

**SD**

supporters direct

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BUILDING SUSTAINABLE SPECTATOR SPORTS CLUBS THROUGH  
SUPPORTERS' INVOLVEMENT & COMMUNITY OWNERSHIP

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**Hola!**

# Kevin Rye

# Supporters Direct

October 8<sup>th</sup> 2011

APMAE Associació de Petits i Mitjans Accionistes  
de l'Espanyol  
Centre Civic Cotxeres de Sants  
Barcelona

- **I have worked at Supporters Direct since 2004 as a Development Officer and Head of Communications/Media**



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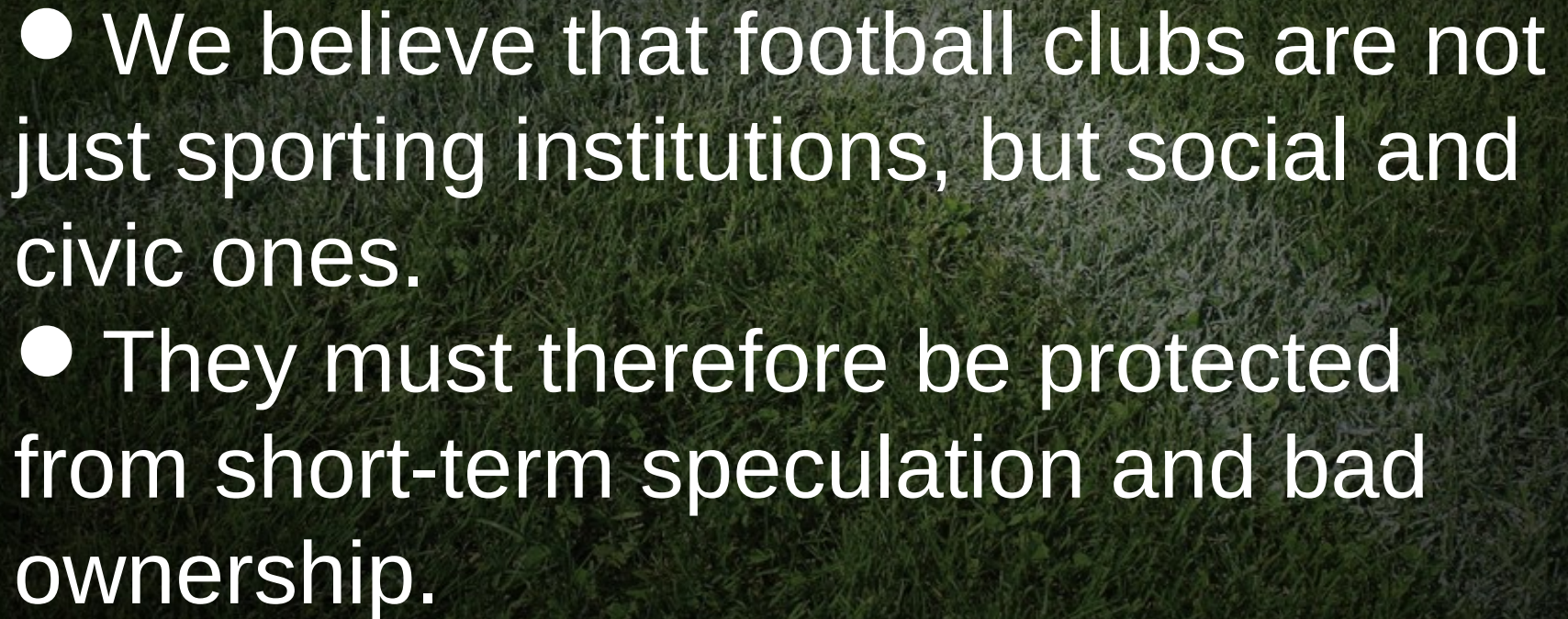
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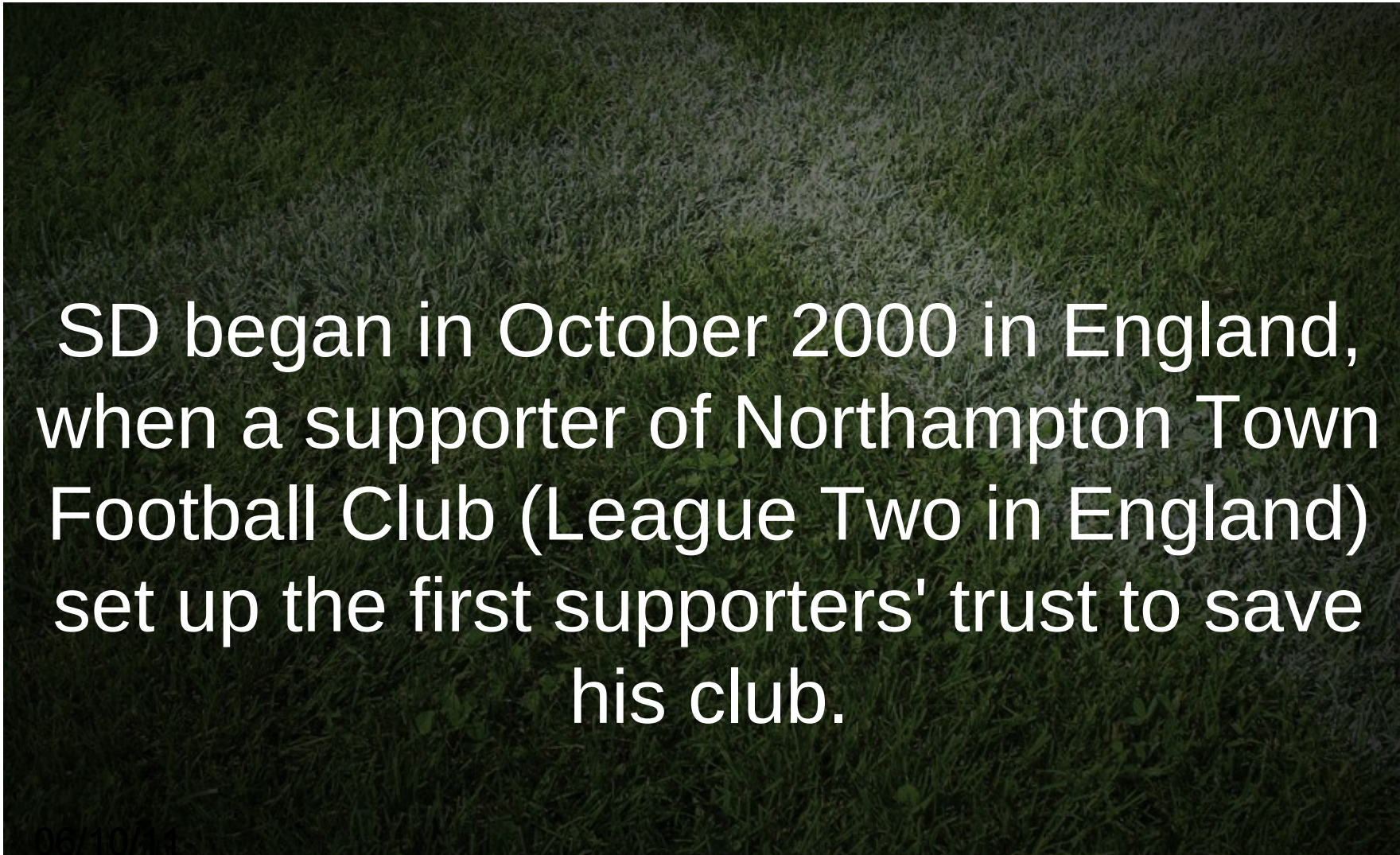
A dark, close-up photograph of a grassy field, likely a football pitch, serving as the background for the main text.

**What does Supporters Direct do?**

The background of the main content area is a close-up, slightly blurred photograph of a green grass field, likely a football pitch, with some darker patches and shadows.

***"Our goal is to promote sustainable  
football clubs based on supporters'  
involvement & community  
ownership"***

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- We believe that football clubs are not just sporting institutions, but social and civic ones.
  - They must therefore be protected from short-term speculation and bad ownership.

The background of the text area is a close-up, slightly blurred image of green grass, likely from a football pitch, with some darker patches and shadows.

SD began in October 2000 in England, when a supporter of Northampton Town Football Club (League Two in England) set up the first supporters' trust to save his club.

- Supporters' Trusts, are democratic, not-for-profit associations open to all supporters.
- They aim to be involved in the ownership and running of their football clubs.
- This is done by owning shares and electing directors to the boards of those clubs






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We have helped to establish supporters'  
trusts at over 65% of the top 92 football  
clubs in England.



Some own shares

Some have directors on the board

Some own their clubs




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A dark, high-contrast photograph of a grassy field, likely a football pitch, serving as the background for the main text.

SD helps to represent the views of  
supporters' trusts to the football  
authorities; government and to other  
interested groups and organisations



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A dark, close-up photograph of a grassy field, likely a football pitch, with the text overlaid in the center.

Why do we work across Europe?

The background of the text is a dark, high-contrast photograph of a grassy field, likely a football pitch, with the grass blades clearly visible.

In 2007, we published a report showing  
that supporters all over Europe had  
similar problems, and would benefit from  
our help.



Because all supporters in Europe face  
similar problems, eg:

- Owners, directors and presidents who ignore the voice of supporters
- Clubs in serious and long-term debt
- Poor regulation of clubs

The background of the main content area is a close-up, slightly blurred image of green grass, which is darkened to provide a high-contrast background for the white text.

In Spain we support the work of FASFE, who are also affiliated to SD.

We advise on campaigning, policy, support the development of their network, and attend events and conferences.

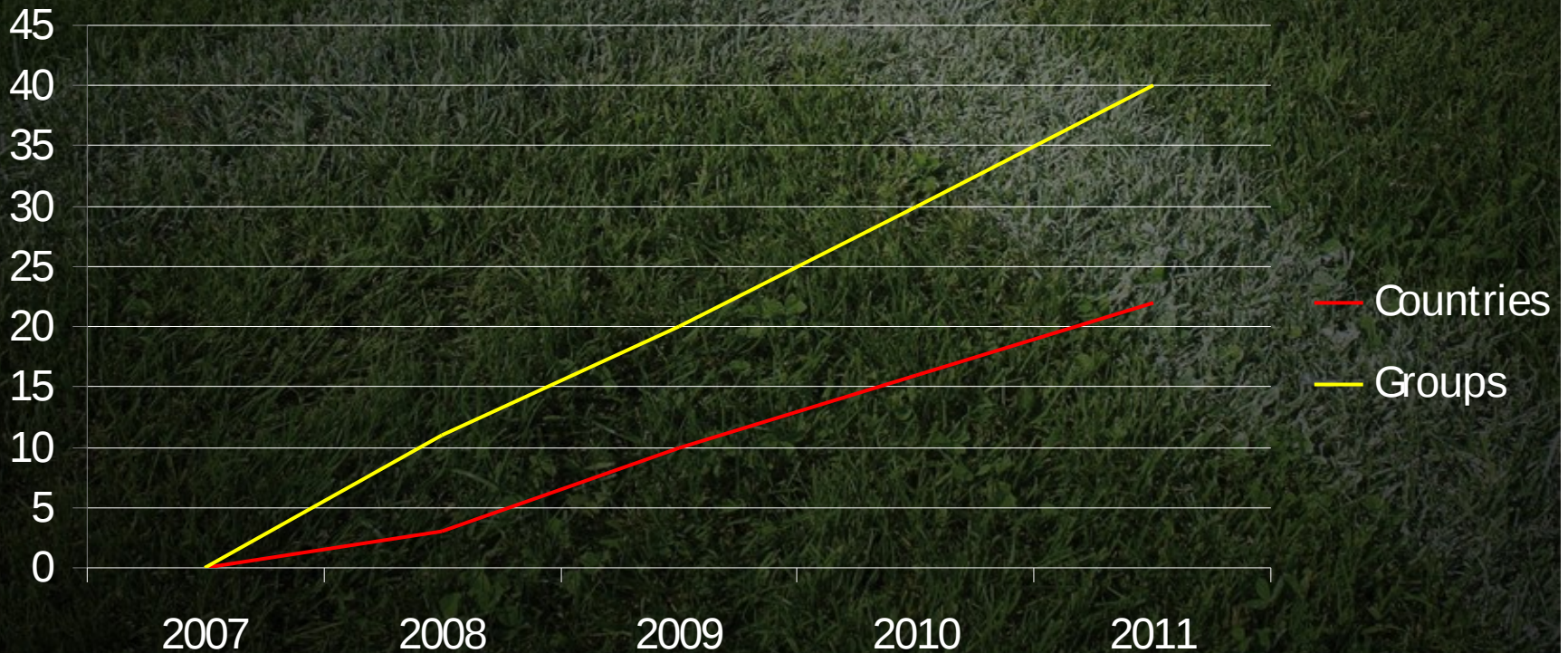


The background of the slide is a dark, close-up photograph of a grassy field, likely a football pitch, with the grass blades clearly visible.

# Some of the other countries we work in:

- France
- Italy
- Croatia
- Sweden
- Republic of Ireland
- Belgium
- Cyprus

## The growth of SD in Europe since 2007



# The work of Supporters Direct in Europe

**Set up  
new  
groups**

***New  
Brondby***

**Develop  
existing  
groups**

***Ancona***

**Advise  
groups on  
takeovers**

***Galway/  
Drogheda***

**Re-  
form/set  
up clubs  
as  
supporter-  
owned**

***SK  
Beveren/  
Cavese***

**Advise  
existing  
supporter-  
owned  
clubs**

***Anorthosi  
s  
Famagusta/  
Cork  
City***

**Train and  
develop  
national  
networks**

***Italy,  
Spain,  
Sweden***

**Project  
manage  
SLO  
Project  
with UEFA  
(Art. 35)**

***Liaise with  
clubs, NAs,  
leagues,  
EC and EP  
on good  
governance***

**We also speak to UEFA, the European Commission and Parliament and other pan-European bodies on behalf of our members and supporters across Europe on issues important to us all.**



**Muchos Gracias!**

**Any questions?**