

FC United of Manchester

Manchester's Leading Cooperative
Sports Club

January 2012



FC United. Fans and Football United





Outline

- Background
- Approach
- Future



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Background

Origins

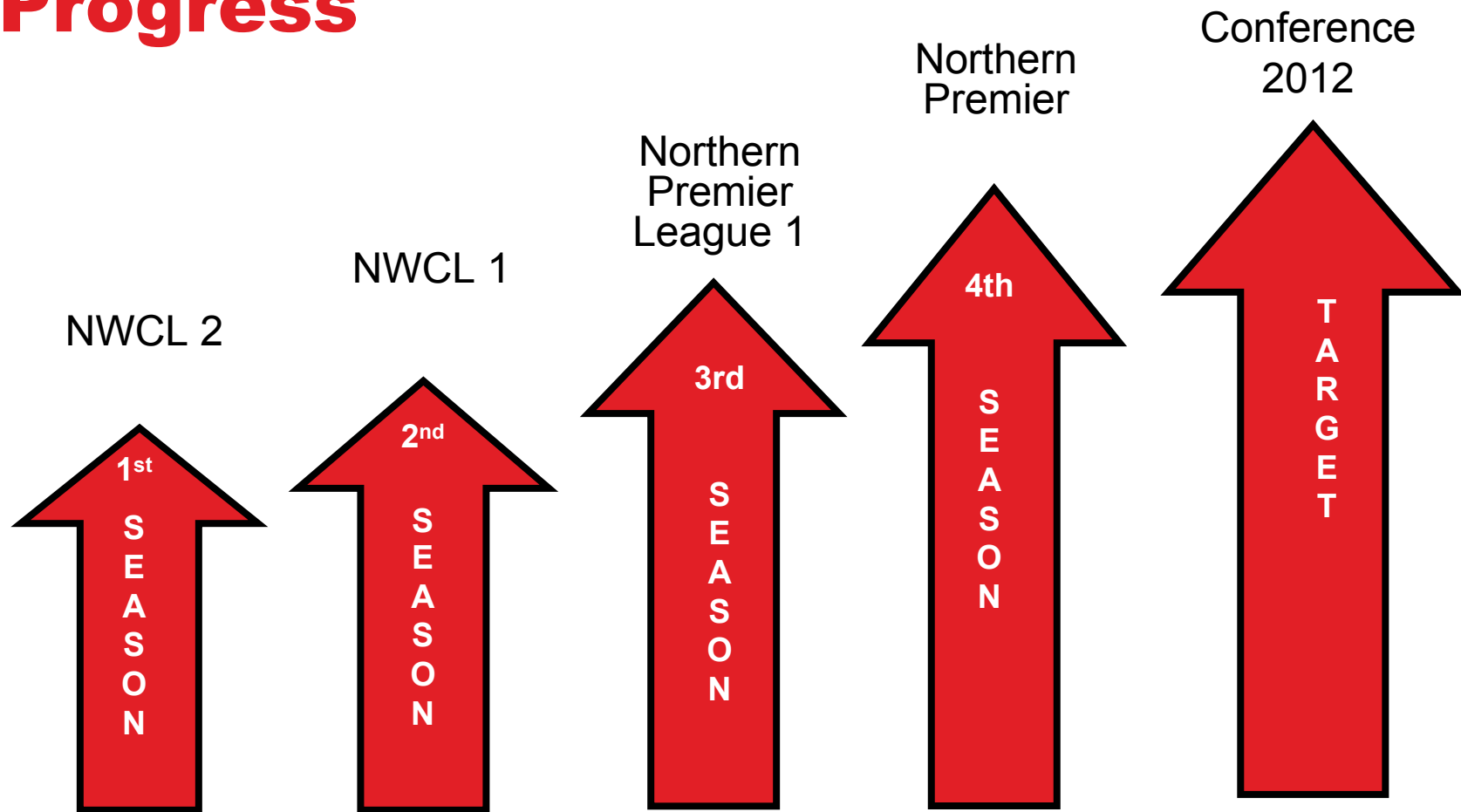
- Formed June 2005 - Glazer takeover; disenchanting and disenfranchising fans
- Formed on Core Principles:
 - Democratic, not for profit, one member one vote
 - Creating access and participation through football
 - Community Commitment
 - Youth focus
 - Manchester focus
 - 'Accessible and of benefit to all the communities of Greater Manchester'



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Progress



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Development 2005-2012

Fans

- c.3,000+ members
- Average attendance – 2,000
- Up to 30% Under 18
- High female participation
- Accessible to low income families - £8, £2
- Atmosphere – 90/90 culture
- Over 1000 season tickets

Club

- Elected board of 11 people
- General Manager, Secretary and 4 FTE
- 2 general meetings a year
- Up to 300 Volunteers
- Democratic decisions on name, badge, board, shirt, prices, rules



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Communication

- FCUM website can be found at www.fc-utd.co.uk
- Currently over million page views per month
- Up to 12,000 unique users per day
- The site contains features and a news section plus results and is used to communicate club information
- FCUM TV and Radio output
- Twitter 19k+ & Facebook
- Weekly e-newsletter with 7,000 subscribers and a telephone news service



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Partnerships

- Community Commitment
- Business
- Local Authority
- Education
- Football Association and Junior Clubs



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Facilities

- Developing own ground
- Ability to host on-site community activities
- New 3G pitch and sports facilities
- Junior Football Club links
- Fit with local regeneration/sport development plans
- Potential for health, education facilities
- Club offices



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Finance

- Grant Funding £2.4M
- Club Funds £2.2M
 - Community Shares £1.6M
 - Donations £0.6M



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Moving Forward

‘An alternative model for football club ownership that puts people and community first.’



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