Last year’s conference in Glasgow was an amazing event, with a variety of presentations, lots of debate and new friends made. One of the key aspects of The Football Collective (FBC) is to provide greater opportunities for support for PhD / ECR students and academics alike. Glasgow delivered on this and allowed us to respond to feedback (or the vibrations we hear!) to keep challenging the status quo with respect to speakers and panels. We are indebted and extremely thankful to Sean Huddleston for his custodianship and leadership. Thank you. This continues and grows now in Sheffield with Rob Wilson and Dan Plumley taking on the mantle of conference organisers this year.

The purpose of the FBC is clear. We want to enhance the narrative around the beautiful game, provide evidence for decision makers and affect policy change. We want the football industry to realise its potential.

The conference in Sheffield this year brings us one step closer to realising that goal. By bringing new and early career researchers together with older, experienced scholars we generate new and innovate solutions to the game’s complex problems. But it is no use talking to ourselves if we want to support real change. We must engage with our sector, bringing practitioners together to hear our stories and enabling them to contribute to ours.

The FBC wants to continue to high quality events that provide a platform for critical and collegiate support; the dissemination and discussion of research findings; the development of research ideas; and the enhancement of collaboration across the collective. Sheffield gives us this opportunity!

With our very best wishes for an outstanding conference,
Dan (for and on behalf of the FBC Board)
Sheffield is famed for its role in forging the beautiful game. Home to Sheffield FC, the world’s oldest football club; home to the world’s oldest, continually used ground, Hallam FC; home of the Youdan Cup, the world’s oldest football trophy; home of the first floodlit match at Bramall Lane; home to the Sheffield and Hallamshire FA, the largest local association; and home to one of the world’s largest grassroots leagues in the Sheffield and District Junior Sunday Football League. Not forgetting two, giant professional clubs in Sheffield United and Sheffield Wednesday. This 2019 Football Collective annual conference takes place in this unique, special and footballing rich city, bringing a network of football researchers, practitioners and scholars together, in Sheffield, for the first time.

2019 marks forty years since Trevor Francis became the first footballer to break the £1 million transfer barrier when he signed for Nottingham Forest. It was a watershed moment in transfer history, signalling the beginning of more aggressive and expensive transfer spending.

Four decades on, £1m transfer fees are almost non-existent at the top table, with some players exceeding £100m, and now it is seen as a mundane transfer window when clubs fall short of spending £1bn.

This year’s conference will look to scrutinise the business of football to find solutions that will benefit clubs, their players, their fans and their local communities. It will also put football’s lucrative ideologies aside, and will also explore both the commercial and human benefits football can bring to the general population. The generation of wealth might be important to those at the very top of the game but supporting smaller projects is the lifeblood for the game’s growth. From grassroots to hyper-commodification, we will hear how we can shape the future of the ‘beautiful game’ by increasing participation from women, improving the representation of black, Asian and minority ethnic (BAME) communities as well as highlight the positive impact it can have on mental health.

We’re delighted that you have been able to join us, submitting so many incredible abstracts to share at this unique event. We have some brilliant keynote panels lined up covering women in leadership, mental health and BAME, a terrific networking social event at Kommune on Thursday evening and more than 75 parallel sessions.

You’ll notice more students and Early Career Researchers than ever before. Be supportive as you always are. We thank the students from Sheffield Hallam University’s Sport Business Management programme – they will keep us to time and make sure each of the parallel rooms operate efficiently.

Please respect the 15+3 rules in each session to give everyone their platform to excel.

We hope you enjoy the conference!

Rob and Dan, Conference Organisers 2019
Thursday 28th November

REGISTRATION

CONFERENCE INTRODUCTION - THE TONY CURRIE SUITE

KEYNOTE 1 - THE BUSINESS OF WOMEN IN FOOTBALL (AMÉE GILL) - THE TONY CURRIE SUITE

FOOTBALL COLLECTIVE MENTORSHIP LAUNCH (Paul Kitchin) - THE TONY CURRIE SUITE

COFFEE

PARALLEL SESSIONS (4X4)

Football History Track
(Chair: John P Wilson)
The Tony Currie Suite

Sheffield: the home of football?
(Stuart Gibbs)

Cultural Politics Track
(Chair: Joel Rockwood)
International Suite

A Golden Partnership – Watford Museum and Watford Football Club
(Sarah Price

Women's Football Track
(Chair: Darren Whitehouse)
Level 1 Suite

Female Football Fans: Responses to a New Age of Women's Football
(Stacey Pope)

Sport Economics/Finance Track
(Chair: Dan Plumley)
Boardroom

Rising stars: competitive balance in low Asian football leagues
(Earleku Mondal)

No session

PARALLEL SESSIONS (4X4)

Football History Track
(Chair: Steve Bullough)
The Tony Currie Suite

Funeral Cards – Sledging rivals
(Lady Florence Dixie and the Football Girls

Mental Health Track
(Chair: Lee Edmondson)
International Suite

"From wonder kid to Billy Elliot to a world class academic" – Featuring a nervous breakdown (Neil Grayson)

Football Stakeholders/ Governance Track
(Chair: Chris Porter)
Level 1 Suite

The Feasibility of Fan Ownership Model in the Greek Professional Football Clubs
(Panagiotis Papageorgiou)

Football Events & Politics Track
(Chair: Paul Kitchin)
Boardroom

The Global Football Tourism League: Analysing the football tourism phenomenon
(Felipe Tabata)

LUNCH

COFFEE

PARALLEL SESSIONS (4X3) + POSTERS ON LEVEL 2

Mental Health Track
(Chair: Chris Platts)
The Tony Currie Suite

Mental health in football/sport
(Toon Buck)

BAME Track
(Chair: Jeff McCarthy)
International Suite

Managing Change to Achieve Sustained Success in High Performance Sports Organisations (HoPSo) in 2019
(olle Cederman)

General Track
(Chair: Dan Parncutt)
Level 1 Suite

The experiences of black male youth footballers at the academy level
(Shaill Simms)

General Track
(Chair: Paul Kitchin)
Boardroom

Is dribbling the way forward in Women's Football?
(Laurie McGonigal)

FOOTBALL COLLECTIVE BOARD MEETING - BOARDROOM

EVENING SOCIAL - KOMMUNE
Friday 29th November

REGISTRATION

Keynote 3 - Diversity & Inclusion: Football leaders’ resistance to the Rooney Rule (Emy Onuora) - The Tony Currie Suite

COFFEE

Parallel Sessions (4x5)

11.00

Political Economy Track (Chair: Danny Fitzpatrick)
The Tony Currie Suite

The hollowing out of grassroots football: ‘commercialisation’ and the partialisation of public space (Donny Fitzpatrick)

The following out of grassroots football: ‘commercialisation’ and the partialisation of public space (Donny Fitzpatrick)

Family co-participation in physical activity through sports-based intervention: an evaluation of UEFA Foundation’s ‘Open Goals’ programme (Leanne Burton)

A Social Return on Investment Analysis of the Premier League Kicks Programme of Leeds United Football Club (Josh Dean)

Media/Social Media Track (Chair: Robbie Millar)

Man City Dog: The Changing Economics of Football Media and News Value of Footballing Celebrity in an Age of Social Media (Jonathan Cable)

Football club social media strategies on a tribal and polarised climate (Jake McCarty)

Guerilla girls? A thematic analysis of English newspaper coverage of the England national women’s team at UEFA Women’s Euro 2017 (Scott Williams)

Commodification of Childhood: A deviant leisure examination of grassroots football (Grace Detalcher)

All that glitters is not gold: Narratives of nation in the press during the Colombian El Dorado period (1948-1954) (Peter Watson)

The resolution of grassroots international football (Curtin) and the management of sporting events for aprroached countries (Jael Rodwood)

12.00

Football & Sociology Track (Chair: Beth Clarkson)

Level 1 Suite

Understanding Arsenio Wenger sociologically: Field, Habitus and the ‘Gun Saine’ Effect (Gavin Maindon)

An exploration of the experiences and coaching intentions of elite Scottish players to enter a coaching career (Laura Wallace)

#walkustothe: football fan activism in Premier League (Meghan Deacon)

The Psychology Behind Refereeing in Football: An independent mentoring programme in Premier League Kicks (Matt McGinn)

12.20

General Track (Chair: Christian Brandt)

Boardroom

Children before players: Rights of child and agents in football (Serhat Yilmaz)

Children before players: A transnational case study of child rights in football (Paul Darby)


Never, Ever Have I Felt So Good: Explaining the rise of eccentric football (Matt McGinn)

12.40 - 13.40

LUNCH

Parallel Sessions (4x5)

13.40

Football and Diversity Track (Chair: Paul Widdow)
The Tony Currie Suite

A Sport For All? Three Sided Football, Rainbow Laces and Finding a Way Not to Win. (Breno Pelllack)

A Cross-National Investigation For Evaluating the impacts of Gender Equity Initiatives in the Football Workplace: A Sequential Explanatory Mixed Method Design (Gabriele Salomon)

"From Zero To Hero" - Lived Realities of Sierra Leonean Football Players in and out of Grassroots in Scandinavian Football Clubs (Eva Sjövall)

Flavoured football consumers? Transnational fandom and sourced migrant’s social identities (Chris Stone)

14.00

Media/Social Media Track (Chair: Rob Wilson)

International Suite

Media agenda-setting and perceptions of visiting football fans: ‘off-the-pitch analysis of the 2018 FIFA World Cup in Russia (Mikhail Balun)

Listening to the sound of hyper-commercialisation (Paul Whitty)

The unexpected history of anticipated sports broadcasts: Broadcasting of sports events in Czechoslovakia in the years 1947-1989 (Marek Gvozdik)

Football, the police and mass media in Germany – a field of tension. But what does this have to do with social work? (Fabián Fritz)

Organized soccer fans in the US: Between collective action and hyper-commercialized sports entertainment (Markus Gerke)

14.20

Youth Football Track (Chair: Mohammad Forooz)

Level 1 Suite


The Psychology Behind Refereeing in Football (Chair: Claudia Winterson)

An exploration of the transformation of football-related disorder in England (Party Thomas)

The role of relegation and social network analysis in understanding the interactions, stabilisation and ties of stakeholders within the growing academy environment (Ryan Thomas)

Challenges and opportunities in the FA Women’s Championship: Reconceptualising the transition from amateur to semi-professional football status in England (Alison Forbes)

An independent mentoring programme in Scottish Football using a Community of Practice model (Robert Keilty)

14.40

Supporter Ownership Track (Chair: Richard Irving)

Boardroom

Researching Football Supporter Social Movements (Mark Turner)

The Supporters Ownership Movement in English Football (Chair: Beth Clarkson)

The real living wage employers in UK professional football clubs: A case study of Luton Town FC (Peter Prowse)

No session

No session

15.00

Football Collective Conference Social

Venue Kommune

Thursday 28th November

from 7.30pm till late...
The FBC Mentor programme

We are conscious that the development of these informal networks will be easier for some rather than others; therefore, we have created a slightly more formal approach to help people both access support and support others. Under the leadership of Dr Paul Kitchin we have developed The Football Collective Mentorship programme and are delighted that it will undergo a formal launch at the FBC Conference here, in Sheffield.

Mentorship programme aim: To encourage and empower individuals to develop their professional capacities within the multidisciplinary academic fields of the Football Collective.

More details can be found here, please check it out and get involved however, you feel relevant: https://footballcollective.org.uk/the-football-collective-mentorship-programme/

CONTRIBUTING TO THE COLLECTIVE

We are committed to facilitating research insight, ideas and debates through our social media and the website. As members you have several opportunities to contribute:

1. Engage – with content shared through supporting others, share, engage, follow-up personally
2. Contribute – blog on your research, ideas or analysis of topical issues

We encourage all to contribute or engage with knowledge exchange. The details for submitting blog articles is here: https://footballcollective.org.uk/contribute/

The FBC podcast is a relatively new addition. Huge credit to Joshua Dean for leading this area of work and congratulations on the news you will embark on your PhD research at Sheffield Hallam University. We are interested in developing other podcast host opportunities via The FBC podcast. Moreover, there are always opportunities to contribute to our management board, to develop and oversee a podcast plan (as part of the social media strategy), or bid for hosting our annual conference.

For more information, to discuss ideas for new books, or to submit a book proposal, please contact either the lead series editor, Dr Jamie Cleland (Jamie.Cleland@unisa.edu.au) or the publisher, Simon Whitmore (simon.whitmore@tandf.co.uk).

Books published in this series:

- Fan Activism, Protest and Politics, Andrew Hodges, 2018
- Football Fandom and Consumption, Oliver Brooks, 2019
- Football Fandom, Protest and Democracy, Dağhan Irak, 2019
- Football in Fiction, Lee McGowan, 2019
- African Footballers in Europe, Ernest Yeboah Acheampong, Malek Bouhaouala, Michel Raspaud, 2019
- Football as Medicine, Peter Krstrup and Daniel Parnell, 2019

Critical Research in Football book series

Published by Routledge on behalf of The Football Collective

The Critical Research in Football book series showcases the inter-and multi-disciplinary breadth of debate relating to ‘football’. The series defines ‘football’ as broader than association football, with research on rugby, Gaelic, Australian rules and gridiron codes also welcome. Including monographs, edited collections, short books and text books, the series features work by leading experts in the field while consciously also affording space to emerging voices in the area, and is designed to appeal to students, postgraduate students and scholars who are interested in the range of disciplines in which critical research in football connects.

For more information, to discuss ideas for new books, or to submit a book proposal, please contact either the lead series editor, Dr Jamie Cleland (Jamie.Cleland@unisa.edu.au) or the publisher, Simon Whitmore (simon.whitmore@tandf.co.uk).

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Our Keynote Panellists

A key aim of the Football Collective is to provide a platform for new and Early Career Researchers to showcase their work on a supportive stage. Following in the footsteps of our previous events, we are delighted to have three terrific speakers in Sheffield.

First up is Amée Gill from Durham University. Amée will open our conference this year, exploring the value and importance of women in leadership roles in football. To close our conference on Day 1, Gary Souter, a mental health professional and PhD student from the University of Leicester will demonstrate the importance of understanding the impact of mental health on the professional game. Gary will interview a professional player as part of his unique panel. Our final keynote panel and opening the second day of our conference, Emeka (Emy) Onuora will discuss his own PhD research which investigates the barriers BAME leaders face in achieving senior positions in the beautiful game.