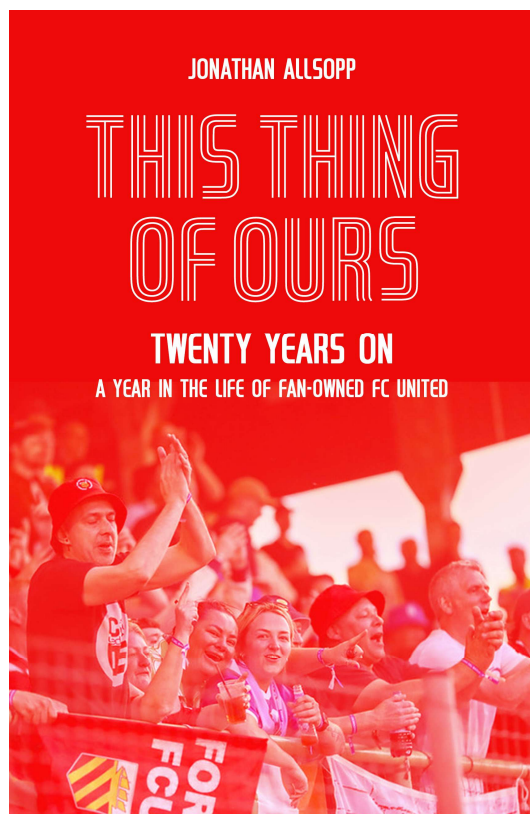




Title information



This Thing of Ours

Twenty Years on, a Year in the Life of Fan-Owned FC United

By Jonathan Allsopp

Key features

- Unique perspective on life at England's largest wholly fan-owned football club as it approaches its 20th anniversary
- How a collectively owned and run football club copes with turbulent economic times without the financial backing of a wealthy owner whilst staying true to its core values
- FC United set out to be 'a good example of how a club can be run in the interests of its members and be of benefit to its local communities' – 20 years on, has it succeeded?
- Author has reported on more than 80 FC United board meetings over the last eight years (writing nearly half a million words in the process) so is perfectly placed to chronicle the club's fortunes
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

In 2005, a group of Manchester United fans stood up and said no to the rampant commercialisation of football and set up their very own club. Some reckoned it would be 'all over by Christmas', but two decades on FC United of Manchester provides a beacon for supporter ownership in a world that increasingly views football clubs as the property of the fabulously wealthy. *This Thing of Ours* chronicles a year in the life of England's largest wholly fan-owned football club, which culminated in FC United becoming the only English side to win a European trophy in 2024. It's an intriguing account of how a collectively owned and run club – which seeks to unite football, fans and community – copes with turbulent economic times without the backing of a wealthy owner while staying true to its core values and offering affordable football that is accessible to all and rooted in its community in north Manchester. Making friends not millionaires, FC United is much more than 'just another football club'.

Details

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