



## Title information

### FIT AND PROPER PEOPLE



LIES  
THE ~~RISE~~ AND FALL  
OF OWNAFC

MARTIN CALLADINE  
AND JAMES CAVE

### Fit and Proper People

The Lies and Fall of OWNAFC

By Martin Calladine and James Cave

#### Key features

- First-hand account of how a football app spiraled wildly out of control, costing fans hundreds of thousands of pounds
- Gripping piece of investigative journalism from two football reformers who helped expose OWNAFC at great personal cost to themselves
- Part true-crime, part sports book, it has interest far beyond football, touching on failures in corporate governance, the media and the criminal justice system
- Martin Calladine writes about football reform and sporting ethics and is the author of *The Ugly Game: How Football Lost its Magic and What it Could Learn from the NFL*
- James Cave is a journalist and leading campaigner on lower- and non-league football issues, running the Against League 3 campaign
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

In 2019, an app called OWNAFC hit the market promising football fans the chance to buy and run their own club. Just a few months later it collapsed, leaving customers hundreds of thousands of pounds out of pocket. *Fit and Proper People* tells the story of the business that was supposed to revolutionise the game, the people who lost out and the violent consequences suffered by those who tried to hold OWNAFC to account. The book uncovers how poor regulation and the financial structure of English football make clubs easy prey for unsuitable owners and how, time and again, the fans are left to pick up the pieces. With the aborted launch of the European Super League, there is finally widespread recognition that billionaires, venture capitalists, broadcasters and tech businesses must no longer be allowed to dictate the future of the game. *Fit and Proper People* is a powerful exposé of the state of football and a call to properly protect clubs and to involve the people who really love them – the fans – in how they are run.

#### Details

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