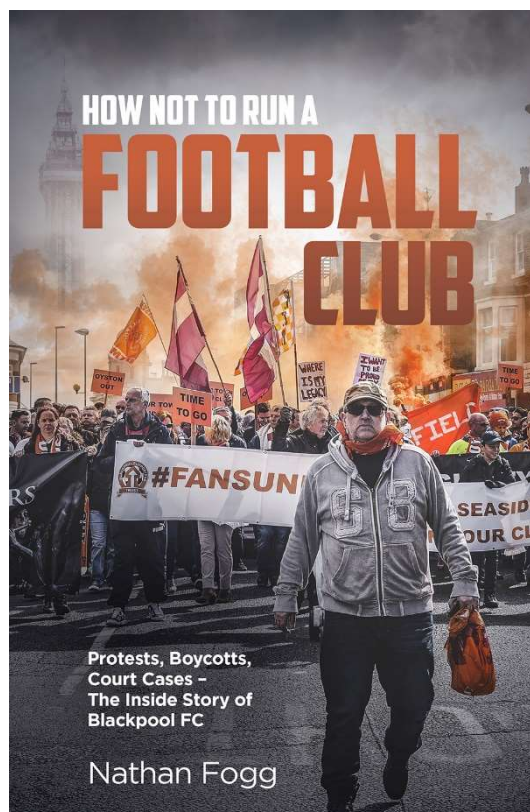




## Title information



### How Not to Run a Football Club

Protests, Boycotts, Court Cases and the Story of How Blackpool Fans Fought to Save Their Club

By Nathan Fogg

#### Key features

- Tell-all story of one of the biggest scandals in British football
- The blueprint of football ownership gone wrong – reveals what every fan needs to know if it happens to their club
- A lifelong Blackpool fan, Nathan was part of the fans' forum that the club owners, the Oyston family, tried to sue for defamation
- Exclusive interviews with key fans, ex-players and staff, plus the Oystons themselves
- Takes you inside the courtroom for fan litigation, and the explosive case between the Oystons and minority shareholder Valeri Belekou, which led to the enforced sale of the club in a landmark case
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

On a sweltering day in May 2010, Blackpool achieved the impossible dream. The Seasiders booked their ticket to the Premier League in a thrilling play-off final win, with all the riches that came with it. Twenty-four hours later, while everybody else was celebrating, the Oystons were meeting to plan how they would take it. Ian Holloway and his side fought bravely for survival, becoming the nation's second team with their swashbuckling style. Behind the scenes, the club was falling apart. Buckets collected rain leaking through the training ground roof. The manager's office could have the heat or lights on, just not at the same time. The Oystons paid themselves nearly £30m. It took five years for Blackpool to suffer three relegations back to the basement of the Football League. When fans hit back, they were sued. Chairman Karl Oyston told a fan he was on a 'never ending revenge mission'. *How Not to Run a Football Club* is the inside story of how one family nearly ran a football club to its death. And how a community brought it back.

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