

Football and Regeneration Scottish Urban Regeneration Forum 'Measuring the Value'

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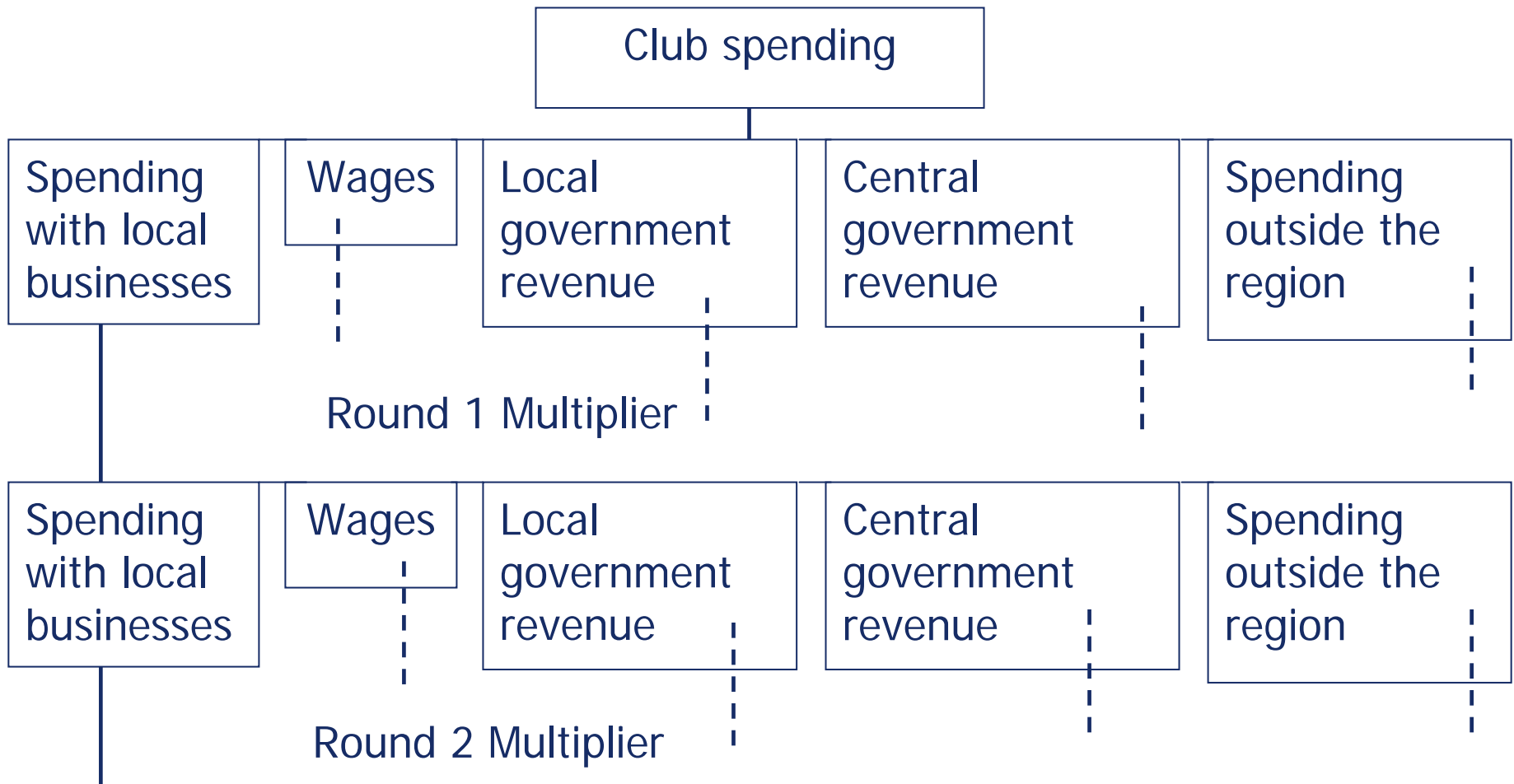
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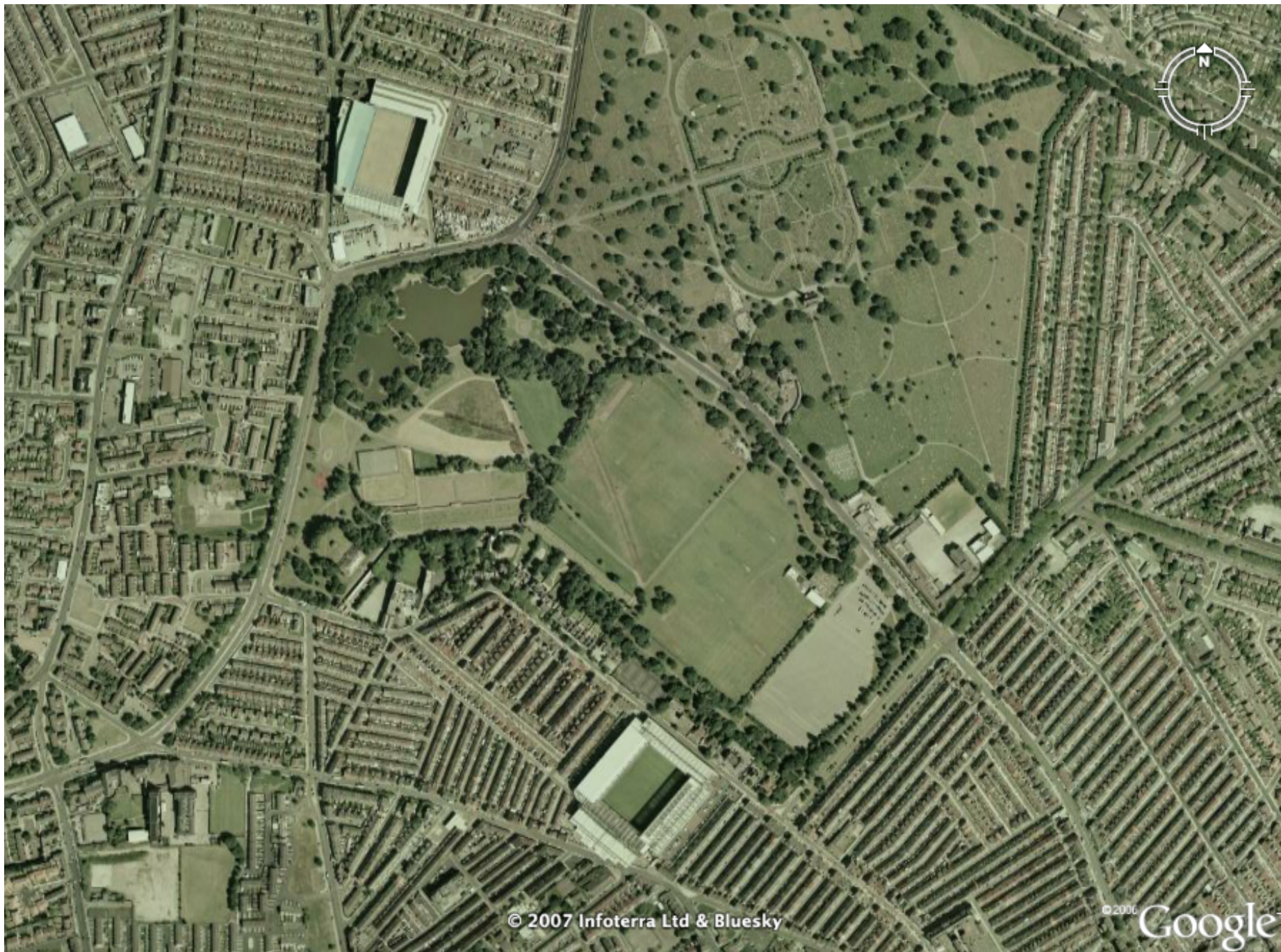
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Measuring the Value

- A club has an effect simply due to its very presence
 - The club trades with other businesses
- Spectators spend when a match is played
 - A different type of spectator spends when a one-off match is hosted (i.e. a semi-final at a neutral venue)
- Through building a new stadium
 - A different trading arrangement with other types of business

Measuring the Value





Measuring the Value

The 'multiplier effect' of club's spending

- for every £1 spent (combined)
 - 34 pence remains within the Merseyside economy
- Local retail
 - 5% of total sales (i.e. 5p in the £)
 - 53% of nearby business - no gain whatsoever
- local employment
 - 3,000 jobs dependent (some 2,000 FTE)
- negative impact
 - litter, noise, 'invasion' of community

Measuring the Value

- (Economic) Development in the community
 - Difficult to assess (a question of method)
 - Fails to capture confidential spending (e.g. players wages)
 - Fails to relate the wealth at the top of professional football as part of the response to local deprivation
 - Fails to place at the heart of professional football engagement with host community
 - Health, education, training, crime and safety, housing, community empowerment, environment...





FISH
AND
CHIPS

WALTON BRECK
ROAD

THE HAPPY WOK
FISH & CHIPS
CHINESE & ENGLISH MEALS TO TAKE AWAY

Linda's COFFEE SHOP
BREAKFAST - LUNCH - TEA & COFFEE 284 1117

Breakfast & Lunch

Linda's COFFEE SHOP

PIZZAS

Linda's
COFFEE
SHOP



Measuring the Value

- New Stadia and Social Regeneration
 - The Anfield/Breckfield community can be at the centre of this development
 - Two inner-city wards in North Liverpool with Liverpool Football Club's stadium and Stanley Park at their centre
 - An 'impact' area of around 6000 homes
 - A dense urban grain of Victorian terraced housing including many flat conversions
 - Deepening deprivation and environmental decay, general public sector retrenchment, post office and retail closures



NEWS
AGENT



Liver
laundrette

HB
N/A
10/11

HB
N/A
10/11

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HARRY STREET







JOHN'S BARBER SHOP

BARBER SHOP

1084

SWEEPED ZONE

SEVIN

0151 474 3200

20
ZONE

20
ZONE

Measuring the Value

- Connect the professional club to the host community
 - Understand the psychological impact of a club on the community
 - As a civic institution demonstrate institutional responsibility
 - Support the community
 - To develop their own facilities and capabilities
 - To help them to manage their own futures
 - Be a source of local identity (not 'fandom' identity)
 - Inspire the development of the community rather than development in the community

Measuring the Value

- How can this be achieved?
 - Involvement in community governance
 - Help set out plans for the future on the key regeneration issues (health, education, skills, employment, crime...)
 - Community involvement in club governance
 - Give the community a say in the strategic future for the Club's presence in the community
 - Dedicate resources to empower community
 - Ask the community for a business case for this
 - Help develop a positive community psychology
 - Support a 'can do' mentality, demonstrate a shared sense of purpose, use the Club brand in the image-making of the community (help make a new place!)

Summary: Measuring the Value

- Professional football clubs have an economic, social and cultural impact
- They need 'assistance' to realise their responsibility
- They are civic institutions
- They are key players in making places
- They will not do this unless they hear an argument and see a benefit
- The regeneration community has to convince professional clubs that this is the case