

Event Programme



Supporters
Summit 2016



THE Blizzard

THE FOOTBALL QUARTERLY



Welcome

Welcome to London and to Wembley, our striking national stadium, for the 2016 Supporters Summit brought to you by the Football Supporters' Federation and Supporters Direct.

Our thanks must go to the Football Association for making Wembley available to us today. Their support has played a significant role in allowing this event to be free to all fans.

It will be the first Supporters Summit since the passing of the pioneer of the Trust movement, Brian Lomax. As many will know Brian's work at Northampton Town led him to become the first elected supporter director of a professional football club in England. He went on to work for SD in a number of roles, including chairman, with a down-to-earth warm approach which defied his steely determination to improve the lot for supporters. His legacy lives on through the work of the Trusts and supporter owned clubs, and he is sadly missed.

This is the fifth time our two organisations have come together for this annual event. We're looking forward to welcoming fans from

across the country, and we trust that it will be a productive day of discussion and networking for you all.

Kicking off the morning session is our Q&A with the incoming chairman of the Football League, Ian Lenagan, where you will be able to put your questions to him on some of the upcoming changes to their competitions, and other Football League initiatives.

We will also be holding separate workshops through the day on a range of issues including: ticket prices, diversity, campaigning and dialogue between clubs and fans. You can find full details about all of these sessions on pages 8 and 9.

The range of discussions and speakers will hopefully offer something for everyone – the format will allow you to debate the issues and ask the questions you want answered throughout the day. If you're still not satisfied and have more to discuss, there's plenty of time for networking during the day, and we expect the chat to continue in the bar this evening!

We hope you all enjoy your day.

Every three months we produce 190+ pages of top-notch writing on a range of football-related topics from across the world, and throughout history. Each issue is an eclectic mix of all that's good about football writing, featuring around 20 articles from the world's best football writers who are passionate about the stories they want to tell.

Available in a both digital and hard copy formats on a pay-what-you-like basis from www.theblizzard.co.uk



Brian Burgess
chair
Supporters Direct



Malcolm Clarke
chair
Football Supporters' Federation

- 09:30 ● Registration opens
- 10:30 ● Football Supporters' Federation and Supporters Direct opening remarks, and Q&A with incoming Football League chairman Ian Lenagan.
- 11:45 ● Morning workshops:
Fan Culture
Fans For Diversity
Structured Dialogue between clubs and supporters
What is the secret to a good supporter-led campaign?
- 12:45 ● Lunch and networking
- 14:15 ● Afternoon workshops:
Creating Change - Scrutiny, Protest & Pressure
The National Game/Non-League
SD Kitemark
Where now for ticket price campaigns?
- 15:30 ● Closing Session
- 17:00 ● Finish - Cash bar remains open until 19:00



For further information on the Opening Session, see page 6.
Summaries of all workshops can be found on pages 8 and 9.

The Blizzard

The Blizzard is a quarterly football journal edited by Jonathan Wilson, featuring a rotating cast of some of the world's best football writers producing long-form articles on all aspects of the game. Available on a pay-what-you-like basis in digital formats from as little as 1p per issue, you will find a print edition of Issue Twenty One in your delegate packs today www.theblizzard.co.uk

Community

Community are a modern union for a changing world. Their members come from all industries and walks of life, but they have one thing in common... they all want to get on at work and do right by their families. Member benefits include: professional employment advice, representation at work, training and bursaries, legal employment services and health and safety protection www.community-tu.org

Football Beyond Borders

The FBB methodology combines football training sessions delivered by FA qualified coaches with mentoring and tutoring programmes focused on giving educational and employment support to young people in some of London's most deprived estates and schools. Participants also work toward fundraising and organising an annual international football tour www.footballbeyondborders.org

Membership Plus

Membership Plus is a membership marketing print and mailing expert working with over 110 membership organisations including Rangers Football Club, the RFU (Including England Rugby Supporters Club) and numerous other sports bodies. Specialising in membership card and other print and mailing services, Membership Plus is regarded as one of the market leaders in the sector www.membership-plus.co.uk

Men's Health Forum

Men's Health Forum carry out research, raise awareness and advocate for men's health. They provide health information and advice as well as turning their research into something practical and useful which will improve the health of men and boys www.menshealthforum.org.uk

Toga Sports

Toga Sports produce their own range of high quality football kits, at an affordable price. They began from grass roots with their football kits sold on eBay from their front rooms and since then have, become one of the UK's leading suppliers of football kits and team wear www.togasports.co.uk

Meet the Football League chairman

It has been a summer of great change at the Football League, and not just at executive level. Ian Lenagan joins the organisation at a time of rebranding (they are now known as the EFL), and when the organisation's competitions are undergoing an overhaul.

The Football League Trophy, formerly the Johnstone's Paint Trophy, begins a one year trial this season which sees sixteen Category One academy sides in a new group-stage format.

There has also been talk of a proposed revamp to the overall league structure, with the addition

of eight sides to make up four divisions of 20, rather than the current three divisions of 24.

The clubs will not vote on the planned structural changes until the summer of 2017, but there will be plenty of consultation and discussion between now and then, at terrace as well as boardroom level, in Ian's first year in post.

Ian will be talking about the planned changes, as well as a number of other Football League initiatives in an interview with Guardian journalist Owen Gibson; fans will have their chance to quiz him on some of the details in a Q&A session afterwards.



Owen Gibson

Owen Gibson is the Guardian's chief sports correspondent. He joined the newspaper in 2001, working as media and sports news correspondent, and from 2010 to 2012 he was Olympics editor, covering the build up to the London Games.

In recent years his attention has turned to the ongoing Fifa scandal and fallout from the expulsions of Sepp Blatter and Michel Platini, and he is a regular voice on the excellent Football Weekly Podcast.



Ian Lenagan

Ian, from Scholes near Wigan, is the incoming chairman of the Football League, and was unanimously recommended by the organisation's nomination committee for the role, replacing Greg Clarke on 10th June.

His background is as an entrepreneur and businessman, and he is variously chairman/owner of Wigan Warriors rugby league side, a shareholder in London Broncos and a theatre producer. He has been on the Football League board since 2013, being a director of Oxford United (a role he relinquished upon his appointment as chairman of the Football League).

Football League Plans

Speaking at the launch of the Football League restructure proposals, FSF chair Malcolm Clarke said:

"These proposals include sweeping structural changes that could have ramifications for supporters in the Football League, Premier League, National League, and beyond.

"One of the unique aspects of the game in this country is how deep the roots go. Clubs at step five of the football pyramid and below have magnificent levels of support that equivalent clubs in other countries could only dream about.

"The FSF would like to kick-start a national debate among fans on the future structure of our game and, should these ideas remain on the table, we will hold a full and detailed consultation with supporters at all levels of the game to find out their views on these proposals."

Football League Trophy

SD has been consulting members about proposed EFL changes including the introduction of PL U21 teams into the EFL Trophy competition for a trial period.

From over 800 individual responses there is a clear nervousness amongst supporters that the introduction of PL U21 teams into the EFL Trophy is just the first step to the inclusion of these teams within the pyramid, with 95% of respondents in complete opposition to this. 72% are firmly not in favour of the overall proposals for league restructure.

Supporters have shared fears that the proposals won't just have a damaging effect on their individual clubs but on the game as a whole. SD will continue to work closely with members to gauge opinion and look forward to presenting our results to the FL as part of their consultation.

93%

of the more than 500 fans who voted were against the introduction of Premier League U-21 sides into the Football League Trophy.

Poll conducted on the FSF website



Workshop overview...

Workshops will run in two separate time slots (11:45 to 12:45 and 14:15 to 15:30) with four running at any one time, allowing a broad range of subjects to be covered. There is no requirement to sign up to groups in advance, simply head along to those which interest you on the day.

First Session – 11:45 to 12:45

Second Session – 14:15 to 15:30



Fan Culture (The Wembley Suite)

A chance to get an insight into the workings behind the voice of the fan media, with input from the traditional (*The City Gent*, Bradford fanzine) and the new (*The Fighting Cock*, Spurs podcast and *The Anfield Wrap*, Liverpool podcast) on what motivates them to do what they do. A perfect opportunity for creative fans to get together, and existing fanzine writers or podcasters or vloggers to network and share their experiences.

Creating Change - Scrutiny, Protest & Pressure (The Atrium)

Looking at the different roles Trusts play when there is conflict between clubs and their supporters. From protesting for a change in ownership to professional, credible scrutineering of decisions made in the interests of the club, Trusts play a varied and important role in creating change. Three Trusts (Blackpool, Newcastle United and Charlton Athletic) will discuss their current position and past experiences followed by a Q&A session.



Fans For Diversity (The Atrium)

An update on the Fans For Diversity project from FSF Diversity and Campaigns Manager Anwar Uddin on the work undertaken in 2015/16, and plans for the coming year. Pride in Football will also be on the panel, presenting their work and updating fans on the situation with regards to LGBT fan groups and campaigns across the country.

The National Game & Non-League (The Wembley Suite)

The Premier League gets all the attention, but there's a huge amount going on across the country that goes unreported. This workshop is an ideal place for fans interested in the lower leagues to come together and discuss the issues that affect them and their clubs, with input from Mike Bayly (Non-League Day), Mark Harris (EvoStik League chairman) and Tim Fuell (Media officer, Hayes and Yeading).



Structured Dialogue between clubs and supporters (The Wembley Suite)

A recap from James Mathie on the campaign to ensure a minimum level of communication and consultation between supporters and leaders of clubs. Premier League and Football League clubs now both have obligations for 2016/17, this workshop will look at what they are, and how we can continue to work together to improve and develop the commitments that have been made.

SD Kitemark (The Wembley Suite)

Developing a set of simple standards for professional sports clubs to demonstrate their commitment to their supporters and community. This session offers the chance for delegates to discuss the important attributes that make up a well-run club with Martin Cloake from THST and SD's James Mathie.



What is the secret to a good supporter-led campaign? (The Atrium)

With a focus on the Olympic Stadium Coalition and The Dons Trust 'Back in 2 Ticks' ground sale campaigns, we hear from key people involved (including Kat Law from THST, Richard Hunt from CAST, Jeremy Gardner from QPR 1st, Jane Lonsdale from The Dons Trust and SD's Nicola Hudson) to find out the secrets of their success, and will discuss the learnings for future campaigns and collaboration.

Where now for ticket price campaigns? (The Atrium)

Michael Brunskill from the FSF will lead a discussion on the work undertaken in the ticket price campaign - successes in the form of the £30 Premier League away ticket cap, as well as taking soundings on how best to tackle the issue throughout the Football League.



Exhibitors

Right Now Digital

Right Now Digital brings together the latest news and social media content in well-designed web and mobile apps which easily integrate into your digital portfolio. They have developed a sophisticated methodology for creating content experiences that fans love and will come back to again and again on a regular basis and can create brand new websites and apps in a matter of days. Visit their stand for a live demonstration at 1.30pm, or head to rightnowdigital.com

Kick It Out

Kick It Out is football's equality and inclusion organisation, working throughout the football, educational and community sectors to challenge discrimination, encourage inclusive practices and campaigning for positive change www.kickitout.org

Fans Supporting Foodbanks

The result of the joint efforts of fans from EST 1878 and Spirit of Shankly to collect food to help those in impoverished areas of their City under the tagline Hunger Doesn't Wear Club Colours.

Women's Aid

Since 1974, Women's Aid has been at the forefront of shaping and coordinating responses to domestic abuse. As a federation of over 220 organisations, they provide more than 300 local lifesaving services to women and children across the country. They provide expert training, qualifications and consultancy to a range of agencies; this includes professionals working with survivors or those commissioning domestic abuse services and awards a National Quality Mark for services which meet their quality standards www.womensaid.org.uk

goalsoul

From Sheffield, the birthplace of the beautiful game, goalsoul create visually stunning and unique football t-shirts infused with spirit, style and quality. Their original designs celebrate the iconic players, teams and memorable incidents in football's rich and diverse history www.goalsoul.net

Brilliant Memorabilia

Brilliant Memorabilia are offering fans the chance to own an Official Gold Disc commemorating 50 years since England won the World Cup. Featuring the Baddiel & Skinner/Lightning Seeds "Three Lions" anthem, the 12" disc is signed by 1966 legend Sir Geoff Hurst MBE.



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Supporters Summit 2016

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