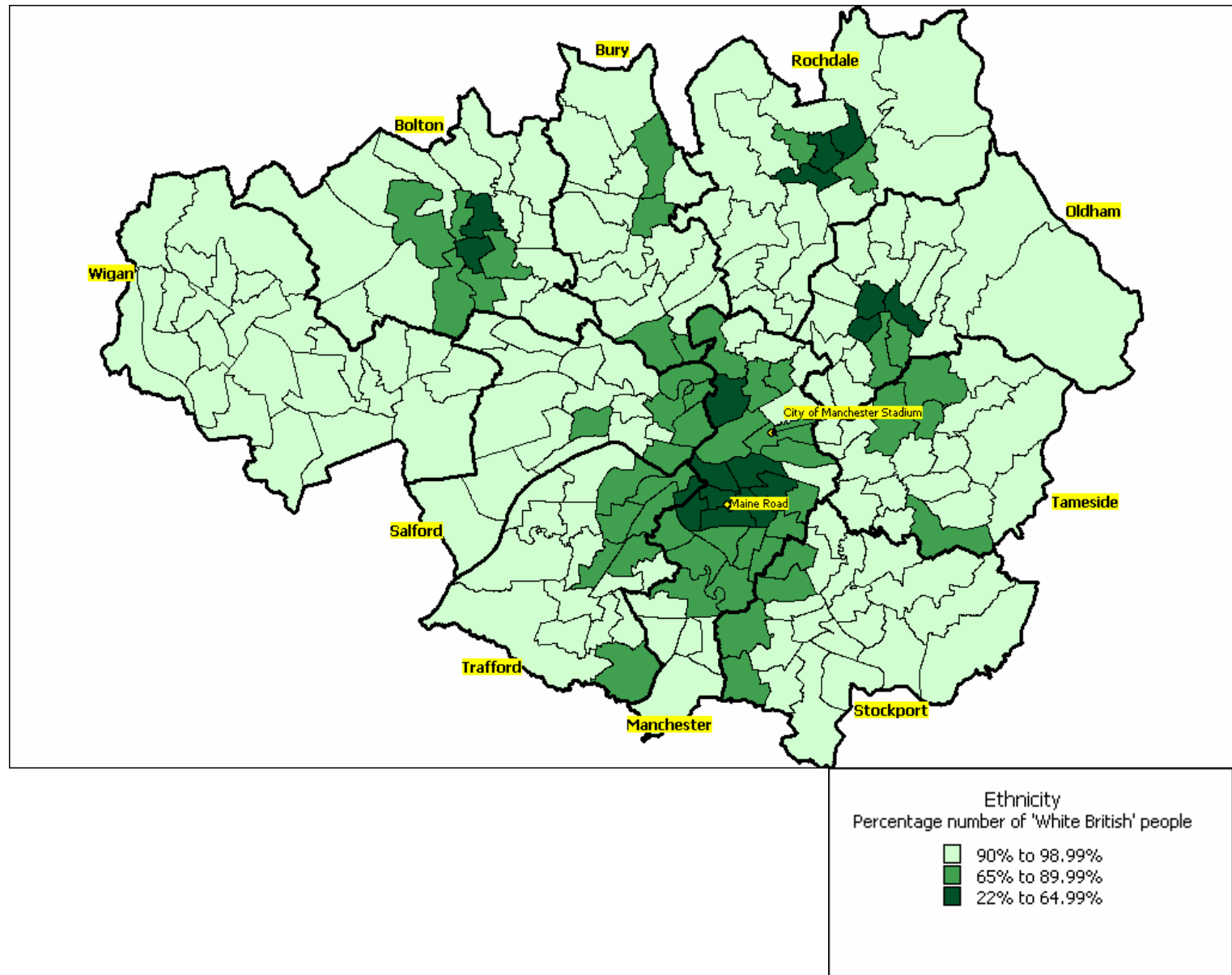
- 80% of the top 30 Greater Manchester wards for MCFC season ticket holders are less diverse religiously than would be expected nationally.

DISTRICT	WARD	S. TICKETS	IMD RANK %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Tameside	Droylsden East	386	21.00	95.36	1.3	37.17	63.49	10.91
Manchester	Didsbury	382	62.11	80.21	10.96	14.87	65.76	7.38
Stockport	Cheadle	380	65.89	86.99	13.8	21.13	62.86	8.53
Stockport	Cheadle Hulme S.	366	90.77	92.53	3.24	17.44	65.85	6.72
Tameside	Audenshaw	366	26.76	94.57	2.17	33.41	64.54	10.41
Stockport	West Bramhall	353	96.29	93.53	3.04	15.37	61.98	6.81
Stockport	Heaton Mersey	347	68.93	84.2	8.27	19.27	67.61	7.75
Stockport	Heaton Moor	345	66.34	86.93	4.9	18.38	66.55	7.7
Stockport	East Bramhall	339	97.02	93.93	2.23	16.27	65.75	5.9
Oldham	Failsworth East	334	28.58	95.19	1.66	34.92	64.65	9.91
Tameside	Droylsden West	331	18.62	96.15	0.65	37.69	64.1	10.61
Tameside	Denton West	330	40.00	95.63	0.88	33.08	63.16	10.29
Stockport	North Reddish	314	25.37	93.57	1.14	35.25	65.28	9.8
Rochdale	Middleton South	313	33.44	94.09	1.56	30.12	59.92	10.2
Stockport	Heald Green	313	61.90	87.42	8.61	25.17	62.32	8.54
Stockport	Cheadle Hulme N.	306	54.87	91.97	4.97	23.96	64.56	9.13
Tameside	Denton North East	306	25.33	95.78	1.09	35.9	63.06	10.63
Stockport	Bredbury	279	43.15	96.6	0.89	29.19	66.51	10.02
Oldham	Failsworth West	252	19.52	94.59	1.4	41.64	58.37	12.14
Manchester	Chorlton	249	33.33	79.33	6.96	16.78	68.58	8.76
Stockport	Hazel Grove	245	71.89	96.23	1.05	23.73	67.78	8.05
Manchester	Gorton North	241	3.83	90.34	2.02	44.71	53.11	13.89
Tameside	Hyde Newton	234	13.44	95.31	1.97	36.47	62.03	11.76
Stockport	South Reddish	227	19.19	91.93	1.76	36.75	61.58	11.53
Stockport	Romiley	222	33.52	96.55	0.7	28.82	60.46	10.25
Trafford	Mersey St. Mary`s	220	84.25	89.7	4.96	17.71	66.54	7.56
Manchester	Central	219	0.49	73.22	8.68	30.46	37.37	12.81
Stockport	North Marple	219	74.71	96.1	0.96	20.19	62.99	8.19
Manchester	Baguley	216	2.85	91.52	2.02	38.08	55.89	13.2
Manchester	Lightbowne	216	2.50	89.47	2.7	43.34	51.93	13.72

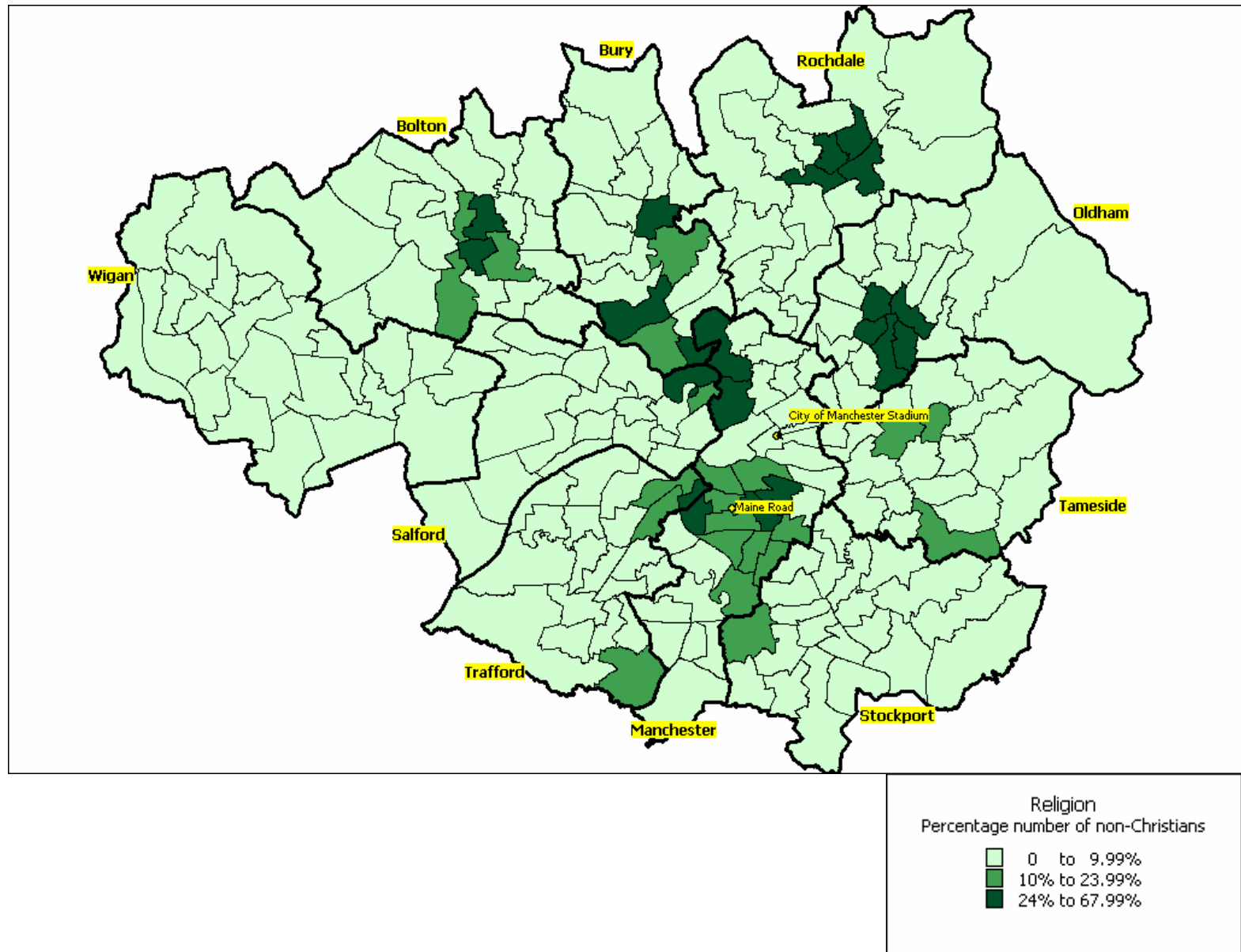
Table 5.7: MCFC Season Ticket Holders 2003/2004 – Top 30 Greater Manchester Wards: IMD Report 2000 and National Census 2001



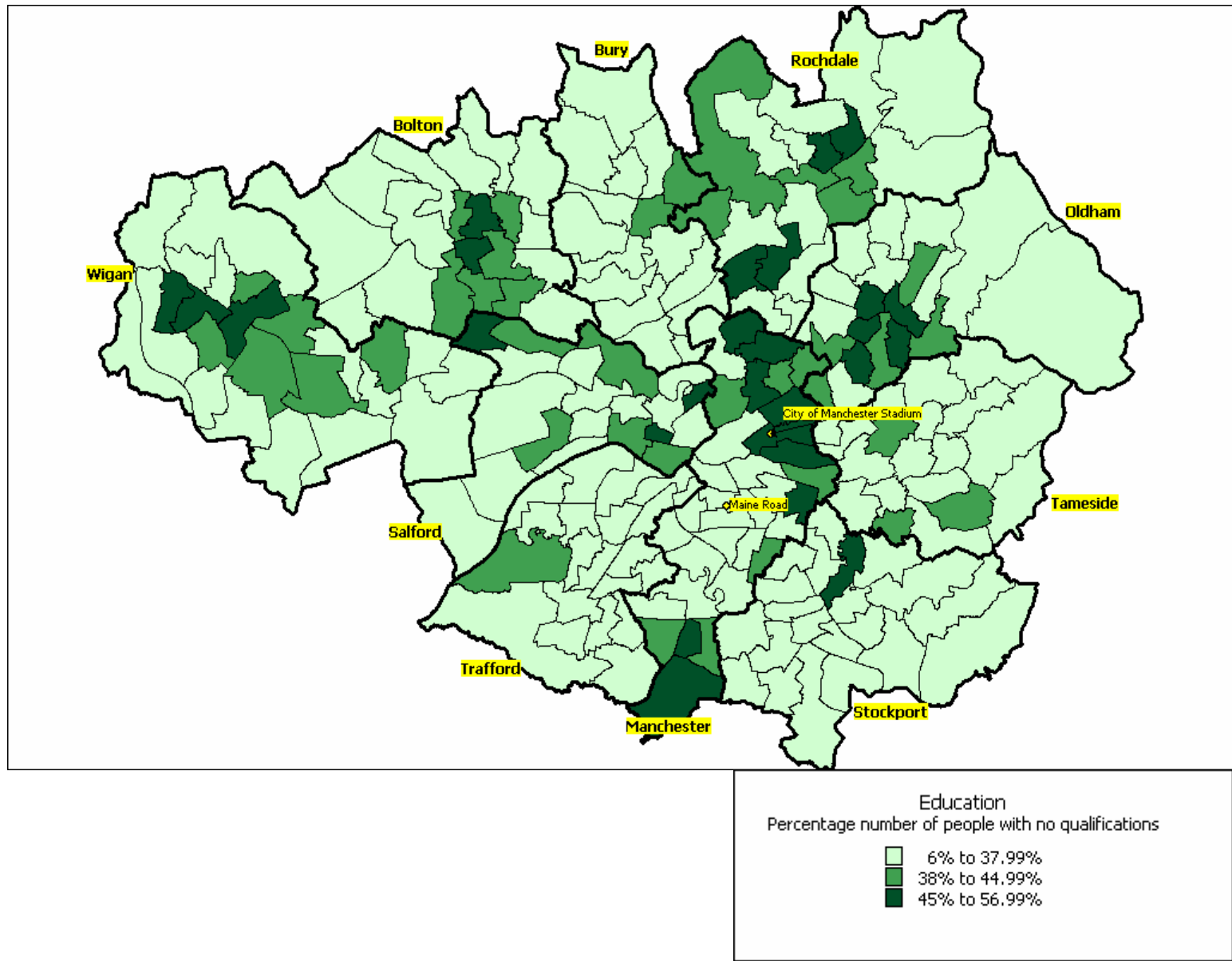
Map 5.7: Index of Multiple Deprivation – Greater Manchester



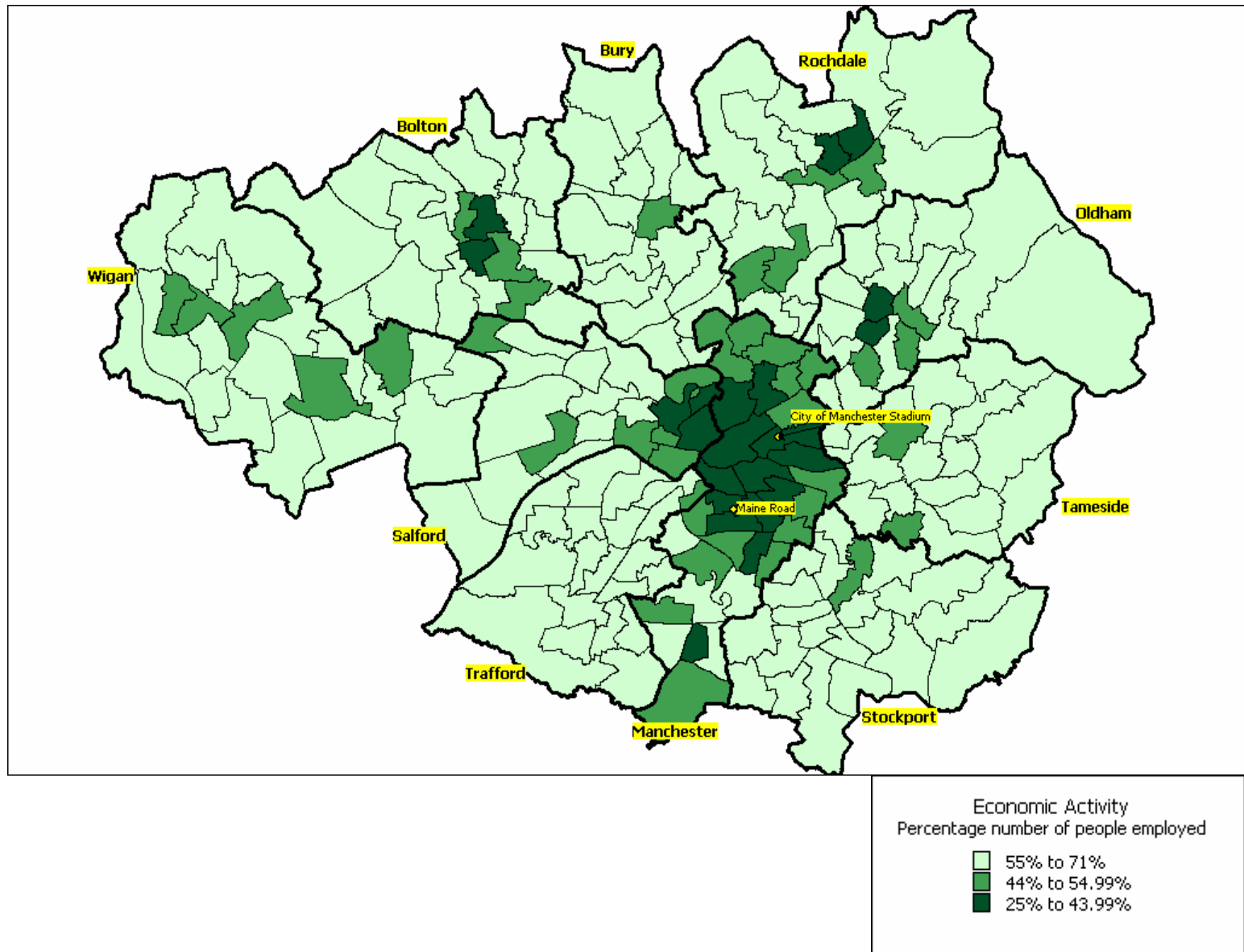
Map 5.8: Minority Ethnic Populations (2001 Census) – Greater Manchester



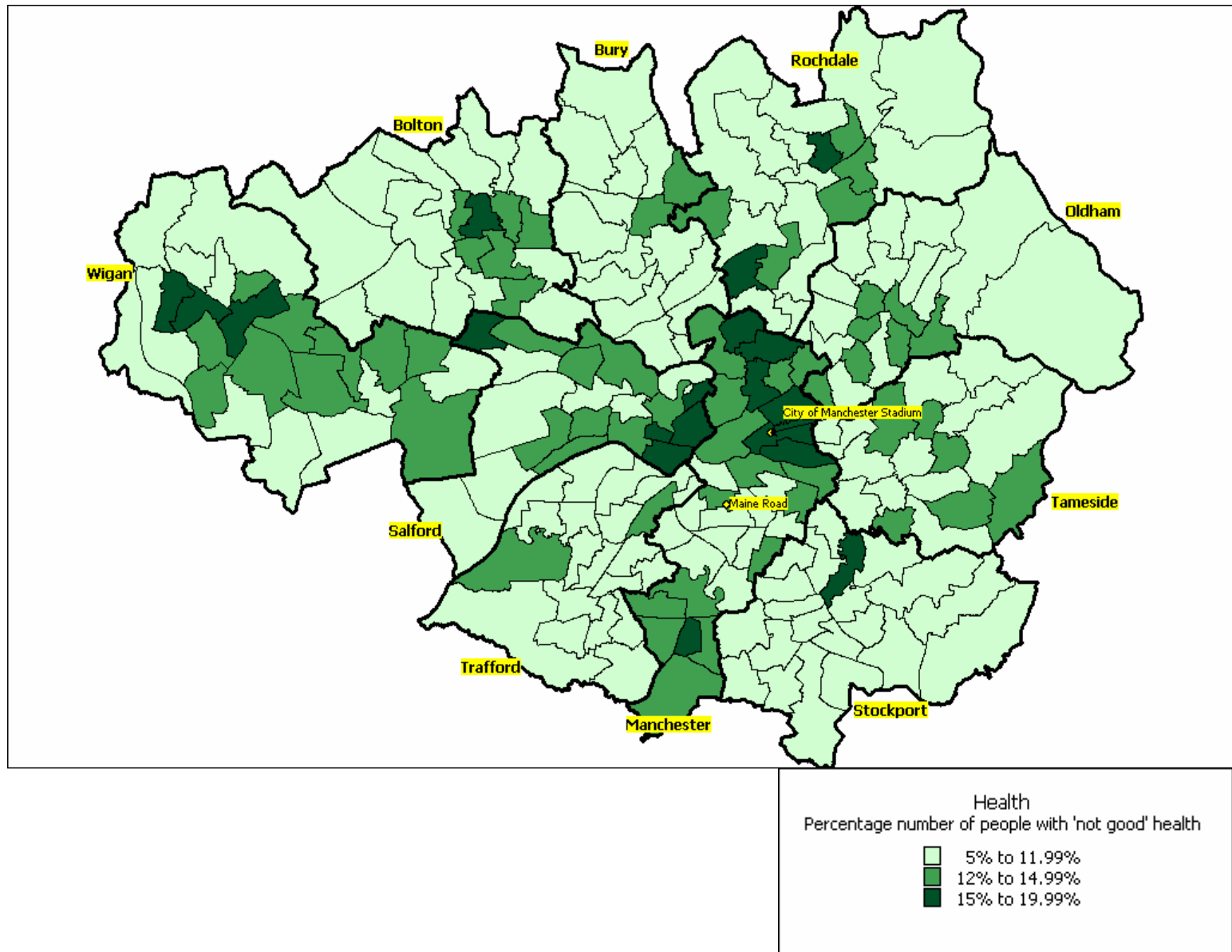
Map 5.9: Minority Religious Populations (2001 Census) – Greater Manchester



Map 5.10: Education Levels (2001 Census) – Greater Manchester



Map 5.11: Employment Levels (2001 Census) – Greater Manchester



Map 5.12: Health Levels (2001 Census) – Greater Manchester

5.4.5 In terms of educational levels, Table 5.7 notes the percentage populations of the top 30 Greater Manchester wards for MCFC season ticket holders (aged between 16 and 74) that hold no formal qualifications. The table indicates that 16 (53.33%) of the wards have non-qualified populations greater than the national average of 29.1%. This means that:

- A slight majority of the top 30 Greater Manchester wards for MCFC season ticket holders are less well formally educated than would be expected nationally.

5.4.6 In terms of levels of employment, Table 5.7 notes the percentage populations of the top 30 Greater Manchester wards for MCFC season ticket holders (aged between 16 and 74) that are in employment. The table indicates that 23 (76.67%) of the wards have rates of employment that are greater than the national average of 60.6%. This means that:

- The vast majority of the top 30 Greater Manchester wards for MCFC season ticket holders enjoy higher employment rates 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 18 (60%) of the top 30 Greater Manchester wards for MCFC season ticket holders have poor health levels greater than the national average of 9.2%. This means that:

- The majority of the top 30 Greater Manchester wards for MCFC 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 Greater Manchester wards for season ticket holders are most likely to have:

- Low levels of multiple deprivation
- Smaller minority ethnic populations than the national average
- Smaller minority religious populations than the national average
- Slightly lower educational levels than the national average
- Higher employment levels than the national average
- Poorer health than the national average

Members

5.4.9 Table 5.8 shows the top 30 Greater Manchester wards for MCFC members and information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 30 Greater Manchester wards for MCFC members, 10 (33.33%) are, according to the IMD report, in the top 10% of deprived wards nationally. Moreover, the table shows that nearly 74% (22 wards) of the wards are in the top 30% of deprived wards nationally. This indicates that:

- The majority of Greater Manchester wards with high numbers of MCFC members are suffering from significant levels of deprivation
- The top Greater Manchester wards for MCFC members are suffering from higher levels of multiple deprivation than the top Greater Manchester wards for MCFC season ticket holders.

DISTRICT	WARD	MEMBERS	IMD RANK %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Tameside	Droylsden West	116	18.62	96.15	0.65	37.69	64.1	10.61
Tameside	Droylsden East	107	21.00	95.36	1.3	37.17	63.49	10.91
Stockport	North Reddish	103	25.37	93.57	1.14	35.25	65.28	9.8
Tameside	Denton North East	102	25.33	95.78	1.09	35.9	63.06	10.63
Stockport	East Bramhall	99	97.02	93.93	2.23	16.27	65.75	5.9
Stockport	Heaton Moor	99	66.34	86.93	4.9	18.38	66.55	7.7
Manchester	Baguley	88	2.85	91.52	2.02	38.08	55.89	13.2
Manchester	Woodhouse Park	87	0.76	91.11	1.61	45.73	51.9	14.57
Stockport	Heald Green	85	61.90	87.42	8.61	25.17	62.32	8.54
Stockport	South Reddish	83	19.19	91.93	1.76	36.75	61.58	11.53
Manchester	Gorton North	80	3.83	90.34	2.02	44.71	53.11	13.89
Tameside	Audenshaw	78	26.76	94.57	2.17	33.41	64.54	10.41
Manchester	Brooklands	77	4.50	90.18	2.54	37.62	52.59	13.67
Tameside	Dukinfield	77	18.83	95.17	2.37	35.56	64.46	11.07
Manchester	Fallowfield	73	9.58	62.69	18.91	22.39	31.17	9.64
Oldham	Failsworth West	73	19.52	94.59	1.4	41.64	58.37	12.14
Trafford	Village	73	48.12	92.64	2.74	25.02	62.46	8.88
Tameside	Denton West	72	40.00	95.63	0.88	33.08	63.16	10.29
Oldham	Failsworth East	69	28.58	95.19	1.66	34.92	64.65	9.91
Manchester	Beswick and Clay.	68	0.20	87.9	2.2	55.37	40.38	17.87
Stockport	Manor	68	29.24	95.9	1.35	30.41	68.04	9.63
Stockport	Cheadle Hulme S.	67	90.77	92.53	3.24	17.44	65.85	6.72
Manchester	Moston	65	6.55	90.4	2.45	41.69	54.77	13.12
Manchester	Old Moat	64	13.43	75.17	11.19	22.14	44.37	9.67
Stockport	Heaton Mersey	64	68.93	84.2	8.27	19.27	67.61	7.75
Manchester	Levenshulme	63	10.07	65.12	18.78	29.65	53.01	10.39
Manchester	Charlestown	62	3.91	91.84	1.82	45.2	48.94	15.55
Manchester	Burnage	61	6.01	75.8	11.97	39.36	50.6	12.28
Manchester	Northenden	60	7.61	89.02	3.29	34.93	56.89	13.19
Stockport	Bredbury	60	43.15	96.6	0.89	29.19	66.51	10.02

Table 5.8: MCFC Members 2003/2004 – Top 30 Greater Manchester Wards: IMD Report 2000 and National Census 2001

5.4.10 Table 5.8 is also instructive in informing us about the ethnic and religious diversity of MCFC's members. Of the top 30 Greater Manchester wards for MCFC members, only 9 (30%) have ethnic minority populations greater than the national average of 10.4%. This means that:

- 70% of the top 30 Greater Manchester wards for MCFC members have more 'White British' people living in them than would be expected nationally.
- Greater Manchester wards with high numbers of MCFC members are marginally more diverse ethnically than Greater Manchester wards with high numbers of MCFC season ticket holders.

5.4.11 A similar picture emerges with regard to religious diversity. Of the top 30 Greater Manchester wards for MCFC members, only 5 (16.67%) have religious minority populations greater than the national average of 5.8%. This means that:

- Nearly 84% (83.33%) of the top 30 Greater Manchester wards for MCFC members are less diverse religiously than would be expected nationally.
- Greater Manchester wards with high numbers of MCFC members are marginally less diverse religiously than Greater Manchester wards with high numbers of MCFC season ticket holders.

5.4.12 In terms of educational levels, Table 5.8 indicates that 22 (73.33%) of the top 30 Greater Manchester wards for MCFC 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 Greater Manchester wards for MCFC members are formally educated to a lower standard than would be expected nationally.
- Greater Manchester wards with high numbers of MCFC members are less well formally educated than Greater Manchester wards with high numbers of MCFC season ticket holders.

5.4.13 In terms of levels of employment, Table 5.8 indicates that 17 (56.67%) of the top 30 Greater Manchester wards for MCFC members have rates of employment (amongst 16-74 year olds) greater than the national average of 60.6%. This means that:

- A slight majority of the top 30 Greater Manchester wards for MCFC members enjoy higher employment rates than the national average.
- Greater Manchester wards with high numbers of MCFC members have lower employment rates than Greater Manchester wards with high numbers of MCFC 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 24 (80%) of the top 30 Greater Manchester wards for MCFC members have poor health levels greater than the national average of 9.2%. This means that:

- The vast majority of the top 30 Greater Manchester wards for MCFC members have poorer health levels than would be expected nationally.
- Greater Manchester wards with high numbers of MCFC members have poorer levels of health than Greater Manchester wards with high numbers of MCFC 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 Greater Manchester wards for MCFC 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
- Slightly higher employment levels 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 Greater Manchester wards for MCFC season ticket holders, the top 30 Greater Manchester wards for MCFC members are likely to be:

- Suffering from higher levels of deprivation
- Marginally more diverse ethnically
- Marginally less diverse religiously
- Less well formally educated
- Experiencing lower employment rates
- Experiencing poorer health levels

Junior Members

5.4.17 If we now turn to MCFC's junior members, Table 5.9 shows the 30 Greater Manchester wards with the highest numbers of MCFC junior members, and information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 30 Greater Manchester wards for MCFC junior members, 12 (40%) are, according to the IMD report, in the top 30% of deprived wards nationally. However, 13 of the wards (43.33%) are in the top 50% of *least* deprived wards nationally, and 7 (23.33%) are in the top 30% of least deprived wards. This means that:

- The majority of the top 30 Greater Manchester wards for MCFC junior members are not suffering from significant levels of multiple deprivation.
- Greater Manchester wards with high numbers of MCFC junior members are less deprived than Greater Manchester wards with high numbers of MCFC season ticket holders, and are significantly less deprived than Greater Manchester wards with high numbers of MCFC members.

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

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

DISTRICT	WARD	JUNIORS	IMD %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Stockport	East Bramhall	40	97.02	93.93	2.23	16.27	65.75	5.9
Oldham	Failsworth East	39	28.58	95.19	1.66	34.92	64.65	9.91
Stockport	Heaton Moor	39	66.34	86.93	4.9	18.38	66.55	7.7
Tameside	Droylsden East	38	21.00	95.36	1.3	37.17	63.49	10.91
Stockport	Cheadle Hulme N.	36	54.87	91.97	4.97	23.96	64.56	9.13
Stockport	Manor	35	29.24	95.9	1.35	30.41	68.04	9.63
Stockport	North Reddish	35	25.37	93.57	1.14	35.25	65.28	9.8
Tameside	Denton West	34	40.00	95.63	0.88	33.08	63.16	10.29
Tameside	Stalybridge South	34	30.70	95.68	2.05	26.85	65.26	9.81
Tameside	Denton North East	33	25.33	95.78	1.09	35.9	63.06	10.63
Tameside	Droylsden West	33	18.62	96.15	0.65	37.69	64.1	10.61
Stockport	Cheadle Hulme S.	32	90.77	92.53	3.24	17.44	65.85	6.72
Trafford	Timperley	31	95.09	93.51	1.97	19.6	69.44	6.56
Stockport	Cheadle	30	65.89	86.99	13.8	21.13	62.86	8.53
Stockport	Heaton Mersey	30	68.93	84.2	8.27	19.27	67.61	7.75
Stockport	Hazel Grove	27	71.89	96.23	1.05	23.73	67.78	8.05
Stockport	Heald Green	27	61.90	87.42	8.61	25.17	62.32	8.54
Tameside	Audenshaw	27	26.76	94.57	2.17	33.41	64.54	10.41
Tameside	Longdendale	26	11.41	96.27	0.95	35.97	57.32	12.61
Manchester	Gorton North	25	3.83	90.34	2.02	44.71	53.11	13.89
Trafford	Village	24	48.12	92.64	2.74	25.02	62.46	8.88
Manchester	Didsbury	23	62.11	80.21	10.96	14.87	65.76	7.38
Stockport	North Marple	23	74.71	96.1	0.96	20.19	62.99	8.19
Oldham	Chadderton Cen.	22	29.33	94.45	1.79	34.27	64.63	10.85
Stockport	West Bramhall	22	96.29	93.53	3.04	15.37	61.98	6.81
Tameside	Dukinfield	22	18.83	95.17	2.37	35.56	64.46	11.07
Tameside	Hyde Newton	22	13.44	95.31	1.97	36.47	62.03	11.76
Trafford	Mersey St. Mary`s	22	84.25	89.7	4.96	17.71	66.54	7.56
Rochdale	Middleton South	21	33.44	94.09	1.56	30.12	59.92	10.2
Stockport	Bredbury	21	43.15	96.6	0.89	29.19	66.51	10.02

Table 5.9: MCFC Junior Members 2003/2004 – Top 30 Greater Manchester Wards: IMD Report 2000 and National Census 2001

5.4.19 A similar picture emerges with regard to religious diversity. Of the top 30 Greater Manchester wards for MCFC junior members, only 4 (13.33%) have minority religious populations greater than the national ward average of 5.8%. This means that:

- Nearly 87% (86.67%) of the top 30 Greater Manchester wards for MCFC junior members are less diverse religiously than would be expected nationally.
- Greater Manchester wards with high numbers of MCFC junior members are less diverse religiously than Greater Manchester wards with high numbers of MCFC season ticket holders or members.

5.4.20 In terms of educational levels, Table 5.9 indicates that 15 (50%) of the top 30 Greater Manchester wards for MCFC junior members have non-qualified populations (aged between 16 and 74) greater than the national average of 29.1%. This means that:

- Half of the top 30 Greater Manchester wards for MCFC junior members have populations formally educated to a lower level than would be expected nationally.
- Greater Manchester wards with high numbers of MCFC junior members have better educated populations than Greater Manchester wards with high numbers of MCFC season ticket holders or members.

5.4.21 In terms of levels of employment, Table 5.9 indicates that 28 (93.33%) of the top 30 Greater Manchester wards for MCFC junior members have rates of employment (amongst 16-74 year olds) greater than the national average of 60.6%. This means that:

- The vast majority of the top 30 Greater Manchester wards for MCFC junior members enjoy higher employment rates than the national average.
- Greater Manchester wards with high numbers of MCFC junior members have higher employment rates than Greater Manchester wards with high numbers of MCFC 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 16 (53.33%) of the top 30 Greater Manchester wards for MCFC junior members have poor health levels greater than the national average of 9.2%. This means that:

- A slight majority of the top 30 Greater Manchester wards for MCFC junior members have poorer health levels than would be expected nationally.
- Greater Manchester wards with high numbers of MCFC junior members have better health levels than Greater Manchester wards with high numbers of MCFC 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 Greater Manchester wards for MCFC junior members are most likely to have:

- Low levels of multiple deprivation
- Smaller minority ethnic populations than the national average
- Smaller minority religious populations than the national average
- Educational levels similar to the national average
- Higher employment rates than the national average
- Slightly poorer health levels than the national average

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

- Suffering from lower levels of deprivation
- Less diverse ethnically
- Less diverse religiously
- Experiencing better education levels
- Experiencing higher employment rates
- Experiencing better health levels

5.5 MCFC's Supporter Communities – the City of Manchester

5.5.1 In addition to presenting an analysis of MCFC's supporters across Greater Manchester, it is also useful to investigate the spread of the club's fans across the City of Manchester. A breakdown of the club's support across the 33 wards of Manchester 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
Didsbury	382
Chorlton	249
Gorton North	241
Central	219
Baguley	216
Lightbowne	216
Moston	216
Old Moat	212
Levenshulme	204
Brooklands	200
Burnage	200
Charlestown	188
Fallowfield	182
Withington	166
Newton Heath	164
Blackley	161
Sharston	155
Barlow Moor	152
Bradford	151
Woodhouse Park	142
Moss Side	111
Harpurhey	110
Beswick and Clayton	109
Gorton South	96
Crumpsall	95
Whalley Range	91
Rusholme	70
Benchill	62
Ardwick	56
Longsight	55
Hulme	33
Cheetham	28
Northenden	25

Table 5.10: MCFC Season Ticket Holders 2003/2004 – City of Manchester

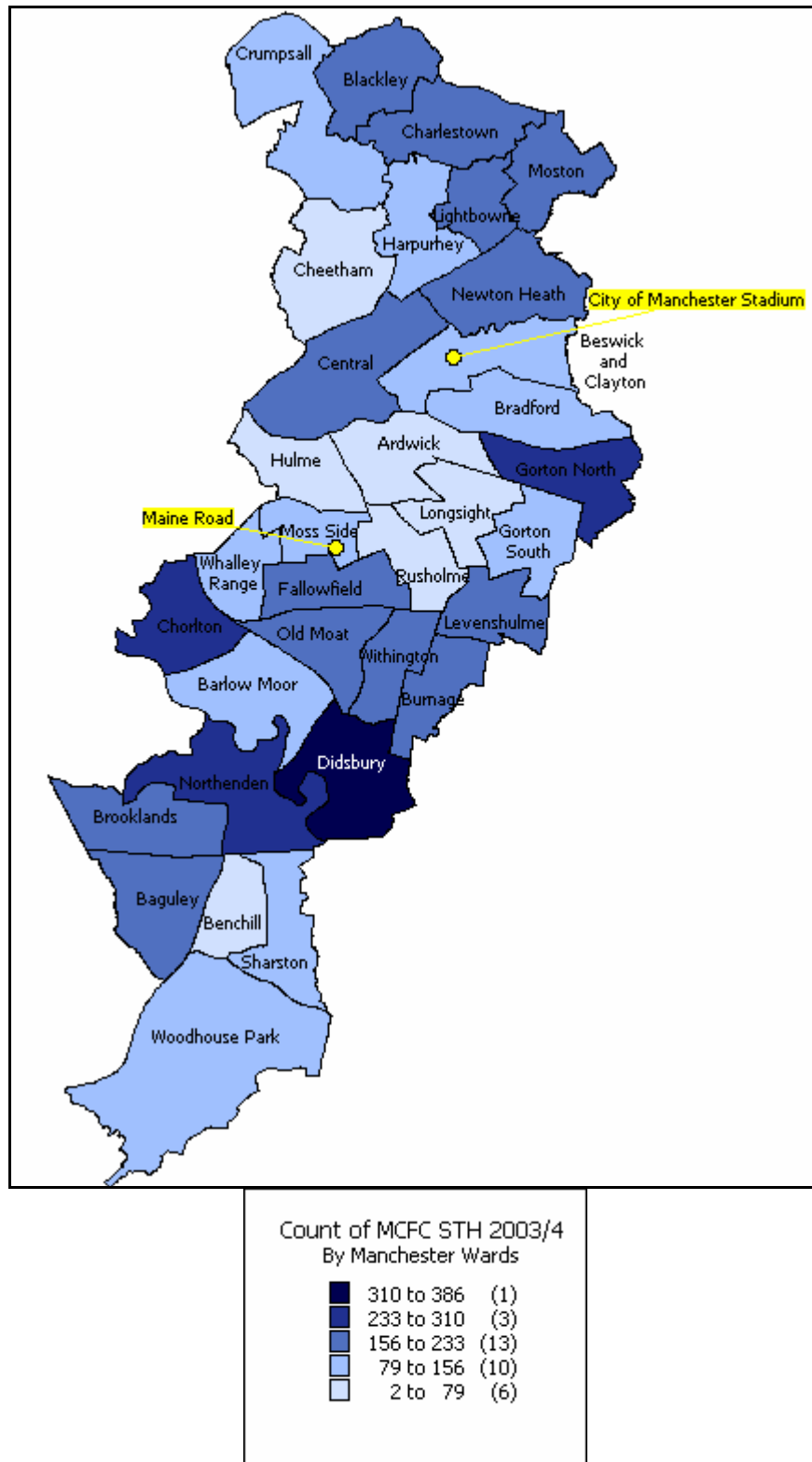
WARD	MEMBERS
Baguley	88
Woodhouse Park	87
Gorton North	80
Brooklands	77
Fallowfield	73
Beswick and Clayton	68
Moston	65
Old Moat	64
Levenshulme	63
Charlestown	62
Burnage	61
Northenden	60
Blackley	58
Didsbury	58
Lightbowne	53
Chorlton	52
Gorton South	52
Benchill	51
Withington	49
Bradford	46
Sharston	44
Barlow Moor	41
Newton Heath	41
Whalley Range	37
Central	36
Moss Side	35
Harpurhey	26
Rusholme	25
Longsight	22
Cheetham	20
Hulme	17
Crumpsall	15
Ardwick	11

Table 5.11: MCFC Members 203/204 – City of Manchester

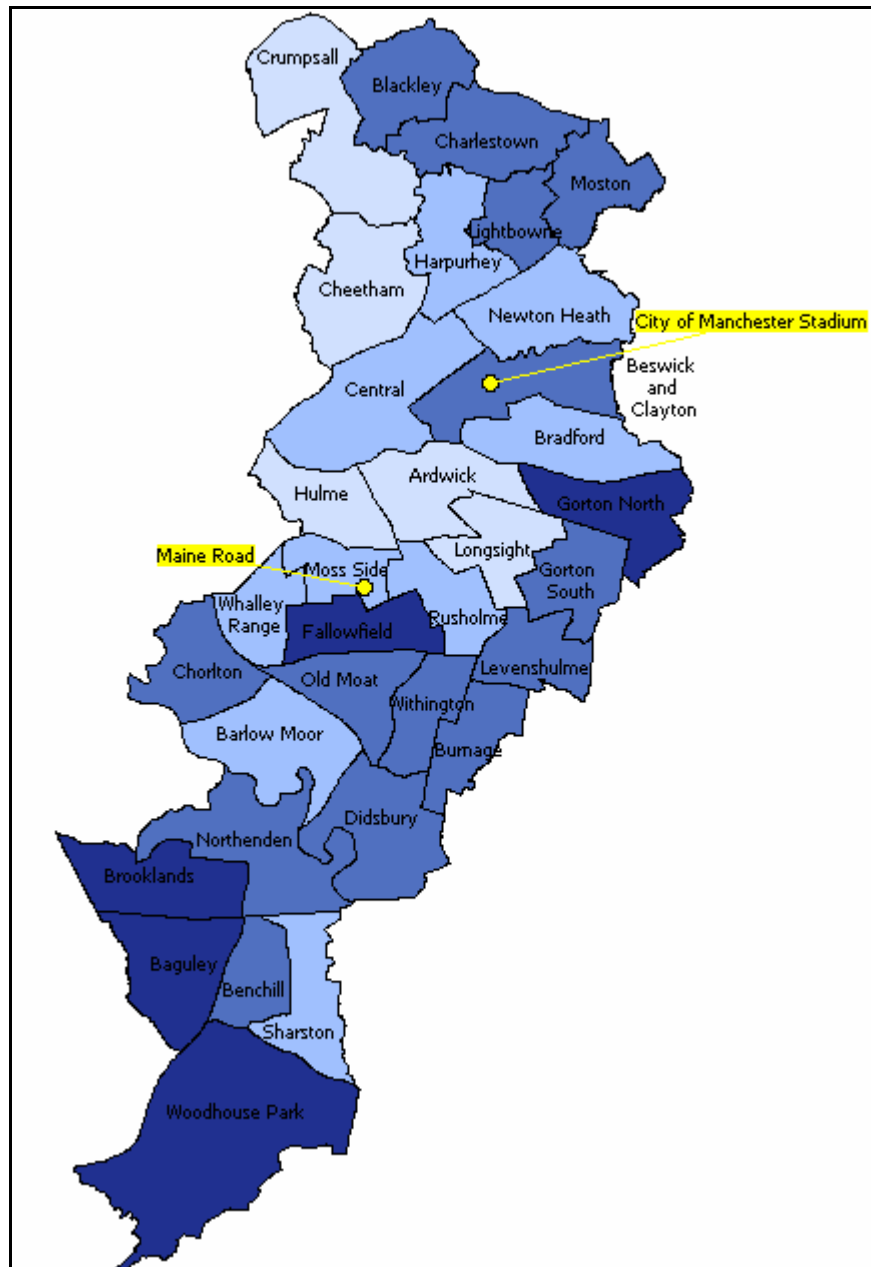
WARD	JUNIOR MEMBERS
Gorton North	25
Didsbury	23
Northenden	20
Burnage	19
Lightbowne	19
Baguley	18
Blackley	17
Charlestown	17
Newton Heath	17
Moss Side	16
Moston	15
Old Moat	15
Levenshulme	14
Beswick and Clayton	13
Brooklands	13
Chorlton	13
Fallowfield	12
Gorton South	11
Woodhouse Park	11
Withington	9
Benchill	8
Harpurhey	8
Bradford	7
Central	7
Whalley Range	7
Longsight	6
Rusholme	6
Sharston	6
Ardwick	5
Barlow Moor	5
Cheetham	5
Crumpsall	4
Hulme	3

Table 5.12: MCFC Junior Members 2003/2004 – City of Manchester

5.5.2 From the tables above and from Maps 5.13 to 5.15, one can observe that MCFC has supporters across the City of Manchester. It is notable, however, that the club has particularly strong support in the east, northeast and south of the city.



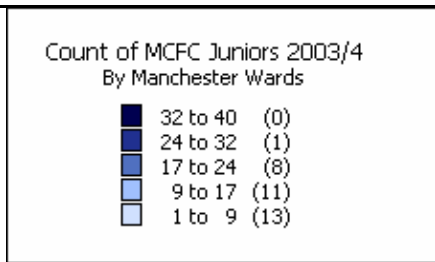
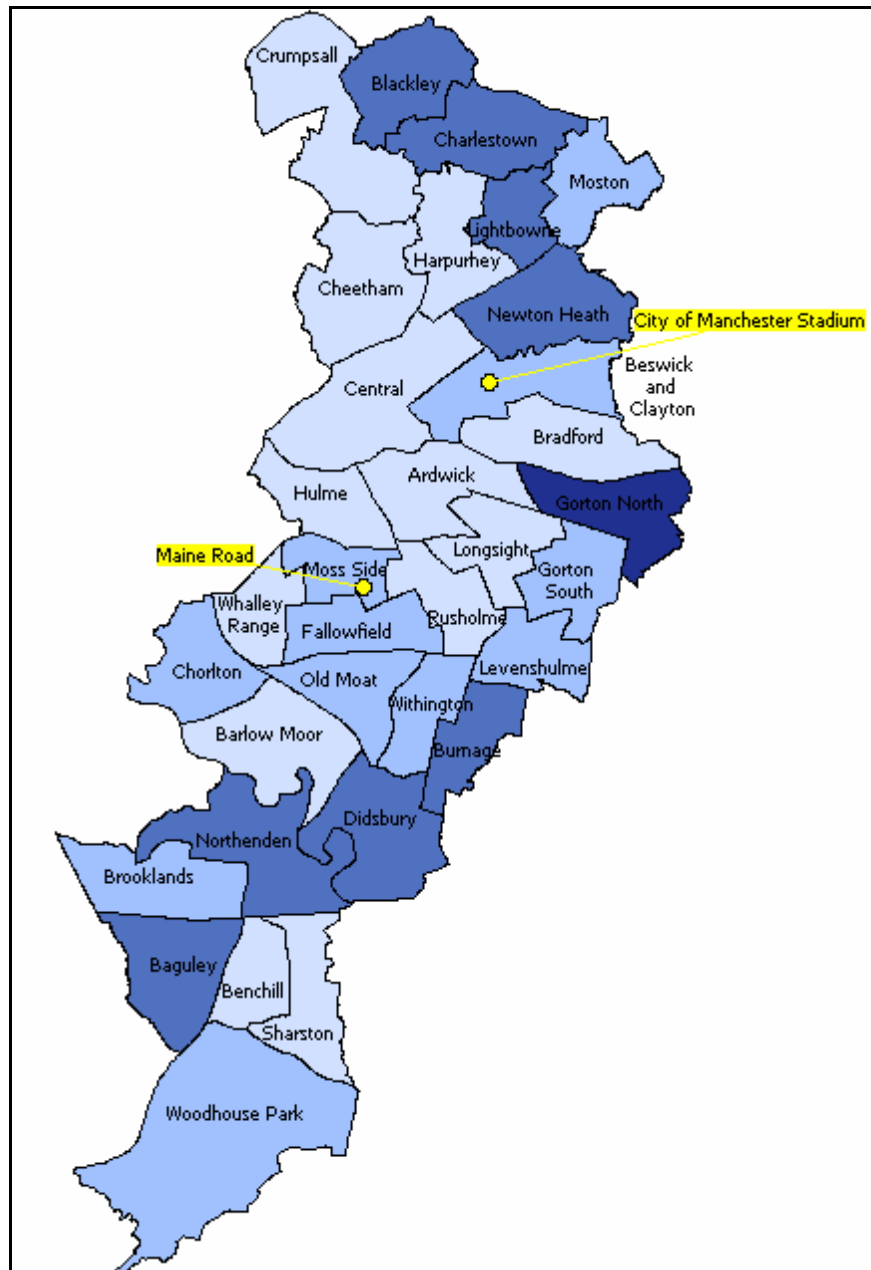
Map 5.13: MCFC Season Ticket Holders 2003/04 – City of Manchester



Count of MFC Members 2003/4
By Manchester Wards

93 to 116	(0)
70 to 93	(5)
47 to 70	(14)
24 to 47	(9)
1 to 24	(5)

Map 5.14: MFC Members 2003/04 – City of Manchester



Map 5.15: MCFC Junior Members 2003/04 – City of Manchester

5.6 *A Socio-Economic Profile of MCFC's City of Manchester Supporters*

5.6.1 In addition to determining the geographical profile of MCFC'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 the City of Manchester from which the club draws its support. To do this, we have again compared the geographical profile of MCFC's City of Manchester fans against the 2000 Indices of Deprivation (IMD) data and the national 2001 census results. A visual analysis of the socio-economic profile of Manchester wards that contain MCFC 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 MCFC season tickets across the wards of the City of Manchester and a range of information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 11 Manchester wards for MCFC season ticket holders, 1 is in the top 1% of deprived wards nationally, 6 are in the top 10%, and 4 are in the bottom 90%. This compares favourably with the middle 11 wards (5 wards in the top 1% of deprived national wards, 4 in the top 10% and 2 in the bottom 90%), and the bottom 11 wards (4 in the top 1%, 7 in the top 10% and 0 in the bottom 90%). This means that:

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

5.6.3 With reference to ethnic diversity, Table 5.13 shows the percentage 'White British' population of wards in Manchester. From the table it can be calculated that the average White British population of the top 11 Manchester wards for MCFC season ticket holders is 81.89%: 7.71 percentage points lower than the national average of 89.6%. This is higher than the average for the middle 11 wards (80.40%), and significantly higher than the bottom 11 wards (64.18%). This means that:

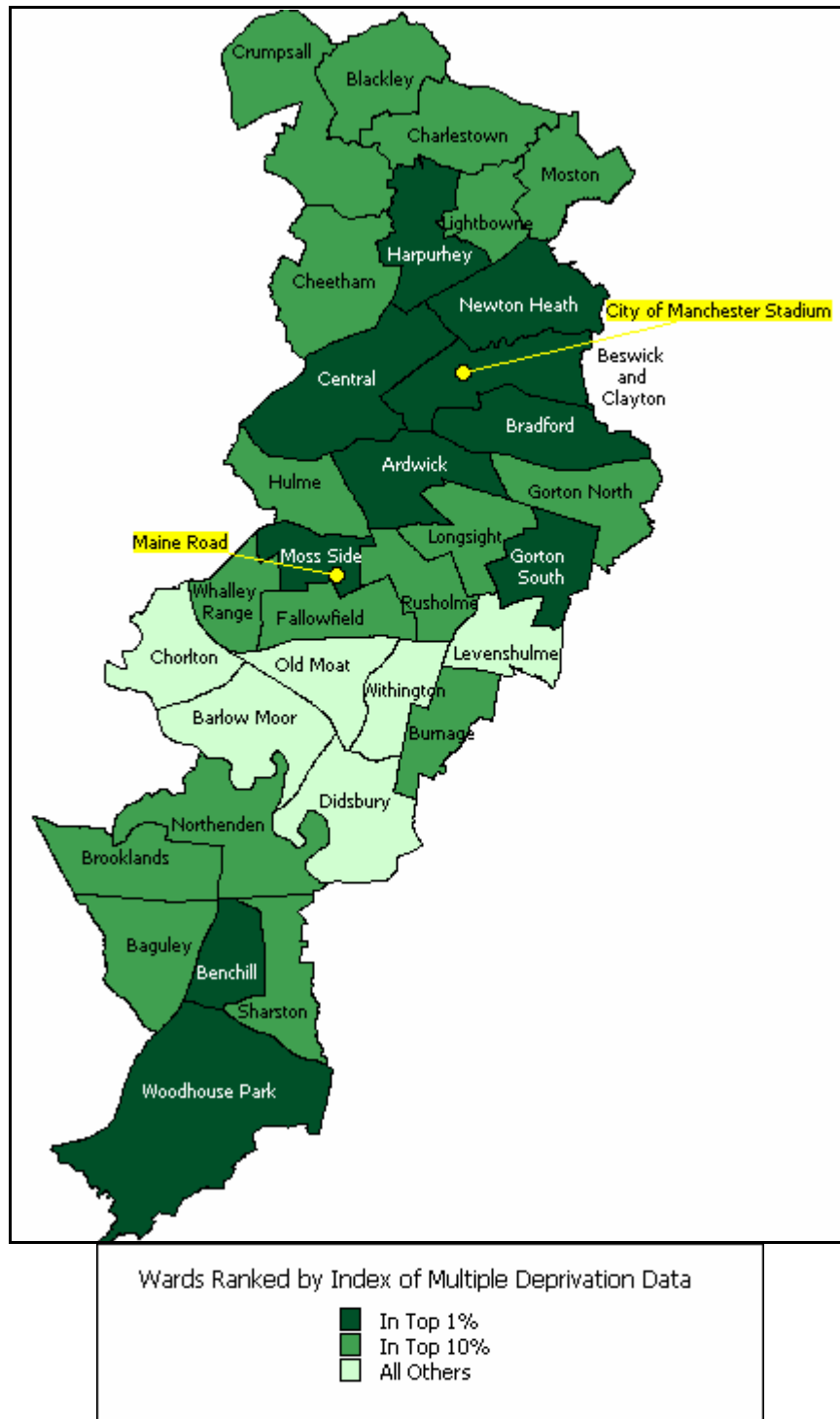
- Wards in Manchester with high numbers of MCFC season ticket holders have lower minority ethnic populations than wards in Manchester with fewer MCFC season ticket holders.

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 11 Manchester wards for MCFC season ticket holders is 7.30%: 1.5% percentage points higher than the national average of 5.8%. This is higher than the average for the middle 11 wards (6.77%), but significantly lower than the bottom 11 wards (19.02%). This means that:

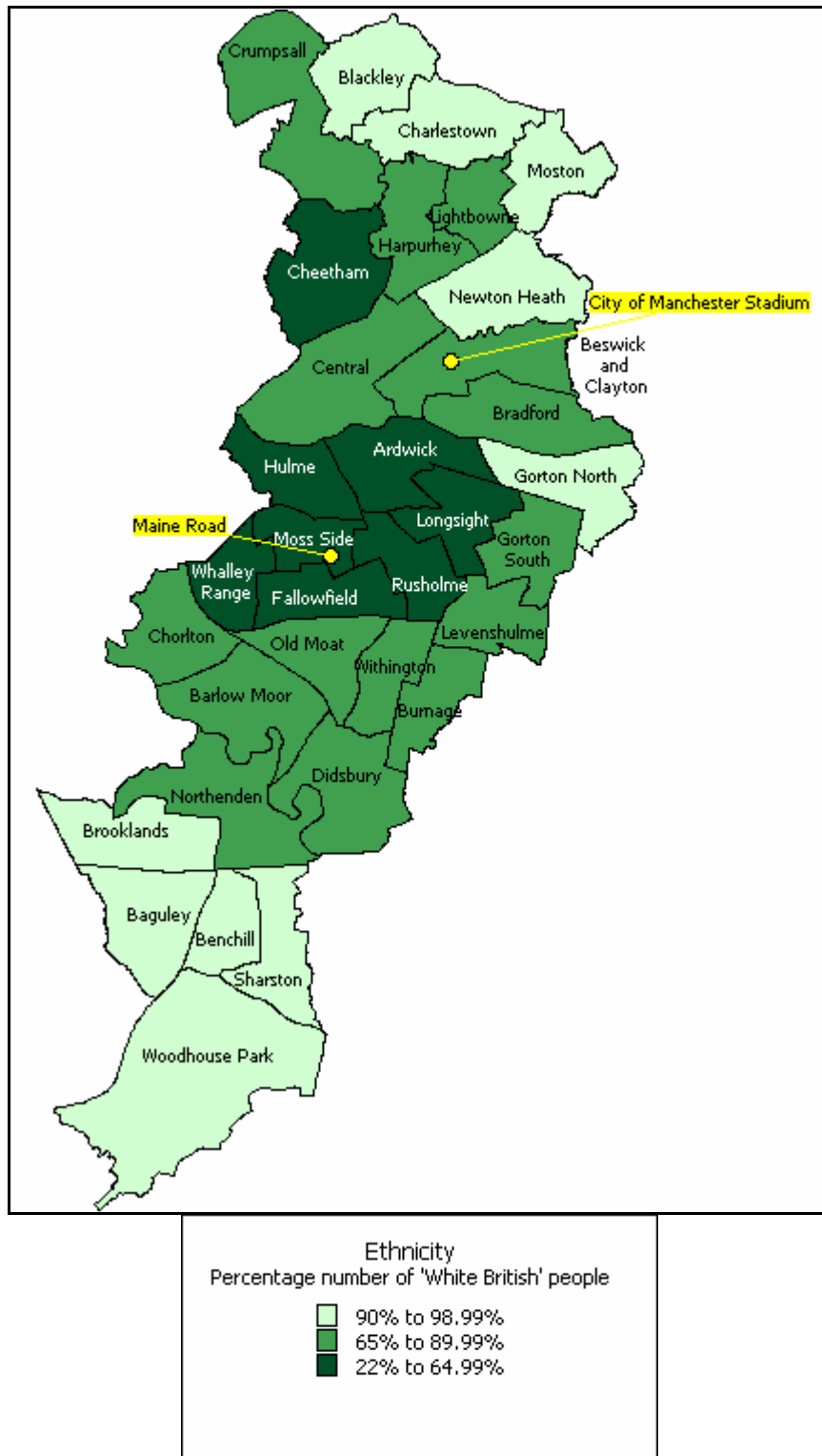
- Wards in Manchester with high numbers of MCFC season ticket holders generally have lower minority religious populations than wards in Manchester with small numbers of MCFC season ticket holders.

WARD	SEASON TICKETS	IMD %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Didsbury	382	62.11	80.21	10.96	14.87	65.76	7.38
Chorlton	249	33.33	79.33	6.96	16.78	68.58	8.76
Gorton North	241	3.83	90.34	2.02	44.71	53.11	13.89
Central	219	0.49	73.22	8.68	30.46	37.37	12.81
Baguley	216	2.85	91.52	2.02	38.08	55.89	13.2
Lightbowne	216	2.50	89.47	2.7	43.34	51.93	13.72
Moston	216	6.55	90.4	2.45	41.69	54.77	13.12
Old Moat	212	13.43	75.17	11.19	22.14	44.37	9.67
Levenshulme	204	10.07	65.12	18.78	29.65	53.01	10.39
Brooklands	200	4.50	90.18	2.54	37.62	52.59	13.67
Burnage	200	6.01	75.8	11.97	39.36	50.6	12.28
Charlestown	188	3.91	91.84	1.82	45.2	48.94	15.55
Fallowfield	182	9.58	62.69	18.91	22.39	31.17	9.64
Withington	166	34.19	74.13	12.61	16.47	43.04	8.31
Newton Heath	164	0.53	92.19	1.38	52.35	45.91	16.61
Blackley	161	3.10	91.55	2.19	46.55	46.89	15.41
Sharston	155	3.39	92.17	1.87	39.91	57.16	13.85
Barlow Moor	152	11.83	75.48	9.52	22.59	54.49	11.05
Bradford	151	0.26	85.1	3.24	50.79	43.3	15.98
Woodhouse Park	142	0.76	91.11	1.61	45.73	51.9	14.57
Moss Side	111	0.87	40.44	18.8	36.04	34.12	13.54
Harpurhey	110	0.19	87.68	2.47	51.47	41.44	18.13
Beswick and Clayton	109	0.20	87.9	2.2	55.37	40.38	17.87
Gorton South	96	0.75	76.76	7.86	46.91	45.92	13.27
Crumpsall	95	7.56	67.36	28.22	33.93	51.16	14.12
Whalley Range	91	9.82	48.86	31.3	22.53	52.83	10.19
Rusholme	70	9.14	51.6	28.31	19.35	26.56	8.59
Benchill	62	0.01	91.36	1.46	51.32	43.22	15.03
Ardwick	56	0.34	52.1	16.65	35.02	29.77	14.59
Longsight	55	1.25	39.85	37.85	34.23	33.45	11.16
Hulme	33	1.76	57.78	12.1	17.62	30.39	9.96
Cheetham	28	1.82	43.34	40.02	44.69	35.65	14.28
Northenden	25	7.61	89.02	3.29	34.93	56.89	13.19

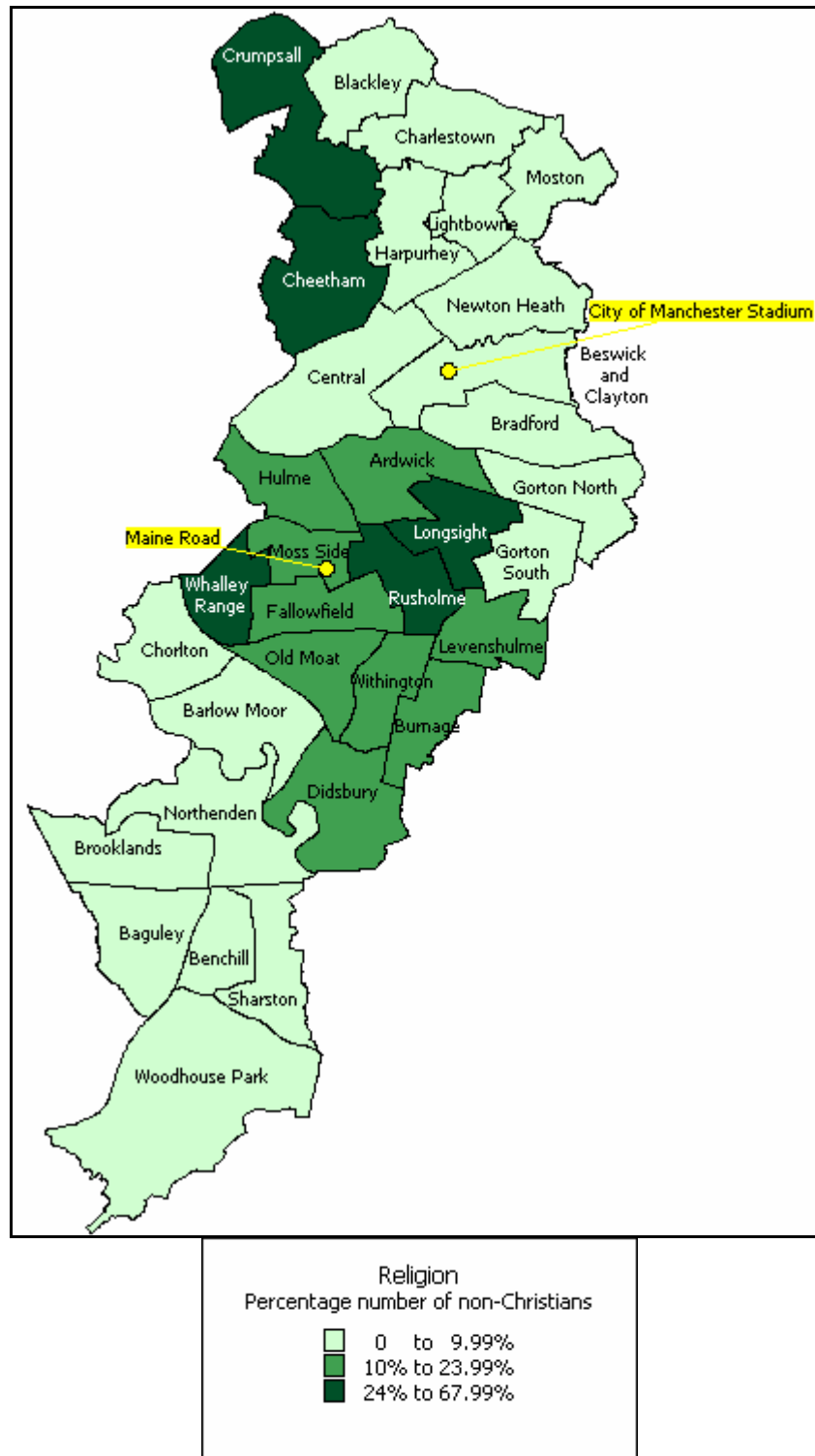
Table 5.13: MCFC Season Ticket Holders 2003/2004 – City of Manchester: IMD Report 2000 and National Census 2001



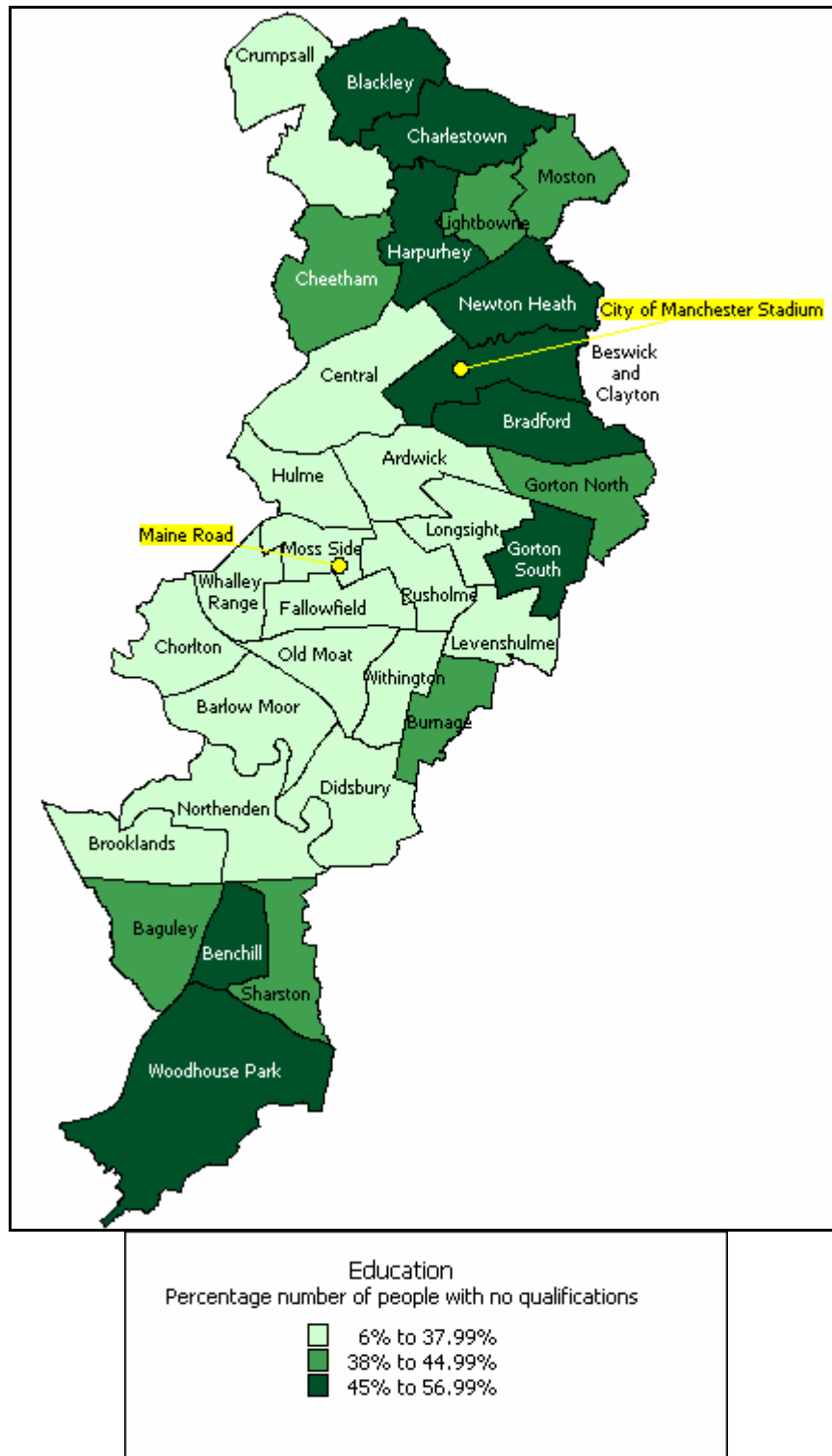
Map 5.16: Index of Multiple Deprivation – City of Manchester



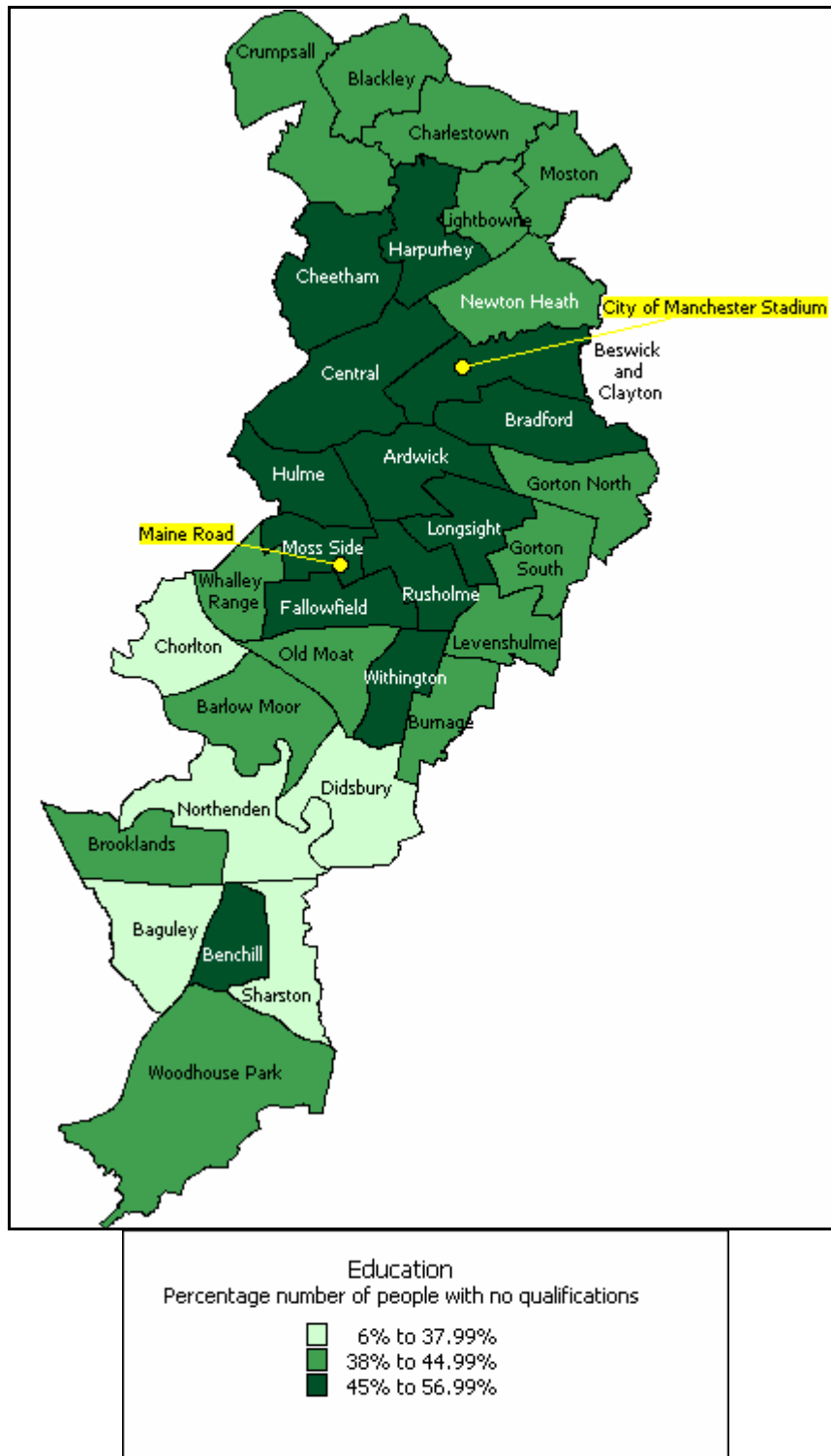
Map 5.17: Minority Ethnic Populations (2001 Census) – City of Manchester



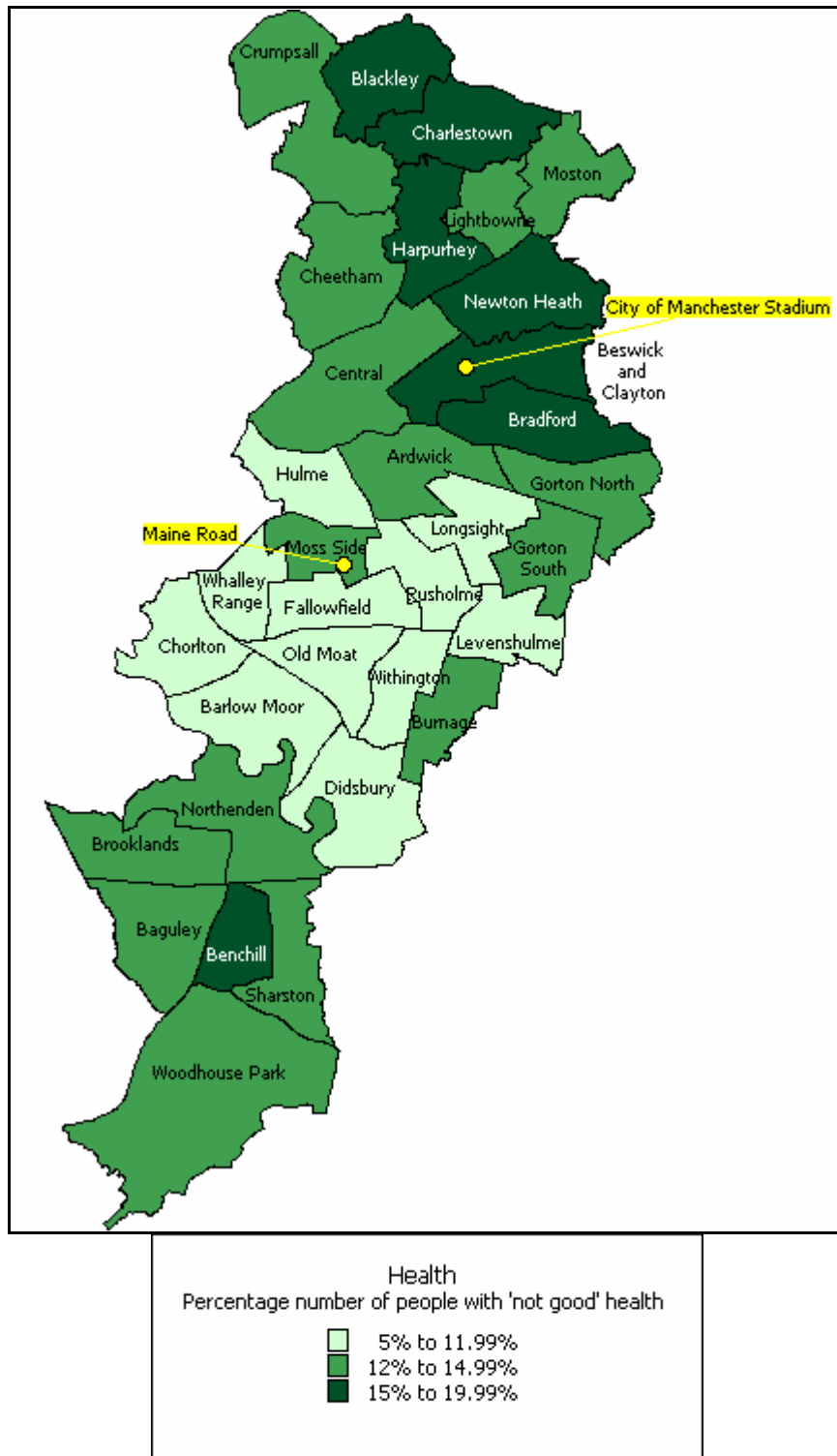
Map 5.18: Minority Religious Populations (2001 Census) – City of Manchester



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



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



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

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 11 Manchester wards for MCFC season ticket holders is 32.61%: 3.51 percentage points higher than the national average of 29.1%. This is lower than the average for the middle 11 wards (39.04%), and lower than the bottom 11 wards (35.99%). This means that:

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

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 11 Manchester wards for MCFC season ticket holders is 53.45%: 7.15% percentage points lower than the national average of 60.6%. However, this figure is higher than the average for the middle 11 wards (45.31%), and higher still than the bottom 11 wards (40.57%). This means that:

- Wards in Manchester with high numbers of MCFC season ticket holders have better rates of employment than wards in Manchester with fewer MCFC 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 11 Manchester wards for MCFC season ticket holders suffering from poor health is 11.72%: 2.52 percentage points higher than the national average of 9.2%. This is lower than the average for the middle 11 wards (13.88%), and lower than the bottom 11 wards (12.93%). This means that:

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

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

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

Members

5.6.9 Table 5.14 shows, in descending order, the spread of MCFC members across the wards of the City of Manchester and a range of information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 11 Manchester wards for MCFC members, 2 are in the top 1% of deprived wards nationally, 7 are in the top 10%, and 2 are in the bottom 90%. This can be compared with the middle 11 wards (3 wards in the top 1% of deprived wards, 4 in the top 10%, and 4 in the bottom 90%), and the bottom 11 wards (5 in the top 1%, 6 in the top 10%, and 0 in the bottom 90%). This information means that:

- Wards in Manchester with high numbers of MCFC members do not differ greatly in terms of multiple deprivation from wards in Manchester with fewer MCFC members.
- Wards in Manchester with high numbers of MCFC members are collectively more deprived than wards in Manchester with high numbers of MCFC season ticket holders.

WARD	MEMBERS	IMD %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Baguley	88	2.85	91.52	2.02	38.08	55.89	13.2
Woodhouse Park	87	0.76	91.11	1.61	45.73	51.9	14.57
Gorton North	80	3.83	90.34	2.02	44.71	53.11	13.89
Brooklands	77	4.50	90.18	2.54	37.62	52.59	13.67
Fallowfield	73	9.58	62.69	18.91	22.39	31.17	9.64
Beswick and Clayton	68	0.20	87.9	2.2	55.37	40.38	17.87
Moston	65	6.55	90.4	2.45	41.69	54.77	13.12
Old Moat	64	13.43	75.17	11.19	22.14	44.37	9.67
Levenshulme	63	10.07	65.12	18.78	29.65	53.01	10.39
Charlestown	62	3.91	91.84	1.82	45.2	48.94	15.55
Burnage	61	6.01	75.8	11.97	39.36	50.6	12.28
Northenden	60	7.61	89.02	3.29	34.93	56.89	13.19
Blackley	58	3.10	91.55	2.19	46.55	46.89	15.41
Didsbury	58	62.11	80.21	10.96	14.87	65.76	7.38
Lightbowne	53	2.50	89.47	2.7	43.34	51.93	13.72
Chorlton	52	33.33	79.33	6.96	16.78	68.58	8.76
Gorton South	52	0.75	76.76	7.86	46.91	45.92	13.27
Benchill	51	0.01	91.36	1.46	51.32	43.22	15.03
Withington	49	34.19	74.13	12.61	16.47	43.04	8.31
Bradford	46	0.26	85.1	3.24	50.79	43.3	15.98
Sharston	44	3.39	92.17	1.87	39.91	57.16	13.85
Barlow Moor	41	11.83	75.48	9.52	22.59	54.49	11.05
Newton Heath	41	0.53	92.19	1.38	52.35	45.91	16.61
Whalley Range	37	9.82	48.86	31.3	22.53	52.83	10.19
Central	36	0.49	73.22	8.68	30.46	37.37	12.81
Moss Side	35	0.87	40.44	18.8	36.04	34.12	13.54
Harpurhey	26	0.19	87.68	2.47	51.47	41.44	18.13
Rusholme	25	9.14	51.6	28.31	19.35	26.56	8.59
Longsight	22	1.25	39.85	37.85	34.23	33.45	11.16
Cheetham	20	1.82	43.34	40.02	44.69	35.65	14.28
Hulme	17	1.76	57.78	12.1	17.62	30.39	9.96
Crumpsall	15	7.56	67.36	28.22	33.93	51.16	14.12
Ardwick	11	0.34	52.1	16.65	35.02	29.77	14.59

Table 5.14: MCFC Members 2003/2004 – City of Manchester: IMD Report 2000 and National Census 2001

5.6.10 With reference to ethnic diversity, Table 5.14 indicates that the average ‘White British’ population of the top 11 Manchester wards for MCFC members is 82.92%: 6.68 percentage points lower than the national average of 89.6%. This is lower than the average for the middle 11 wards (80.40%), but significantly higher than the bottom 11 wards (59.49%). This means that

- Wards in Manchester with high numbers of MCFC members have larger minority ethnic populations than wards in Manchester with middling-numbers of MCFC members, but, in contrast, have significantly lower minority ethnic populations than wards with few MCFC members.
- Wards in Manchester with large numbers of MCFC members, whilst not being the most diverse ethnically in the city, have marginally larger minority ethnic populations than wards in Manchester with large numbers of MCFC 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 11 Manchester wards for MCFC members is 6.86%: 1.06% percentage points higher than the national average of 5.8%. This is higher than the average for the middle 11 wards (5.70%), but significantly lower than the bottom 11 wards (20.53%). This means that:

- Wards in Manchester with high numbers of MCFC members have generally lower minority religious populations than wards with small numbers of MCFC members.
- Wards in Manchester with high numbers of MCFC members are marginally less diverse religiously than wards in Manchester with high numbers of MCFC 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 11 Manchester MCFC member wards is 38.39%: 9.29 percentage points higher than the national average of 29.1%. This is higher than the average for the middle 11 wards (34.95%), and higher again than the bottom 11 wards (34.34%). This means that:

- Wards in Manchester with high numbers of MCFC members generally have poorer education levels than wards in Manchester with fewer MCFC members.
- The populations of the top Manchester wards for MCFC members are less well educated than the populations of the top Manchester wards for MCFC 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 11 Manchester wards for MCFC members is 48.79%: 11.81% percentage points lower than the national average of 60.6%. This figure is lower than the average for the middle 11 wards (52.57%), but significantly higher than the bottom 11 wards (38.06%). This means that:

- Wards in Manchester with high numbers of MCFC members have lower employment rates than wards with middling-numbers of MCFC members, but, in contrast, have significantly higher employment rates than wards with few MCFC members.
- Ward in Manchester with high numbers of MCFC members, whilst not experiencing the lowest employment rates in the city, have lower employment rates than wards in Manchester wards with high numbers of MCFC 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 11 Manchester wards for MCFC members suffering from poor health is 13.08%: 3.88 percentage points higher than the national average of 9.2%. This is higher than the average for the middle 11 wards (12.36%), and marginally lower than the bottom 11 wards (13.09%). This means that:

- Wards in Manchester with high numbers of MCFC members have poorer health levels than wards with middling-numbers of MCFC members, but, in contrast, have slightly better health levels than wards in Manchester with few MCFC members.
- Wards in Manchester with high numbers of MCFC members, whilst not experiencing the poorest health in the city, have poorer health levels than wards in Manchester with high numbers of MCFC season ticket holders.

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

- Do not differ greatly in terms of multiple deprivation
- Have smaller minority ethnic populations
- Have smaller minority religious populations
- Have poorer education levels
- Have higher employment rates
- Have slightly poorer health levels

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

- Be suffering from higher levels of multiple deprivation
- Have slightly larger minority ethnic populations
- Have slightly smaller minority religious populations
- Have poorer education levels
- Have lower rates of employment
- Have poorer health levels

Junior Members

5.6.17 Table 5.15 shows, in descending order, the spread of MCFC junior members across the wards of the City of Manchester and a range of information from the 2000 IMD report and the 2001 national census. The table indicates that of the top 11 Manchester wards for MCFC junior members, 2 are in the top 1% of deprived wards nationally, 8 are in the top 10%, and 1 is in the bottom 90%. This can be compared with the middle 11 Manchester wards for MCFC season ticket holders (5 wards in the top 1% of deprived wards, 2 in the top 10%, and 4 in the bottom 90%); and the bottom 11 wards (3 in the top 1%, 7 in the top 10%, and 1 in the bottom 90%). This information means that:

- Wards in Manchester with high numbers of MCFC junior members do not differ greatly in terms of multiple deprivation from wards in Manchester with fewer MCFC junior members.
- The top Manchester wards for junior members are suffering from similar levels of multiple deprivation as the top Manchester wards for MCFC members, and have slightly higher levels of deprivation than the top Manchester wards for MCFC season ticket holders.

WARD	JUNIOR MEMBERS	IMD %	WHITE BRITISH	NON-CHRISTIAN	NO QUALIFICATIONS	EMPLOYED	POOR HEALTH
Gorton North	25	3.83	90.34	2.02	44.71	53.11	13.89
Didsbury	23	62.11	80.21	10.96	14.87	65.76	7.38
Northenden	20	7.61	89.02	3.29	34.93	56.89	13.19
Burnage	19	6.01	75.8	11.97	39.36	50.6	12.28
Lightbowne	19	2.50	89.47	2.7	43.34	51.93	13.72
Baguley	18	2.85	91.52	2.02	38.08	55.89	13.2
Blackley	17	3.10	91.55	2.19	46.55	46.89	15.41
Charlestown	17	3.91	91.84	1.82	45.2	48.94	15.55
Newton Heath	17	0.53	92.19	1.38	52.35	45.91	16.61
Moss Side	16	0.87	40.44	18.8	36.04	34.12	13.54
Moston	15	6.55	90.4	2.45	41.69	54.77	13.12
Old Moat	15	13.43	75.17	11.19	22.14	44.37	9.67
Levenshulme	14	10.07	65.12	18.78	29.65	53.01	10.39
Beswick and Clayton	13	0.20	87.9	2.2	55.37	40.38	17.87
Brooklands	13	4.50	90.18	2.54	37.62	52.59	13.67
Chorlton	13	33.33	79.33	6.96	16.78	68.58	8.76
Fallowfield	12	9.58	62.69	18.91	22.39	31.17	9.64
Gorton South	11	0.75	76.76	7.86	46.91	45.92	13.27
Woodhouse Park	11	0.76	91.11	1.61	45.73	51.9	14.57
Withington	9	34.19	74.13	12.61	16.47	43.04	8.31
Benchill	8	0.01	91.36	1.46	51.32	43.22	15.03
Harpurhey	8	0.19	87.68	2.47	51.47	41.44	18.13
Bradford	7	0.26	85.1	3.24	50.79	43.3	15.98
Central	7	0.49	73.22	8.68	30.46	37.37	12.81
Whalley Range	7	9.82	48.86	31.3	22.53	52.83	10.19
Longsight	6	1.25	39.85	37.85	34.23	33.45	11.16
Rusholme	6	9.14	51.6	28.31	19.35	26.56	8.59
Sharston	6	3.39	92.17	1.87	39.91	57.16	13.85
Ardwick	5	0.34	52.1	16.65	35.02	29.77	14.59
Barlow Moor	5	11.83	75.48	9.52	22.59	54.49	11.05
Cheetham	5	1.82	43.34	40.02	44.69	35.65	14.28
Crumpsall	4	7.56	67.36	28.22	33.93	51.16	14.12
Hulme	3	1.76	57.78	12.1	17.62	30.39	9.96

Table 5.15: MCFC Junior Members 2003/2004 – City of Manchester: IMD Report 2000 and National Census 2001

5.6.18 With reference to ethnic diversity, Table 5.15 indicates that the average 'White British' population of the top 11 Manchester wards for MCFC junior members is 83.89%: 5.71 percentage points lower than the national average of 89.6%. This is higher than the average for the middle 11 wards (80.13%), and significantly higher than the bottom 11 wards (62.44%). This means that:

- Wards in Manchester with high numbers of MCFC junior members have smaller minority ethnic populations than wards in Manchester with smaller numbers of MCFC junior members.
- It also indicates that wards in Manchester with large numbers of MCFC junior members are less diverse ethnically than wards in Manchester with large numbers of MCFC season tickets holders or members.

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 11 Manchester wards for MCFC junior members is 5.42%: 0.38% percentage points lower than the national average of 5.8%. This is lower than the average for the middle 11 wards (7.87%), and significantly lower than the bottom 11 wards (19.80%). This means that:

- Wards in Manchester with high numbers of MCFC junior members have smaller minority religious populations than wards in Manchester with small numbers of MCFC junior members.
- The top Manchester wards for MCFC junior members are less diverse religiously than the top Manchester wards for MCFC season tickets holders or 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 11 Manchester wards for MCFC members is 39.74%: 10.64 percentage points higher than the national average of 29.1%. This is higher than the average for the middle 11 wards (35.99%), and higher again than the bottom 11 wards (31.92%). This means that:

- Wards in Manchester with high numbers of MCFC junior members have generally poorer education levels than wards in Manchester with fewer MCFC junior members.
- The populations of the top Manchester wards for MCFC junior members are less well educated than the populations of the top Manchester wards for MCFC season ticket holders or 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 11 Manchester wards for MCFC junior members is 51.35%: 9.25% percentage points lower than the national average of 60.6%. This figure is higher than the average for the middle 11 wards (46.87%), and higher still than the bottom 11 wards (41.10%). This means that:

- Wards in Manchester with high numbers of MCFC junior members have higher employment rates than wards with smaller numbers of MCFC junior members.
- The top Manchester wards for MCFC junior members have lower employment rates than the top Manchester wards for MCFC season ticket holders, and higher employment rates than the top Manchester wards for MCFC 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 11 Manchester wards for MCFC junior members suffering from poor health is 13.44%: 4.24 percentage points higher than the national average of 9.2%. This is higher than the average for the middle 11 wards (12.66%), and higher again than the bottom 11 wards (12.42%). This means that:

- Wards in Manchester with high numbers of MCFC junior members have poorer health levels than wards with smaller numbers of MCFC junior members.
- The top Manchester wards for MCFC junior members have poorer health levels than the top Manchester wards for MCFC season tickets holders or members.

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

- Do not differ greatly in terms of multiple deprivation
- Have smaller minority ethnic populations
- Have smaller minority religious populations
- Have poorer education levels
- Have higher employment rates
- Have poorer health levels

5.6.24 It can also be summarised that the top Manchester wards for MCFC junior members are likely to have:

- Higher levels of multiple deprivation than the top Manchester wards for MCFC season ticket holders, and similar levels of deprivation to those of the top Manchester wards for MCFC members
- Smaller minority ethnic populations than the top Manchester wards for MCFC season ticket holders or members
- Smaller minority religious populations than the top Manchester wards for MCFC season ticket holders or members
- Poorer education levels than the top Manchester wards for MCFC season ticket holders or members
- Lower employment rates than the top Manchester wards for MCFC season ticket holders, but higher employment rates than the top Manchester wards for MCFC members
- Poorer health levels than the top Manchester wards for MCFC season ticket holders or members

5.7 Supporter Communities (2) Introduction

5.7.1 In addition to mapping MCFC's supporters, the research team has also adopted a number of strategies to identify 'supporter communities' amongst MCFC's fans, and have questioned how these communities relate to the football club and vice versa. We have also analysed how MCFC's supporters relate to the club's resident/neighbourhood community and the geographical area in which the club's stadia have been/are located. We have interviewed a large number of MCFC football supporters since the project commenced in October 2002, and have undertaken in-depth observation studies with specific groups of fans with which we have negotiated access. Furthermore, we have interviewed MCFC club personnel about the club's formal and informal policies towards different constituencies of fans. We are particularly interested in discovering whether MCFC regards its supporters as a 'community' (or a series of 'communities'), for which distinct policies are required.

5.7.2 The research team is also interested in the informal ways in which football supporters constitute communities, regardless of formal club policies. In much recent academic writing on community, a great deal of debate has taken place on how people maintain communal ties with one another in contemporary society. Questions have been raised about whether people still identify with communities, and whether community-related concepts such as family, kinship and friendship still matter today in the same way that they did in previous historical periods. We are interested in the role that football plays in this debate. It is frequently asserted that football clubs help to build a sense of belonging and identity amongst their supporters and, indeed, the wider constituencies in which they operate. We want to find out whether this is the case, and whether people do indeed maintain community-type relations through football supporting habits and practices.

5.8 MCFC's Supporter Communities – Formal Community Groups and Fan/Club Relations

5.8.1 As evidenced in the mapping section above, MCFC, like most other professional football clubs, has a large and disparate supporter base that spreads over a wide geographical area. This clearly makes it difficult for MCFC to have formal relations with its supporters as a single community or a series of communities.

5.8.2 One way in which the club's fans do organise themselves into 'communities' and relate to the club is through the Official Supporters' Club (OSC). The OSC was established in 1949 and operates through a branch system. The OSC currently has in excess of 100 branches that are based in a variety of locations across the British Isles and abroad.

5.8.3 MCFC's supporters' club branches carry out a number of important functions for the football club and its fans. The majority of supporters' clubs are properly constituted, and have named chairpersons, secretaries, treasurers, and social/travel organisers. Most meet on a fortnightly or monthly basis, and organise tickets and travel for home and away fixtures. Many clubs also organise social events for their members and fund raising activities. Some clubs, particularly those relatively close to Manchester, occasionally organise meetings with club personnel where opinions can be expressed about recent team performances, ticketing, and a range of

other issues. The MCFC team manager, players, and club directors all make appearances at supporters' club meetings, although it is more typically former players and associates of the club who appear as guests.

5.8.4 MCFC's OSC is not the only supporters' organisation at the club. In 1995, the Manchester City Centenary Supporters' Association (CSA) was established when the Stockport branch of the OSC broke away from other OSC branches over the ownership and running of MCFC. Specifically, the Stockport branch of supporters resigned from the OSC when it failed to support the attempt by former City player Francis Lee to replace the then MCFC chairman Peter Swales. Following the Stockport branch's decision to leave the OSC network, other branches followed, including West Yorkshire, South Yorkshire, and Chadderton. In the following weeks, branches that had withdrawn from the OSC met up with a view to forming a new organisation that would support Francis Lee in his bid to become MCFC chairman. A committee was elected, and a new organisation named The Independent Supporters' Association (ISA) was established. Later in 1995, the ISA changed its name to the CSA, and has since established a network of supporters' branches similar to the OSC. The CSA currently has 26 branches with in excess of 3,000 members, and enjoys a formal working relationship with MCFC. It also has its own page in the MCFC match-day programme where it can communicate with its members and the wider MCFC supporter base.

5.8.5 One of the CSA branches is the Chorlton Blues, based in the south-west Manchester district of Chorlton. The branch was established in November 2000 having emerged on a quite informal basis amongst a few local fans who knew each other and for whom the club provided a focus for discussion when they met up for a drink. Eventually they decided to try and bring others along, invite speakers and organise a venue and ultimately joined the CSA. In contrast to the emergence of the wider CSA, the emergence of Chorlton Blues does not seem to have been motivated by any particular gripe, cause or grievance. Rather, it is a supporters' club in the more traditional sense in that it provides a means for a gathering of like-minded souls. Nevertheless, the fact that it has developed a membership base; has regular monthly meetings attracting upwards of a hundred fans at its 'home' upstairs in the South West Manchester Cricket Club; has its own website (www.chorltonblues.co.uk) and monthly newsletter; and is represented on the Manchester City Fans Committee (see below) seems to have been more a product of the personalities of those involved and the support of other CSA branches (particularly Prestwich and Whitefield) rather than MCFC itself. This has occurred despite the articulation of a paternalistic, charitable ethos within the branch which sees Chorlton Blues raising money for charity and almost taking on a community relations role *for* the club.

5.8.6 Since the stadium move, the Chorlton Blues branch's role has broadened. Chorlton is based in the south-west of Manchester, about one and half miles from the old Maine Road stadium to which fans used to make their own way on foot, by bus or by car. The move led to the decision to organise coach transport to the new stadium, which has facilitated greater match-day contact between fans who meet up for a drink in the cricket club before games. Friendship networks appear to have been strengthened and broadened through this process, whilst it has also contributed to the viability of the local cricket club and facilitated contacts between the branch

and the football club, initially in terms of parking arrangements, but subsequently in relation to a broader range of match-day concerns.

5.8.7 However, from our interviews and observations it seems that in some regards the broader networks of communication, sociability and friendship which these developments have facilitated are a by-product of more individual motivations on the part of key activists to develop a closer connection with the club in terms of meeting players, personalities, getting access to the ground and addressing personal grievances. Given the voluntary nature of those activists' involvement, such 'benefits' might be regarded as a payment in kind, a sort of emotional capital from which others benefit on a more informal basis.

5.8.8 It is clearly important for MCFC supporters and the club that the OSC and CSA branches exist. These clubs enable supporters to meet regularly with other fans who live in the same geographical areas, whilst helping them to gain access to club personnel when they have concerns or suggestions over specific issues. These organisations also enable the club to communicate with different 'communities' of fans about a range of important subjects. In this sense, supporters' clubs at MCFC are the principal means through which fans can organise themselves into identifiable communities and communicate with the club. They enable fans to have a 'deeper' relationship with their football club that is not based purely on their status as 'consumers' or 'customers', and can help supporters to feel that they have some influence over club policy and procedure.

5.8.9 Whilst the importance of the OSC and the CSA is clear, it is important to note that the vast majority of MCFC supporters are not members of either organisation. It is also important to note that many MCFC supporters to whom we have spoken do not feel that supporters' clubs are always the most efficient bodies for raising concerns with the club over supporter issues because of their interdependent relationship with the club. To tackle both of these problems, MCFC and a number of the club's supporters established a Fans' Committee in 1998 to act as a formal interface between the fans and the club. The Fans' Committee holds regular monthly meetings where any supporter can raise issues with club staff about which they are concerned. Since 1998, the Fans' Committee has tackled a range of issues including ticketing arrangements (allocations for different groups, concessions), merchandising, match-day catering, stewarding, and potential problems raised by MCFC's move to the City of Manchester Stadium. It is probably incorrect to conceive of the Fans' Committee as an attempt by MCFC to engage with its supporters as a community or a series of communities. Its creation must be understood in the context of Fans' Forum initiatives across the FA Premier League, and is regarded by some as a simple corporate customer consultative forum. However, this initiative is at least an example of how supporters can relate to their football clubs as more than mere consumers.

5.8.10 The only other formal supporters' initiative that currently exists at MCFC is the Disabled Supporters' Club (DSC). The DSC works with MCFC to promote the interests of disabled fans and to maintain good relations between disabled fans and the club. Through regular monthly meetings, the DSC provides a forum for disabled fans to discuss any problems that they may have with access, ticketing or facilities. Disabled supporters at MCFC also benefit from the services of the club's Disability Liaison Officer who is based at the club's ticket office. Her role is to deal

with all ticket, car parking and general enquiries relating to disability issues, and to assist disabled MCFC fans when travelling to away fixtures.

5.8.11 MCFC's DSC and the club's employment of a Disability Liaison Officer is a clear example of the club establishing formal structures to relate to one specific 'community' of supporters. MCFC clearly believe that disabled supporters at the club share specific and identifiable concerns or problems that must be addressed through formal processes and mechanisms. It is noticeable, however, that other groups of supporters with shared interests, such as low incomes or 'ex-pat' status, are not currently addressed in the same way or afforded the same institutional status.

5.8.12 In addition to the OSC, the CSA and the DSC, MCFC supporters have on occasion organised *themselves* into identifiable groups or 'communities' over issues that, they believe, the club is not currently addressing. One example of this process is the recently constituted Atmosphere Action Group (AAG) that emerged during the early part of the 2003/2004 football season. The AAG was specifically created to act over the perceived lack of match-day atmosphere at MCFC's new City of Manchester Stadium. The group has met with club officials on a number of occasions to request the constitution of a formal 'singing section' within the stadium, and has taken forward other initiatives such as the creation of flags and banners that are designed to inspire the team and other supporters. MCFC has acted on a number of requests from the AAG, including allowing the group to hang large banners in the stadium. The club is also committed to meeting with the group in the future, and has promised to discuss ways of rearranging seating in the City of Manchester stadium to help 'singing' fans to sit together.

5.8.13 What emerges from the information presented above is an acknowledgment of the importance of MCFC to its supporters that extends beyond the match-day experience. MCFC supporters are organised, and organise 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. It is notable, however, that at present MCFC supporters' engagement with their club is addressed in a largely reactive manner with little in the way of a coherent structure for communication and dialogue. This is not an issue of seniority, as the Managing Director, Operations Manager, Stadium/Safety Manager and Marketing Manager are all currently involved in dealing with supporter-related issues through the Fans Committee. What is more significant is the apparent lack of clarity in the role that the club sees fans playing within the club. The current arrangements run the risk of generating a situation in which supporters are regarded as problematic customers, presenting moans and pet gripes, rather than being an integral part of the club and a valuable community resource in their own right.

5.8.14 In this regard, given the demands on clubs to engage with 'community concerns' and the social inclusion agenda, it may well be inappropriate for specific groups of supporters, such as those with disabilities, to be marked out as 'different' - as a genuine 'community' concern - when others are not given the same treatment. It might well be more appropriate to regard all supporters as constituting communities that can benefit from, and contribute to, the club's development, profile and social responsibilities.

5.8.15 The central supporter community issue at MCFC (and other football clubs) is always likely to relate to match-day access, and the desire amongst fans for the club to organise its ticketing policy in such away as to make it as accessible as possible, whilst maintaining operational viability. As a result, it may be the case that MCFC's 'community policies' could be broadened out beyond the more conventional 'outreach' work to find ways of addressing the issue of match-day access to the club for economically or socially excluded fans. MCFC could also broaden out its conception of supporter communities and view them as being potential ambassadors, community advocates, historians, mentors, hosts, guardians and voluntary community servants at both a formal and informal level. This is a particularly significant issue in a context where the club has recently relocated, thereby producing potential tensions between the club's new neighbourhood community and what might be regarded as unwanted interlopers. Equally the affinity and topophilia felt towards Maine Road by MCFC supporters will not easily be transferred to the new stadium site and, whilst we will consider this issue in greater depth in the next report, it may be worth considering the role that both supporter communities and neighbourhood communities have and might play in facilitating this transition.

Summary

5.8.16 In summary, it can be stated that:

- MCFC has a geographically widespread support
- MCFC has a large Official Supporters' Club (OSC) with in excess of 100 branches
- Supporters at MCFC have also created the Centenary Supporters' Association (CSA) that has in excess of 3,000 members spread across 26 branches
- OSC and CSA branches perform a number of roles for their members and for MCFC. Some branches are community-type organisations based around friendship and sociability. Others perform a bridging role between MCFC and its supporters
- MCFC supporters have developed other formal fans' groups, such as the Atmosphere Action Group, around specific issues
- MCFC has a Fans Committee that, despite being regarded by some as a simple customer consultative forum, is an example of how the club can interact with its supporters as more than mere consumers
- MCFC regards its disabled supporters as a distinct community group
- Other supporters at MCFC are not regarded as community groups for which distinct policies are required. Nor are they considered to be a community resource by the club

5.9 *MCFC's Supporter Communities – Informal Community Groups*

5.9.1 In addition to considering formal relationships between supporter communities and MCFC, the research team also has a wider interest in understanding how MCFC supporters relate to one another, and how fans use their support of MCFC to sustain or create community-type relations with fellow supporters. As stated at the outset of this section, a number of sociologists are currently investigating the relevance of concepts such as community, friendship, kinship and family in

contemporary society. The research team is interested in determining football's place in establishing or preserving relations based around these concepts, and investigating whether football still produces for people the senses of belonging that have traditionally been associated with the game.

5.9.2 To analyse how MCFC 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. Through these questions, we have sought to assess the degree to which MCFC supporters maintain family relations and create friendship groups around the club, and have analysed what the lived experience of football and community is for many fans.

5.9.3 When questioned about their introduction to MCFC and their early years as supporters, many fans stressed the importance of family members in their choice of football club. The majority of supporters started attending matches with their fathers, older brothers, or other family members. A typical example of how supporters were introduced to football by their fathers is provided in the following quote:

Well I started attending with my Dad of course. My Dad and my uncles were dead keen supporters and had followed City since the early days in Hyde Road before they even went to Maine Road ... Their love of everything City rubbed off on me. I suppose and it gave us something in common. I liked going with my Dad in the early days, but after a while I was old enough to go on my own or with my friends.

5.9.4 This fan was typical of a number of supporters to whom we spoke who started attending matches with family members. A number of interviewees also expressed the importance of MCFC in maintaining family relationships, particularly as families grew older and moved away from one another. One supporter stated:

I wouldn't see me Dad if it weren't for City. I haven't lived near me Mum and Dad for years, although we talk on the phone all the time. But I still go to the match with me Dad and it still gives us something to talk about. I don't know where we'd be if it wasn't for the football. Even Mum gets involved sometimes. She knows what it means to me and Dad, and she's always joking with us about spending too much time watching City. It's just been a constant really, always been there.

5.9.5 Another supporter also expressed to us the importance of sharing his love of MCFC with his recently born son, and was particularly concerned that his son should not support another football club:

I'd be gutted if he started supporting [Manchester] United. I just couldn't cope. I know it's shameless indoctrination really, but I will bring him up as a City fan no matter what. I've

already started buying him City gear, and I'm always trying to get him to say 'City'. His Mum goes mad with me, but I think she understands really. Don't get me wrong, I know it's daft. But I never really had that with me Dad, and I just want me and him to go to the match together and play on the back garden and all that stuff. It's what having a son is all about isn't it?

5.9.6 These quotes show the importance of MCFC in maintaining family relations. Indeed it is not uncommon for pictures of babies to be featured on the *S'port City* pages of the club programme in full City kit, whilst on one occasion a scan of an unborn baby was featured along with its Junior Blues membership. Whilst most of the supporters to whom we spoke commented specifically on the importance of the football club in maintaining father/son relationships, others did express the importance of MCFC in father/daughter relationships and, in one case, mother/daughter relationships. Indeed, many respondents expressed the general importance of MCFC to the identity of their family, regardless of gender. They presented their football support as something that the whole family had inherited from previous generations. They regarded it as a legacy and as something to be jealously protected and maintained. For them, the family's shared support of MCFC was something that defines who they are and where they come from. This can take on a rather different form in the context of patterns of population migration. Whilst the father of one family we have engaged with was a post-war migrant from Ireland, his three sons and daughter have established more rooted Mancunian identities through their fierce loyalty to the club which has now been extended to the next generation.

5.9.7 In addition to analysing the role of MCFC in maintaining family relations, the research team has also investigated how the club maintains or establishes friendship network of various types. We are interested in how MCFC, and the other case study clubs for that matter, help to establish friendships at different levels. We have questioned supporters about whether they have friends who they have met through supporting MCFC, and have sought to determine whether these friendships are always specific to the context of football or whether they can develop into deep and supportive inter-personal relationships.

5.9.8 The research team have discovered a range of friendship types that have been established through people sharing their support for MCFC. One supporter to whom we spoke stated that he had met nearly all of his friends through supporting MCFC or through associated activities such as playing Sunday League football. This supporter always travelled to MCFC's home and away games with the same group of friends, and met with this group on two or three occasions during the week in a local pub. The supporter summed up his relationship with his MCFC-supporting friends:

For me going to the match isn't only about the football. It's also about seeing all that lot [his friends]... We've been going for years now and I'd trust that lot with anything. Half of 'em drive me mad most of the time, but that's mates isn't it? ... I don't know if we'd grow apart if it wasn't for City, I've never really thought about it to be honest. But we see each other half the time anyway, always round each other's houses and that,

and in the pub. I suppose City helps though 'cause it always gives us something to moan about.

5.9.9 The friendships that this supporter had established through supporting MCFC were amongst the most important relationships in his life. For him, the friendships that he had made via his supporting habits had developed into deep, supportive and close ties that gave structure and regularity to his non-working life. MCFC had enabled this supporter to meet many of his friends, and the club's matches continued to provide important occasions where he and his friends could 'enact' and 'refresh' their mutual relationships.

5.9.10 A large number of MCFC fans that we interviewed also had friendships that had been established through their support of the football club. Many fans, however, did not necessarily maintain deep, regular relationships around the game, but rather just spent time with their 'City mates' on match-days. Even these relationships, though, were often maintained for years, and were frequently regarded as being important by supporters. One MCFC supporter explained to us that his football friendship group was quite informal and did not really exist outside of the football stadium, but for him had formed a central and recurrent part of his life. He explained:

Where I used to sit [at Maine Road], people always sat in the same place and you got to know 'em. You'd see their youngsters grow up, like mine. You'd become almost personal friends, but the only time you'd see 'em is at football matches and you'd only know their Christian names because they'd sit where you'd sit.

5.9.11 In addition to supporters such as these, others spoke, not of the friendships that they had developed through attending football matches, but rather about the simple acquaintances that had emerged around their football supporting habits over the years. These supporters did not necessarily know the names of people who sit near to them at matches, and certainly did not categorise them as friends, but did regularly see the same people at matches and felt a certain familiarity with them. One MCFC supporter explained that people who used to sit near to him at Maine Road had become 'almost like neighbours':

I've seen generations grow up at Maine Road. I've seen little lads brought in in arms ... A few years later they'll be about four feet tall and the next thing is they'll be bringing their own kids.

5.9.12 For this supporter, the sense of community that came from being a MCFC supporter was rooted simply in his knowledge of fellow supporters with whom he regularly shared a particular area of space within Maine Road. Throughout his time as a supporter at Maine Road, he came to understand who attended matches together, which supporters were related to each other, and who was a regular supporter and who was not. This was enough to integrate this respondent into a football supporting community within which he felt comfortable and 'at home':

For me going to Maine Road was like going to your local [pub]. You'd see the same faces, nod to the same people and occasionally have a chat with the odd one. It isn't like I have lots of friends who go to City, but I always feel like I know lots of people.

5.9.13 This fan's response indicates the different levels at which the lived experience of football and community can operate for MCFC supporters. Some fans that we interviewed attend matches with close family members and friends that they have known for years. Others attend with work colleagues and people they had befriended more recently. However, for others it is simply enough to see the same faces each week and occasionally share that recognition with a fellow fan.

5.9.14 In recent years, a number of MCFC supporters have begun to establish and maintain new types of relationships around the football club through the use of internet technology. There are a large number of MCFC supporter websites, many of which contain 'message boards' or similar areas where supporters can swap views and information with each other about the football club and a range of other issues. The research team's work with 'internet communities' of MCFC fans has only recently begun. However, from this initial work it is noticeable that large numbers of supporters are regularly congregating on the club's message boards, and that many of these fans are from disparate geographical areas. This means that the internet is enabling MCFC supporters to establish relationships, not only with fellow supporters who happen to live in the same geographical locale, but also with fans across the British Isles and abroad. This is an interesting, relatively recent development that will be reported on at greater length in the research team's final report.

Summary

5.9.15 In summary, it can be stated that:

- Many MCFC fans stress the importance of family in their 'choice' of football club
- MCFC helps to sustain family relationships amongst geographically dispersed family groups
- MCFC helps to create bonds for new family groups
- Many MCFC fans stress the importance of the football club in establishing and/or maintaining friendship relationships at various levels
- Some MCFC supporters are now establishing and/or maintaining community-type relationships through the internet

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 Sheffield United 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. MCFC 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 be 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?