

Action/Captions

Dialogue

—

10:00:00:00

NOISE OF CROWD / SKYLINE VIEW
TOWARDS GASOMETER

Music in: 10:00:00:00

10:00:05:12

10:00:07:21

MIX TO PLAYER DRIBBLING BALL

MALE:

Believe it or you, you can't beat being at
football.

10:00:10:10

KEEGAN:

This is the English Premier League and
therefore it would be a sad day if we
didn't have any English players playing
in it.

10:00:14:07

MIX TO BLOCK OF INNER CITY
FLATS

10:00:19:10

MIX TO ROW OF TERRACED
HOUSES

10:00:24:21

MIX TO FOOTBALL MATCH

British Premiership football has a
potential worldwide audience of 410
million TV homes.

10:00:28:12

FAN:

We're not supporters any more but we
are fans.

10:00:31:14

MIX TO WEST HAM'S CREST

10:00:35:12

MIX TO FLUTTERING WEST HAM
FLAG

10:00:37:17

MIX TO TEAMS COMING ONTO
PITCH - AERIAL VIEW

Music out: 10:00:42:08

10:00:40:13

PULLING OUT FROM PITCH TO ON
TOP OF THE STADIUM

You never stop being a West Ham fan.

NARRATOR:

Over the past hundred years, West
Ham United Football Club has been a
religion for its supporters in the East
End of London. It is a club built on
tradition, firmly rooted within the local
community.

Action/Captions

Dialogue

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10:00:55:00
SUPPORTERS ON THE STAND

But like all other English Premier League clubs, West Ham is undergoing a period of dramatic change - change that will allow it to benefit from the huge commercial success of the English game.

10:01:05:12
WHISTLE BLOWS – MATCH KICK-OFF

But change which threatens to alienate some of its most loyal supporters.

10:01:06:03
FANS IN STAND

10:01:12:02
MIX TO EMPTY STADIUM

The 1990s saw English football transformed from a national embarrassment to the most commercially successful football industry in the world, now valued at over £2 billion.

10:01:13:24
ACTION IN WEST HAM
MERCHANDISE SHOP

10:01:20:00
MIX TO PITCH BEING WATERED

10:01:24:07
WIDER SHOT OF PITCH

West Ham United have a turnover of less than £40 million. This compares to between £60 and £120 million for clubs like Arsenal, Newcastle and Manchester United.

10:01:25:17
VIEW OF EMPTY STAND

10:01:35:10
SUE PAGE BEHIND THE PITCH

Keeping the club in the Premier League has become as much a battle off the pitch as on it.

10:01:42:09
SUE PAGE COMING UP STAIRCASE
AND ENTERING THE ACADEMY

Sue Page is West Ham's commercial manager. She is responsible for liaising with club sponsors and overseeing hospitality in the club's corporate suites. This is a difficult job as many of the suites are still within the confines of a main stand dating

10:01:48:04
INTERIOR OF HOSPITALITY AREA
10:01:54:03
TABLES BEING SET

Action/Captions

Dialogue

—

10:01:57:13
ORGANISING HOSPITALITY AREA

10:02:05:16
FANS GETTING OFF
UNDERGROUND TRAIN

10:02:08:08
CLOSE UP OF SIGN -
UPTON PARK STATION

10:02:13:07
CLOSE UP SIGN:
WEST HAM UNITED v LIVERPOOL -
SOLD OUT

10:02:14:20
LIVERPOOL PLAYERS INSIDE CLUB

10:02:18:24
FANS APPROACHING TURNSTILES
AND EXTERIOR FOOTAGE

10:02:29:12
INTERNAL CORRIDORS OF
GROUND

10:02:36:14
GUESTS IN HOSPITALITY SUITE
HAVING PHOTO TAKEN

10:01:43:20
10:01:45:00 TO CAMERA

CAPTION IN 10:02:45:10
SUE PAGE
COMMERCIAL MANAGER
WEST HAM UNITED

CAPTION OUT 10:02:50:06

from the 1960s.

SUE:
What I suggest we do in future, when
we do this, if we do two, so if it's a
table of six --

NARRATOR:
As with most matches at West Ham's
Upton Park stadium, the visit of
Liverpool will attract a full house of
26,000.

Two hours before kick-off, it is hard to
see how a typical match day at West
Ham has changed over the past forty
years.

But it has changed. English football
has begun to realise its full commercial
potential and West Ham are
determined not to be left behind.

SUE PAGE:
When I first started here, we had one
match day sponsors' lounge, two
executive lounges and that was it. No
boxes, no 66 Club, no Academy.

I think to be fair everyone who comes
here has got an affinity with the club.
You know you'll get someone's guest
come in but they may support the
opposing team but by the time they

Action/Captions

Dialogue

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10:03:09:24
SIR GEOFF HURST ARRIVING AT
HOSPITALITY AREA

10:03:14:24
HURST SIGNING AUTOGRAPHS
AND PHOTOS

10:03:22:23
MARTIN WITH PAGE IN
HOSPITALITY SUITE

10:03:26:00

10:03:40:02
FANS ENTERING THROUGH
TURNSTILES

10:03:42:00

10:03:47:01
MARTIN & PAGE IN HOSPITALITY
SUITE

10:03:53:20
PAGE MAKING WAY DOWN

leave us, they've all got a little affection for us and they'll ring us up and come back on their own steam which is, you know is what we're looking for.

NARRATOR:
West Ham retain the services of ex-players such as England 1966 World Cup hero Geoff Hurst, and ex-club captain Alvin Martin who are employed as hosts.

MARTIN:
How much do you reckon?

PAGE:
How much was a programme in 1964?
Two bob.

MARTIN:
Two bob. At least you got the old money right. Fourpence it was, fourpence. Two bob! That was I was worth when I played here, two bob.

It's not just the game they come for. They come for a good day out. Sue obviously puts a lot of effort into that as well so whatever happens in the game, you know they've had a bit of entertainment and they've come here and they've made friends. I think that's what it is, it's a club within the club.

Action/Captions

Dialogue

—

BACKSTAIRS
10:03:56:14

NARRATOR:
Although West Ham have never won a championship title, their football heritage is second to none.

10:04:02:19
PAN UP TO COLOUR STILL ABOVE
DOOR
10:04:05:18
REDKNAPP WITH PAGE IN
CORRIDOR
10:04:16:08
FANS ARRIVING FOR MATCH

England's World Cup-winning captain Bobby Moore spent his career here. And when current first team manager Harry Redknapp arrives before a match, he walks the same corridors he did as a player in the Club's 1960s golden age. This continuity is mirrored by thousands of long-standing supporters.

10:04:20:02
FAMILY OF FANS TO CAMERA

FAN:
I'd like to introduce you to my older brother, my nephew, my son, my older son, a friend of the family and Russell my younger son over there.

10:04:29:11

I've been coming - oh I don't know, about thirty years and the boys have been coming twenty-odd years.

FAN'S SON:
I've been coming longer than that, I've been coming thirty-two years - and that's me so you must have been longer.

FAN:
I must have missed two games or two seasons. I was asleep at the time.

10:04:43:10

CLUB OFFICIAL:
The squad will have been announced

Action/Captions

Dialogue

—

FANS ENJOYING STADIUM TOUR

like yesterday afternoon.

10:04:46:23

NARRATOR:

Match day stadium tours are another way that the club bonds with its supporters.

OFFICIAL:

... announce the starting line-up and the five substitutes and then obviously there's going to be one or two players that are going to be a little bit disappointed at not being involved in today's proceedings.

10:05:00:22

FANS IN HOSPITALITY SUITE

NARRATOR:

The image is of a successful club and it is true that for the Liverpool match, West Ham could have sold their corporate packages many times over. Even if some fans find it a little expensive.

10:05:07:00

PAGE IN DISCUSSION WITH PUNTER

10:05:23:02

MORE VIEWS OF CORPORATE HOSPITALITY AND PAGE

10:05:30:12

FANS CLIMBING STAIRCASE TO THEIR SEATS IN STADIUM

10:05:37:07

WEST HAM MASCOT ON PITCH BEFORE MATCH

10:05:42:16

PAGE LEADING CHILDREN OUT TO PITCH

10:05:48:21

But West Ham know that they are missing out on much-needed revenue due to their lack of corporate facilities. At most British clubs, in financial terms, one corporate spectator is worth ten ordinary fans. West Ham need a major stadium redevelopment if they are to fulfil their desire to be a top six Premiership club.

It's 15 minutes before kick-off Sue

Action/Captions

Dialogue

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PHOTOGRAPHER TAKING SHOT OF
CLUB SPONSORS

Page leads the club sponsor onto the pitch to present a trophy to the players of the month.

10:05:58:01 TO CAMERA
ON TOUCH LINE
(Music on stadium PA from 10:06:00 to
10:06:15)

PAGE:
To be fair, I mean what's it now? Quarter to three. It should have been all over by five-and-twenty to three and going off to do something else. Now we'll just about get this in ready to get upstairs as the game kicks off.

The joys of football, that's good!

10:06:14:01
DE CANIO BEING PHOTOGRAPHED
RECEIVING TROPHY AND THEN
RUNNING ONTO PITCH
10:06:21:21
SHOTS OF BETTING FRANCHISES

NARRATOR:
October's player of the month is the Italian Paolo de Canio. He's the kind of brilliant but temperamental player who keeps the more uncommitted fans interested in the game - even though some doubt whether West Ham fans think of anything else.

10:06:27:09 TO CAMERA
AS GLASSES ARE CLEARED UP

BAR MANAGER:
If they win, they talk about football and if they lose, they talk about football. It's like golfers. They spend four hours after the round talking about every single hole.

10:06:37:08
MATCH ACTION
10:06:39:06
CROWD REACTION
10:06:42:08
10:06:46:20
MATCH ACTION

NARRATOR:
The obsession with football extends to staff at the club although for them watching the match can be difficult.

PAGE:

Action/Captions

Dialogue

—

10:06:48:02 TO CAMERA

I've missed so much of it. The only time I really see bits and pieces is when I come up into a lounge to sort the 50/50 drawer out and then at second half I often sit down, have a cup of coffee and see what's happening.

10:07:01:11

MATCH ACTION

10:07:05:05

10:07:06:15

HURST WITH PUNTERS IN
HOSPITALITY AREA WATCHING TV
COVERAGE

NARRATOR:

Match day hosts like Geoff Hurst, though, do get to watch the match on close-circuit TV. Fans here are watching a goal with the only man to have scored a hat trick in a World Cup final.

10:07:14:10

10:07:18:00

FANS IN STANDS' REACTION TO
GOAL

10:07:22:09

RATHER MORE MUTED REACTION
OF FANS IN HOSPITALITY AREA

10:07:29:02

FANS IN STANDS APPLAUDING

10:07:33:00

MATCH ACTION

10:07:38:05

FANS IN STANDS

10:07:43:10

FANS LEAVING AFTER MATCH

10:07:47:02

HARRY REDKNAPP AT POST-
MATCH PRESS CONFERENCE

HURST:

It's five minutes over now already.

NARRATOR:

This is the new football experience - passion and entertainment, corporate hospitality and modern all-seater stadia.

West Ham have always been committed to entertainment. Even a 1-0 victory against Liverpool fails to please the manager if the team didn't play well.

Action/Captions

Dialogue

—

10:07:55:23

JOURNALIST:

How does the performance today compare with the way you have been playing in those runs?

10:08:01:14

REDKNAPP:

It was three good points but I like to go away and enjoy the game and you know I couldn't say that it was a classic. It wasn't a classic typical West Ham game for me today, not what people normally see here and not like we normally serve up most Saturdays.

10:08:14:14

FANS LEAVING

10:08:17:05

EMPTY STADIUM POST-MATCH
WITH FLAG FLYING

10:08:21:15

MIX TO FLAT OF FANZINE EDITOR

10:08:23:24

NARRATOR:

A successful team, capacity crowds, plans for further stadium re-development - West Ham's future, like that of most Premier League clubs, looks bright but there is dissent. Mark Williams is editor of the supporters' magazine or fanzine entitled "On The Terraces". In the past, clubs have been suspicious of the fanzines.

10:08:34:04

MARK WILLIAMS AT COMPUTER
KEYBOARD

WILLIAMS [V/O]:

I went to West Ham and I spoke to the guy who was the commercial manager there at the time and he was basically very very dismissive of the fanzine. In fact one of his only sort of real noteworthy comments that I can remember was that I could print

10:08:45:20

Action/Captions

Dialogue

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10:09:11:21 TO CAMERA
 CAPTION IN 10:09:13:06
 MARK WILLIAMS
 FANZINE EDITOR
 CAPTION OUT 10:09:18:05

exactly what I wanted to but if the club felt that I overstepped the mark, then they would have no qualms about taking me to court to sue me for libel or anything like that which I thought was a bit extreme.

But after a few years of doing the fanzine and they could see that I wasn't there specifically to slag off the club or criticise them or denigrate them all the time, I think they saw that there was a usefulness, the club saw that there was a usefulness of having a positive relationship with the fanzine.

10:09:25:03
 CLOSE UP WILLIAMS

I think they felt that we would be kind of duped into kind of not submission but you know being almost like another sort of independent front organisation for putting out things that the club wanted us to say.

10:09:38:17
 B/W STILL OF SOCCER MATCH

NARRATOR:

The fans' belief that they have a right to a say in West Ham's decision-making goes all the way back to the club's origins as a works football team.

10:09:47:20
 B/W ILLUSTRATION OF THAMES
 IRON WORKS BUILDING

CEARNS:

Last century just two miles down the road from this ground there was a firm of boatbuilders building the largest ships in the world at the time. That was called Thames Iron Works.

10:09:58:03 TO CAMERA
 CAPTION IN 10:09:58:21

My great-grandfather worked in the Thames Iron Works and in 1895 the

Action/Captions

Dialogue

—

MARTIN CEARNS
VICE CHAIRMAN
WEST HAM UNITED
CAPTION OUT 10:10:03:21

10:10:08:13
B/W STILL OF TEAM WITH CUP
Music in – 10:10:09

10:10:17:14
MIX TO B/W STILL OF WEST HAM
UNITED IN STRIP
10:10:19:28
10:10:22:12
MIX TO B/W STILL OF ARNOLD
HILLS
10:10:29:03 TO CAMERA
Music out – 10:10:30

10:10:39:16
MATCH ACTION
10:10:40:18
FREEZE FRAME – LEGS AND FEET
OF PLAYER
Music in – 10:10:43
10:10:44:18
FAN IN WHEELCHAIR OUTSIDE
GROUND

boss of the Thames Iron Works,
Arnold Hills, asked my great-
grandfather to form a works football
team.

It must have been a very successful
works team because within five years,
1900 they had broken away, they
became a professional club and that's
when West Ham United formed its
name.

My director colleague, Charles
Warner, his great-grandfather was that
boss of the Thames Iron Works,
Arnold Hills, so 104 years on we're
very proud that there's two members
of our board who can go back 104
years with their very direct connection
with the football club.

FAN:
That scarf my dad bought me just after
the first match I come to, in 1932 that
was. I never miss an home game and
my eldest boy, I used to have when he
was two - how old are you now?

SON:
Don't ask! Fifty-three.

FAN:
Well I used to have on my shoulders

Action/Captions

Dialogue

—

Music out – 10:11:13

10:11:13:02

MATCH ACTION

10:11:15:18

MIX TO SKYLINE VIEW OF
LIVERPOOL

10:11:17:20

VARIOUS SHOTS OF LIVERPOOL

10:11:24:14

CLOSE UP OF LIVERPOOL
UNIVERSITY PLAQUE ON WALL

10:11:26:13

SHOT OF ABERCROMBIE SQUARE

10:11:30:07 TO CAMERA

CAPTION IN 10:11:31:09

ROGAN TAYLOR

HEAD OF FOOTBALL RESEARCH UNIT
LIVERPOOL UNIVERSITY

CAPTION OUT 10:11:36:07

10:11:43:01

ARCHIVE FOOTAGE OF OXFORD
UNIVERSITY

10:11:53:20 TO CAMERA

10:12:04:01

ARCHIVE FOOTAGE OF PUNTING
IN CAMBRIDGE

10:12:10:06 TO CAMERA

up the north bank and before he was born his name was down for Supporters. All the family - it's a religion with my family.

NARRATOR:

The game's place in the social fabric of England and its commercial transformation are now of worldwide interest. Liverpool University even offer a business course in the subject.

TAYLOR:

The football research unit of the University of Liverpool primarily delivers a Masters degree in business administration which is focused upon the football industry. It's the first degree of its kind as far as we know in the world.

You have to imagine England in the late 19th century. This is a game which was a folk tradition, preserved in the public schools of England, and it was public schoolboys who eventually met each other at Cambridge or Oxford, wanted to play a football match and they all played separate versions so they had to write common rules. So the game of association football was midwived by the aristocracy of England and it was mugged by the working class within

Action/Captions

Dialogue

—

fifteen years of the rules being written.

10:12:17:24
EXTERIOR GREEN STREET CAFE

NARRATOR:

But it is the modern-day successors of those who mugged the game who now feel excluded. The Green Street Cafe opposite West Ham's ground is a meeting place for some of these men, now in their 30s and 40s, who stood by English football during its most troubled years and who now feel betrayed. The irony is that they probably love the game more than anyone else.

10:12:27:11
MEN INSIDE CAFE DISCUSSING
FOOTBALL

FAN:

The odd exception that's come through the ranks and has been passed by, like Joe Cole ... but they come along once every blue moon.

10:12:39:19
FANS - VOX POPS

FAN:

I must admit that there are times now when I just try and forget about everything else apart from watching the team kick the ball around you know on a Tuesday evening or a Sunday afternoon or a Saturday afternoon on the few occasions that you get to see West Ham playing on a Saturday afternoon. Now that's kind of sad if you like because you know really before I felt that there was a connection that I had with my club that I really didn't feel would ever be broken.

FAN:

Action/Captions

Dialogue

—

10:13:12:03

The only thing loyal to football is its supporters. Everyone else is in it for their fast buck and you know we're in a society that take the money and run as I say I've not been able to afford season tickets this year. West Ham United along with every other football club with supporters like myself, they know there's another mug to take my place.

10:13:38:14

FAN:

Do you think fourteen, fifteen year olds would sit down and have the same conversation, and would they be sitting here it's great crack over here, is it us getting old? I mean you do have to bear into, in mind how much of us being sort of like alienated, intentionally alienated, I'd add. I mean I think that they don't want us there no more. They just do not want us there.

10:13:54:21

FAN:

Football is taking the likes of some of us for granted because there's so many diversions for their future children to go into other than football. As I say one day it will shoot itself right in the foot.

10:14:10:11 TO CAMERA

TAYLOR:

10:14:16:11
NEWSPAPER ARTICLES RE
HILLSBOROUGH TRAGEDY AND
PLANS FOR ALL-SEAT STADIA

Physically the game has been reshaped and re-modelled by the Hillsborough tragedy and the government's requirement that all seating be introduced which meant the reconstruction of our grounds, public

Action/Captions

Dialogue

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CAPTION IN 10:14:30
 © The Independent 19 April 1989
 CAPTION OUT 10:14:32

10:14:32:12 TO CAMERA

money and private money, something like £600 or 700 million sterling invested over the last eight or nine years into reconstructing the game physically.

And then the competition, the invention of the Premier League, the restructuring of the European Cup into the Champions League - these are all television-led events.

10:14:45:17
 10:14:48:02
 PEOPLE IN SPORTS BAR
 WATCHING GAME
 10:14:59:04 TO CAMERA

And there is a new audience for which football is mediated solely by television, an event which they only experience through the screen. The spreading of fandom of the great clubs like Manchester United and Liverpool and so on is via television. That's why they have world audiences and world fandom.

10:15:10:19 TO CAMERA
 CAPTION IN 10:15:12:06
 MARK WILLIAMS
 FANZINE EDITOR
 CAPTION OUT 10:15:18:05

WILLIAMS:
 If it wasn't for fans going through the turnstiles, there would be no football club. So I think the club have to recognise that as well.

10:15:19:04
 CLOSE UP

Most clubs and especially West Ham learnt to their cost that to ignore what the fans were saying was completely wrong of them and that maybe if they listened a bit more to what the fans were saying, it would help the club as well, help their understanding with the supporters and help the supporters maybe trust the club a lot more than they have done in the past.

Action/Captions

Dialogue

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Music in – 10:15:40

10:15:40:18

COVENT GARDEN – DR MARTEN'S
STORE

10:15:47:05

INTERIOR OF STORE

10:15:50:04

B/W STILL OF SKINHEAD OUTSIDE
WEST HAM GROUND

10:15:56:24

BORGE WALKING AROUND
INTERIOR OF DR MARTENS STORE
AND CUSTOMERS

10:15:59:10

Music out – 10:16:08

10:16:21:17 TO CAMERA

CAPTION IN 10:16:22:10

ANDREW BORGE

DR MARTENS

CAPTION OUT 10:16:27:08

10:16:35:05

BORGE ON SHOP FLOOR

NARRATOR:

But football clubs now have other people they have to listen to - commercial sponsors for example.

It is ironic that West Ham shirt sponsors, Dr Martens, had an image closely associated with the violent bootboy culture of the 1970s.

BORGE:

Dr Martens has been involved with football for a number of years. The brand has been around for forty years and in the early days there was a link with football fans, albeit sometimes for the wrong reasons.

We're finding on a global level that because English and British football travels well - I mean someone quoted some statistics that British Premiership football has a potential worldwide audience of 410 million TV homes - now if we're involved with a Premiership club then our brand is being seen in China and Japan and Germany, all over the world where we sell.

Everyone, football clubs, television companies, fans, sponsors etc, need

Action/Captions

Dialogue

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10:16:53:20

EXTERIOR OF WEST HAM
MERCHANDISE SHOP

10:16:55:14

INTERIOR OF SHOP AND
MERCHANDISE ITEMS

10:17:05:10

MERCHANDISE BEING UNLOADED
FROM VAN

10:17:12:02

BORGE ARRIVING OUTSIDE
GROUND

10:17:22:18

10:17:27:14

BORGE IN CORRIDORS AT UPTON
PARK

10:17:33:19

PAGE GREETING BORGE AND
HAVING MEETING IN BOARD ROOM

to realise that if you just plough your own lonely furrow, then you might have some benefits in the short-term but in the long-term the whole game could all lose out and then we're all back to square one.

NARRATOR:

West Ham know just how important off-the-field commercial activities are for the future prosperity of the club. A wide variety of goods sold at the shop and the hectic activity in the build-up to a match bear testament to this.

Their relationship with sponsor Dr Martens is a core part of their marketing strategy. The partnership is a classic example of an outside business and a football club being right for each other.

BORGE:

West Ham is very much a family club and Dr Martens is made by a family firm, and so one of the things that we liked when the sponsorship was first agreed was the fact that here you had two family organisations getting together. I firmly believe that the sponsorship will only work if we work at it and so we formed excellent relationships with people from the chairman through the directors, officials etc, all the staff there, players and it's for us to decide how far we want the sponsorship to go.

Action/Captions

Dialogue

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10:17:58:00
TO PAGE SHOWING SPECIAL DR
MARTENS WEST HAM BOOT

We had to wait for some shirts to come down from Fila because although they gave them the material --

PAGE:
Oh right, they take so much material though, doesn't it to make these?

BORGE:
But they actually needed the shirts because for some reason --

10:18:08:14

The fact that the Dr Martens' name is on the shirts, the perimeter boards, and it's in the programme and so on, you're getting the message across that we're here, we're sponsoring the club and hopefully over the seasons we'll get across to West Ham fans that you know we're a sponsor that takes the sponsorship seriously, that wants to do more for the club, that perhaps can do something for the fans.

10:18:23:16 TO CAMERA

10:18:35:01
COLOUR STILL OF PLAYER
HOLDING DR MARTENS BOOTS
10:18:41:12
SELECTION OF NEWS ARTICLES
ABOUT SPONSORSHIP

WILLIAMS:
I honestly feel that there will be either a European league based around the company's sponsors, much rather than locations - someone like Manchester United, they'll probably still be based in Manchester but I just have this feeling that you know it'll be Manchester Murdoch or something you know. It's been happening with shirts now being sponsored and you know the great Barcelona in Spain deliberately don't have sponsors for their shirts because

10:18:51:19 TO CAMERA

Action/Captions

Dialogue

—

they feel it's sullyng you know the great notion of Barcelona Football Club.

10:19:05:23 TO CAMERA

TAYLOR:

Why are they all named after places? It's easy to miss, isn't it? They're not named after people, they're not named after businesses, they're not named after anything but where they're from.

10:19:26:06
FANS WATCHING MATCH

And so place, blood and game are tied together. Football currently addresses a much wider audience as the game has moved itself upmarket but some of those people who supported the game through all the bad times are now finding themselves excluded by price or by other effects.

10:19:45:03 TO CAMERA

This is not just about being there, it's about the social relationships that run round it. It's about the supporters club beforehand or the pub. It's about being able to speak with authority on Monday morning because you were there. It's about a whole social matrix which plugs you in and allows you to have a life.

EXTERIOR THE BOLEYN PUB
10:19:54:20
INTERIOR OF PUB AND WEST HAM
FANS AND COLOURS AND
MEMORABILIA

10:20:09:09
DEL FRANCOIS OUTSIDE
CENTENARY STAND
10:20:11:08

NARRATOR:

Del François and his family are some of those fans hit hardest by football's commercial revolution.

10:20:16:16

DEL:

I've been going for thirty-odd years.

Action/Captions

Dialogue

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OUTSIDE WEST HAM GATES

Lynne, you've been going how long?

10:20:24:08
DEL WALKING TO HIS FRONT
DOOR

LYNNE:
Well longer than you, haven't I really?
Because I started going when I was
ten.

10:20:36:23
DEL LYNNE & LAUREN AT HOME
TO CAMERA

DEL:
And Lauren's been going now since
she was three, and now really we've
had to call it a day because we've
been totally priced out of football.

But the day out was a day out. We
used to go out as a family. If we're
going out, we're going out as a family
or not at all. Now our daughter doesn't
go, we don't see so much of Lauren
because she goes out and we're
always stuck in, even when we
stopped going to away games like a
couple of years ago.

LYNNE:
We stopped that first.

DEL:
We stopped that first, going to the
away games, you know and then as I
say now we just don't go out at all.
Because we don't go to football.

10:21:03:15
PHOTOGRAPHS OF DEL & LYNNE
10:21:08:10
DEL LYNNE & LAUREN AT HOME
TO CAMERA

LYNNE:
And when the prices go up and you've
got to get three, ours was something
like £1500 for three season tickets and
everyone used to say at work oh you
could go on holiday for that. We said

Action/Captions

Dialogue

—

no well we go to football every week, or every Saturday didn't we? That's what we used to enjoy doing.

10:21:18:12

DEL:

We used to see that our spending of fifteen hundred quid last us for nine months of the football season whereas people could spend that on a holiday and I used to say to them yeah but that's only for a fortnight.

10:21:30:24 TO CAMERA

TAYLOR:

I think that football needs to take very seriously this part of a community, what we used to call ordinary working class people for want of a better phrase, who have supported this game through some of the worst times it's seen in the whole of its life and who, when you finally come out of it, are kind of given a red card and told well you can bugger off now because we don't need you because the doctor and his two daughters can afford to pay thirty quid a match and they're coming on Saturday. And so you get these people excluded and you also get, particularly with the development of all-seating, cheek by jowl as it were people whose expectations of football are very different.

10:21:42:03
FANS AT MATCH

10:22:15:02 TO CAMERA

And you get these kind of new frictions and new difficulties where the old system of self-sorting is no longer allowed somehow.

Action/Captions

Dialogue

—

10:22:25:15
EXTERIOR GREEN STREET CAFE
FANS - VOX POP IN CAFE
DISCUSSING

FAN:
Man United end and they said it didn't matter at the time, you know but they're all decked out in claret and blue and then they pushed their way forward to the front and some Man United geezer said you ain't going no further, and my old man said I am and pushed forward. And the geezer threw a punch at him and he ducked and the punch hit my uncle on the jaw, knocked him sparko, knocked him unconscious for the rest of the game. Yeah and he said there was lots of trouble during that game.

10:22:51:01

FAN:
Well the three of us still go away regularly, don't we? You look at the away games and everybody --

FAN:
It's all the old players - sorry, people.

FAN:
The same people that have been going for twenty-five years.

FAN:
If you go away to a game, you still get the same faces. If you go to Man United they're in the paddock or they used to be in the paddock and there's ten thousand of them behind the goal and you know that you feel almost sorry for them because they're the ones who still go and all the others, they're almost like swamped by them

Action/Captions

Dialogue

—

	aren't they?
10:23:14:09 B/W STILL OF POLICE ARRESTING FAN	NARRATOR: To support an English club during the 70s and 80s was to be part of a fan culture, a culture often tinged with violence but also a culture based on friendship and an emotional attachment to parts of football grounds now lost to all-seater stadia.
10:23:24:14 MIX TO COLOUR STILL OF TERRACES	
10:23:30:17 MIX TO OLD B/W STILL OF MATCH	WILLIAMS: The most vociferous and opinionated of supporters would place themselves in the chicken run. It was almost like kind of a football supporters' huge open forum because you're so close to the pitch but when players were anywhere near the chicken run, it was very very easy for them to hear exactly what people were saying.
MIX TO B/W STILL OF HOW UPTON PARK WAS	
10:23:47:23 TO CAMERA	It was kind of like a sacred heartbeat and to be allowed to go onto the chicken run, you had to have that kind of mentality yourself. You had to be of firm opinions, you had to be opinionated.
10:24:02:21 CLOSE UP WILLIAMS	My first experience with West Ham were at the north bank up to the age of about ten or twelve, and then a lot of people at the time would switch to the south bank and it gives you a kind of sense of belonging, that I don't really think, I don't think it exists in the seating areas any more. There's certainly not the same passion.
10:24:21:01 CLOSE UP FANZINE MAG HEADLINE: CHICKEN RUN R.I.P.	

Action/Captions

Dialogue

—

10:24:24:14

BALL BEING KICKED

10:24:25:14

FREEZE FRAME

Music in – 10:24:28

10:24:29:14

FAN IN FRONT OF WEST HAM

DECORATED TRANSIT

10:24:31:24 TO CAMERA

FAN:

The club is my life at the end of the day.

You know I live and breathe West Ham.

10:24:33:11

OPENING VAN AND THEN GUIDED

TOUR OF MEMORABILIA

Inside here we've got some teddy bears and some scarves, there's all different type of photographs, different players. Rings, just had another couple done, one of Bobby Moore and one of Geoff Hurst. I'm going to get that one done of Martin Peters. As far as West Ham fans, who won the World Cup in 1966. Bobby Moore made the goals and Geoff Hurst and Martin Peters scored all the goals.

FAN:

Come on you irons.

10:24:57:05

FAN IN VAN

Music out – 10:24:57

10:24:58:00

WEST HAM FEET KICKING BALL

10:25:00:18

MIX TO PHOTOGRAPHER

ARRIVING AT GROUND

NARRATOR:

Photographer Steve Bacon knows as much as anyone about how much West Ham have changed over the past decade.

10:25:11:03

BACON INSIDE OFFICES

He is the club photographer and also works for the Newham Recorder, the newspaper which owes its existence to West Ham Football Club.

Action/Captions

Dialogue

—

10:25:17:09
GENERAL LUNCHEON SHOTS

BACON:
Usually to come down on a Friday to have a chat and have a bit of lunch, talk to people, find out what's going on, bring the newspapers down.

10:25:24:16
STEVE DRIVING DOWN ROAD

As far as the Recorder is concerned, there's a very great link between West Ham and Newham Recorder.

10:25:30:03
SIDE HEAD SHOT IN CAR
INTERCUT WITH VIEWS OF
JOURNEY

When West Ham got to Wembley in 1964, in the FA Cup Final, they decided to bring out a special edition in East Ham and really out of that West Ham coverage the Newham Recorder developed. That's why the Newham Recorder is very much behind West Ham and all they do and cover the club, well you know very fully.

10:25:54:07
STEVE TURNING INTO OFFICE CAR
PARK
MIX TO CLOSE UP OF NEWSPAPER
ARTICLE

NARRATOR:
The Newham Recorder has just printed a glowing article on West Ham's £35 million stadium development plan, recently approved by the club board.

10:26:03:06

CEARNS:
We've now got plans to redevelop the stadium, to make a forty thousand all-seater stadium.

10:26:08:2 TO CAMERA
CAPTION IN 10:26:09:00
MARTIN CEARNS
VICE CHAIRMAN
WEST HAM UNITED
CAPTION OUT 10:26:13:04

When that's been achieved, then that will put us in the top bracket.

Action/Captions

Dialogue

—

10:26:13:04

BACON'S HANDS WITH ARTICLE

BACON:

They're going to extend the two ends, the Bobby Moore stand and the Centenary stand. I believe it's fifteen metres, everything's coming over fifteen metres so these stands will be extended. The pitch will be moved over, the new stand built which will come back about halfway down the current forecourt. Everything's moving this way.

10:26:34:07

BACON'S BODY IN SHOT

Bigger crowds hopefully, more revenue for the club, a stadium which I believe West Ham would like to be considered for the 2006 World Cup.

10:26:47:18

COMPUTER SIMULATION OF NEW GROUND

Music in – 10:26:47

CAPTION IN 10:26:49:11

Architect's Computer Presentation

CAPTION OUT 10:26:55:23

NARRATOR:

The stadium redevelopment will give the club the necessary infrastructure to stay in the top half of the Premier League. The plans are impressive.

10:26:58:17

The stadium will have new restaurants, hospitality suites, a community leisure centre, even a hotel. But £35 million represents a huge investment for West Ham.

Music out – 10:27:07

10:27:09:10 TO CAMERA

WILLIAMS:

I would hope that they have all the finances in place already rather than relying on success over the next two years being able to pay for that work to be done. I would imagine that they're also thinking that in a worst case scenario, West Ham could sell two of

Action/Captions

Dialogue

—

10:27:45:02
PLAYERS COMING FROM
CHANGING ROOMS
10:27:47:00
PLAYERS ON TRAINING PITCH

their present squad members and they would make the thirty thirty-five million pounds that is required for them to build the ground and considering that two or three of those players are home-grown players who have come through the ranks at West Ham and obviously there's, it's pure profit.

NARRATOR:

This view may seem cynical but it does raise an important point - that the most valuable asset of a medium-sized club like West Ham are its home-grown players. West Ham has invested heavily in their youth system with stunning success. They now have four young players who are being tipped to play for England. Youth team coach Tony Carr knows how important young players are.

10:28:03:01
CARR WATCHING PLAYERS TRAIN

CARR:

10:28:11:21
PLAYERS TRAINING
10:28:16:14 TO CAMERA
CAPTION IN 10:28:17:20
TONY CARR
DIRECTOR OF YOUTH ACADEMY
WEST HAM UNITED
CAPTION OUT 10:28:22:17

Well I mean it's the lifeblood of the club. It always has been and it's more important today than it's ever been and it's vital that we produce you know young players for our first team ourselves rather than dip into the transfer market when we haven't got that sort of finance to sort of buy the team as such. I mean it's got to be a mixture of buys and home-grown players. I think if we bring the topclass players in, I don't think there's anything wrong with that. I just think we've got

10:28:25:00
PLAYERS TRAINING

Action/Captions

Dialogue

—

to be careful we don't flood the market with them, you know at the expense of young players from our own country.

10:28:42:20

NARRATOR:

It is because of these talented home-grown players that West Ham have maintained their position in the top half of the English Premiership.

10:28:50:15

REDKNAPP:

We've been very lucky in the last couple of years that we've produced Frank Lampard, Rio Ferdinand, Joe Cole, you know. Not only are they fantastic players to have in a football team and also they've got great value on the transfer market, not that we would ever want to sell them but they really are topclass players.

10:28:56:09 TO CAMERA

CAPTION IN 10:28:56:22

HARRY REDKNAPP

MANAGER

WEST HAM UNITED

CAPTION OUT 10:29:01:17

10:29:05:10

PLAYERS INCLUDING CARRICK
TRAINING IN GYM

Obviously Michael Carrick and one or two of the other kids out of our youth team last year, are the next little group that are going to break through so we feel that it's vitally important. I mean how do you put a value on players like Rio, Frank and Joe?

10:29:20:22

CARRICK CLOSE UP

NARRATOR:

Young players like Michael Carrick benefit from the family atmosphere at the club.

10:29:26:09 TO CAMERA

CAPTION IN 10:29:29:07

TREVOR WEBB

EDUCATION AND WELFARE OFFICER

WEBB:

It's nice to see sort of our first year trainees, our scholars that are training or getting theirselves with the likes of you know Stuart Pearce, Gary Charles

Action/Captions

Dialogue

—

WEST HAM UNITED
 CAPTION OUT 10:29:34:03
 PLAYERS TRAINING IN GYM

you know Stuart Pearce, Gary Charles etc so - and a lot of the players will work together whether they're a 17 year old or one of the established international players.

10:29:42:24
 EXTERIOR FRONT ELEVATION
 HOUSE OWNED BY WEST HAM
 10:29:45:10
 CARRICK'S BEDROOM - GETTING
 DRESSED
 GARCIA'S ROOM - MAKING BED
 10:29:52:21
 SHOT OF COMMUNAL KITCHEN
 10:29:57:07
 CARRICK IN KITCHEN AT
 BREAKFAST

NARRATOR:
 Many of the younger players live in a house owned by the club. Michael Carrick and Australian Richard Garcia have both benefited from living there.

10:30:10:06 TO CAMERA

WEBB:
 The house really caters for boys that live a distance away, that can't live at home so one it may be an overseas player or two it could be a boy from the north of England. The boys are not only being looked after from the football point of view, but you know they've got their own second mum and dad in the house that give them all the care and attention I think their own parents would do.

10:30:15:17
 FA HEADQUARTERS - BAYSWATER
 EXTERIOR
 10:30:17:08

NARRATOR:
 The careful grooming of these talented young players is giving them a chance to reach the very top of English football.

10:30:24:05 TO CAMERA
 CAPTION IN 10:30:27:04
 KEVIN KEEGAN
 NATIONAL COACH
 CAPTION OUT 10:30:32:01

KEEGAN:
 The proof of the pudding will be in the eating. I mean it's easy to say they could come through but it's a little bit more difficult for them to actually make

Action/Captions

Dialogue

—

10:30:36:13
MATCH ACTION
CAPTION IN 10:30:37:15
1999 FA YOUTH CUP FINAL
WEST HAM V COVENTRY
CAPTION OUT 10:30:41:15

that next step. You know the lads like Joe Cole, it seems inevitable that he'll come through and play for England but West Ham are showing people that it works because their team is one where they won the youth cup quite convincingly, won the final on a big aggregate so results would say that they're ahead of the game at the moment.

10:30:53:12
MATCH ACTION

WEBB:
But young players, particularly the ones like a Michael Carrick, that hopefully are going on to greater things, the financial rewards are much much greater. That's undoubted - opportunities of abroad or whatever - yes I mean life for a young footballer now is obviously very attractive.

10:31:09:18 TO CAMERA
CAPTION IN 10:31:11:00
ANDREW BORGE
DR MARTENS
CAPTION OUT 10:31:15:22

BORGE:
We certainly see football stars as the new rock and roll stars. I don't think there's any doubt about that. And the fact is that football stars although they might be earning huge sums of money, they're still I think far more approachable than film stars, pop stars etc.

10:31:28:23
PLAYERS SIGNING AUTOGRAPHS
FOR FANS

You know you only have to go to the training ground, you only have to be outside the stadium on a match day when the players arrive and they have time for their fans and they don't mind signing autographs or what have you, and I think that's important.

Action/Captions

Dialogue

—

10:31:43:12 TO CAMERA

FAN:

As I walked past, I said can you sign the ball and they said yeah do you want it to a name or just our signature? So they was right friendly but that was them three. I hope the rest are alright as well.

10:31:53:19
PLAYERS SIGNING AUTOGRAPHS

FAN:

We like de Canio at the moment because of his penalties. They are very good, we think he's good the way he does that little slow thing.

10:31:57:07 TO CAMERA

Not a big fan, I don't go to matches. It's too cold for me to stand outside. I like to watch it indoors.

10:32:00:01
ARCHIVE FOOTAGE OF KEEGAN
PLAYING AGAINST WEST HAM FOR
LIVERPOOL
10:32:03:06

MOTSON:

They've got a man over here. It's Keegan just inside.

NARRATOR:

England manager, Kevin Keegan, was a Liverpool player during the 1970s. He knows very well how different life is now for young players.

10:32:11:18

KEEGAN:

It's changed beyond all recognition from when I started but then so has life, you know. We started off in an apprentice scheme. Every club was allowed a maximum of eight. I mean Scunthorpe United for example where I started out, we only had four. We used to do all sorts of jobs, you know

10:32:18:14 TO CAMERA

Action/Captions

Dialogue

—

10:32:31:13
BOYS IN BOOT ROOM CLEANING
BOOTS

like cleaning the boots, cleaning the
toilets, cleaning the baths.

Now because of the way the Academies are, every club starts to pick up the kids who show signs of having a chance to be professional footballers. So suddenly when they get to under-sixteen level and they're playing for England, you're getting this trend now they're coming through the under-eighteens then under-twenty-ones, big name clubs buying them or having them already on their books and then playing for England. And there's very few - although there's still one or two, thank goodness - who can come from if you like, buck the trend and sort of not have come through all the academies or been turned down at a few academies and had to get a job. That's going to happen less and less because clubs have become more professional now and you know they're casting their nets wider and very few of the fish are slipping through the nets.

10:33:16:02
BALL BEING KICKED
10:33:17:04
FREEZE FRAME
Music in – 10:33:20
10:33:20:01
FAN IN STAND ALONE
CLOSE UP ON FIXTURE LIST
FAN BEING INTERVIEWED IN
STAND

FAN:
I give my missus a fixture list and everything else, it goes out the window really. Our whole social calendar is built around those days. It does cause friction at times but at the end of the day she belongs in another universe. We had to go to a wedding where I

Action/Captions

Dialogue

—

Music out - 10:33:58

10:33:58:03

WHISTLE BLOWN - BALL BEING
KICKED

Music in 10:34:02:00

MIX TO PLAYERS' TUNNEL AND
EMPTY STADIUM AT SUNDERLAND

10:34:07:03

MORE SHOTS OF STADIUM
FINISHING WITH CLOSE UP OF
SUNDERLAND CREST

10:34:18:20

MIX TO TROPHY ROOM AT MAN
UNITED

10:34:27:13

MIX TO SHOTS OF PLAYERS AND
STADIUM

10:34:35:02

MIX TO EXTERIOR SHOT OF MAN
UNITED'S GROUND

10:34:43:11

MIX TO INTERIOR SHOTS OF

would have none of it. She went to the wedding and I followed on the reception. I just got my gear and went to football that day with my tuxedo under a massive coat. I just didn't want anyone to see me really. I don't want to look like a plumber or anything you know. She had a real scream-up you know but I made the reception in the end but she never spoke to me for two weeks so -- between West Ham or my missus it would be West Ham. She knows, she gets her coat, knows where the door is, that's it.

NARRATOR:

West Ham may be ahead of the game on youth development but in stadium development they are still two years behind a club like Sunderland with their futuristic Stadium of Light.

And they are not in the same commercial universe as the richest club in the world, European champions Manchester United.

Action/Captions

Dialogue

—

STADIUM
10:34:52:20

NARRATOR:
Manchester United's value on the stock market recently passed the one billion pound mark and this owes much to a global fanbase which West Ham cannot hope to match.

Music out – 10:35:01

10:35:01:05 TO CAMERA
CAPTION IN 10:35:03:21
PETER DRAPER
MARKETING DIRECTOR
MANCHESTER UNITED
CAPTION OUT 10:35:08:17

DRAPER:
We just run a promotion in Thailand with Pepsi, one of our commercial partners, to bring people to this ground to watch a game. Thirty people won a chance to come here. We had ten million entries for a presentation by Pepsi. It's the biggest consumer promotion ever in that country, one in five of the population decided to try and enter that thing.

10:35:24:09
CLOSE UP OF PEPSI/MAN UNITED
PROMO IN THAILAND

Now that's a pretty powerful understanding of people's interest in the club. What we're trying to do with our commercial development is actually feed that enthusiasm and give the customer what they want. This is not exploitation. Because unlike the thirty who came from Thailand, not everybody out of that ten million are ever going to be able to come here and watch the game but they do want to be able to read about us, see us, touch and feel us in a way that you know perhaps they're never going to be able to experience other than if we take a bit of the mountain to Mohammed really.

10:35:35:21 TO CAMERA

TAYLOR:

Action/Captions

Dialogue

—

10:35:54:18
 CAPTION IN 10:35:56:21
 ROGAN TAYLOR
 HEAD OF FOOTBALL RESEARCH UNIT
 LIVERPOOL UNIVERSITY
 CAPTION OUT 10:36:01:17

The world clubs, as we're going to have to call them, who take part in the world stage have to walk a tightrope and the tightrope has on one side localism and on the other side globalism. And for Manchester United, localism means the UK, and globalism means outside of the UK.

10:36:17:06
 SHOT OF FLOODLIGHTS
 10:36:18:19
 TECHNICIANS ARRIVING WITH TV EQUIPMENT

NARRATOR:
 Television is the key to the global extension of the game but some believe there is a danger of over-saturation that clubs and television companies will eventually have to address.

10:36:29:20
 TECHNICIANS SETTING UP EQUIPMENT

WILMOT:
 The game has developed both in the amount of coverage on television and also the standard of coverage on television. Each weekend there are four games that go out live. They go to thirty-five to forty broadcast territories. That is probably over a hundred countries.

10:36:46:20
 OUTSIDE BROADCAST UNIT

The total audience, well it's could be well into billions. There's, the potential reach is enormous and nobody's actually done the figure.

10:36:51:02 TO CAMERA
 CAPTION IN 10:36:52:12
 MIKE WILMOT
 TELEVISION PRODUCER
 CAPTION OUT 10:36:57:10

Soccer on television is there virtually live every, every day of the week near enough in some form or other, whether it be Premiership games, nationwide games, European games, world club championship games. Whatever it

Action/Captions

Dialogue

—

10:37:18:12
WEST HAM YOUTH MATCH

may be, there's matches all the time and I would suspect that that saturation point on television, soccer on television, will mean that if there are that many games being shown, that stadiums will start to become emptier and it seems to be the natural way that things will happen.

If that's the case, it would make sense for the clubs to reduce ticket prices to get more people in, to even give away tickets because there's unquestionably it's better to have a crowd in a stadium, not only for the players, for the other fans that are there but also for television.

10:37:37:19
EXTERIOR GREEN STREET CAFE

FAN:
My only contact with football is watching the telly. It's not my fault. I have been forced in front of my television set and that has become my contact with football, apart from the telephone.

10:37:51:12

FAN:
For every one person who goes, there's probably twenty people who ain't going watching it on the box, buying the merchandise and the club will treat them as equal a supporter as they will the person who goes. And in fact they'll probably try and encourage the person who's doing that to go in place of the person who's really going because they've got the more bunce.

Action/Captions

Dialogue

—

10:38:10:12
PLAYERS TRAINING HEADED BY
STIMAC

10:38:19:22
STIMAC TRAINING IN GYM

10:38:27:01 TO CAMERA
CAPTION IN 10:38:27:23
IGOR STIMAC
CROATIAN INTERNATIONAL
CAPTION OUT 10:38:32:18

10:38:41:08 TO CAMERA

10:38:59:13
PHOTOSHOOT FOR MALTESE
FANS WITH REDKNAPP AND
PLAYERS
10:39:06:14

NARRATOR:

The injection of television money has many advantages to football in England, most notably by encouraging an influx of top foreign players attracted to England by lucrative contracts and the passion of the English game. Igor Stimac is one such player.

STIMAC:

England is mother of football and I appreciate that you always keep your style here, you never change. That's something which - I used to play in Spain for two years, I played a couple of games in Italy and it's nothing to compare to this here.

KEEGAN:

I think people like the Viera, Petite, Arsenal's Berkamp certainly, I think people like Ginola, you know if he's attracted another five thousand women to watch football, and another five hundred kids to want to improve their skills then it was worth Ginola coming to England.

NARRATOR:

Foreign fans go to extraordinary lengths to follow the English game. These Maltese fans have come to West Ham's training ground to meet the team and manager, Harry Redknapp.

Action/Captions

Dialogue

—

10:39:18:11
REDKNAPP AND MALTESE FANS

REDKNAPP:
When's your winter coming?

FAN:
What's the best time for you to come over?

REDKNAPP:
Well it's when we get a break really.

FAN:
May is a good time?

REDKNAPP:
Yeah end of season, the only problem end of season sometimes is I'd like to have a break during the season sometime you know. It's like we've got a break - unfortunately we've got a break next week, in two weeks time.

10:39:42:03
MALTESE FAN TO CAMERA

FAN:
In Malta we are divided - half support the British but half the Italians. And like if Italy win, the English people support, they stay at home, they don't go out, you know. But when England win we all go out and the Italians stay in.

10:39:52:09
MALTESE FANS WITH REDKNAPP

FAN:
Sort something out you know, if you'd like to come over. Accommodation or anything. Sort it all out. See you later on.

10:39:51:17
REDKNAPP SAYING GOODBYE TO

Action/Captions

Dialogue

—

MALTESE GROUP

10:40:05:14

MATCH ACTION

CAPTION IN 10:40:06:09

1976 European Cup Winners Cup Semi-Final
West Ham v Eintracht Frankfurt

CAPTION OUT 10:40:11:09

10:40:14:24

FAN TO CAMERA IN WEST HAM'S
OFFICES

CAPTION IN – 10:40:24

CHRISTIAN BAUER
AUSTRIAN WEST HAM FAN

CAPTION OUT – 10:40:30

10:40:32:12

MATCH ACTION

10:40:33:17

10:40:55:06 TO CAMERA

10:41:09:17

MATCH ACTION WEST HAM V
EINTRACHT FRANKFURT 1976

COMMENTATOR:

Now there's a bit of space for Lampard. Chipped in again towards Brooking. And it's there, Brooking has done it.

AUSTRIAN FAN:

What I like most here is you think you are a member of this big family. Here I feel like being at home. In Manchester, if you are Manchester United supporter you are number 225,608 and you are a nobody. It is special here.

I support West Ham since twenty-three years and the reason why I support West Ham is for the first time when I came here during my time in college - that was back in 1976 - I had a chance to see West Ham against Eintracht Frankfurt in the European Cup semi-final here at Upton Park and it was, in the old days when the crowd was bigger and ...

But this atmosphere here it was just unbelievable. Compared to Austria, we had only six or seven thousand people on average gates and here was thirty-eight to forty thousand. Unbelievable. And it was good to beat the Germans!

COMMENTATOR:

Taylor. Brooking, beautiful timing! Still Brooking - yes number three,

Action/Captions

Dialogue

—

10:41:21:01
MIX TO UPTON PARK EXTERIOR

magnificent.

NARRATOR:
But there is only one place that West Ham can really compete with Manchester United - on the pitch. And their fixture against the Reds is always sold out.

10:41:29:16
WILLIAMS COMING THROUGH GATES
10:41:33:08
CLOSE UP OF WILLIAMS WALKING TOWARDS TICKET BOOTH

WILLIAMS [v/o]:
From a supporter's point of view, Manchester United you know they won the treble last season, they've recently been crowned world club champions. No one is better than Manchester United so obviously when a team like West Ham can come and tweak Manchester United's nose and get a good result against them, it's a huge boost for the supporters because you know you can go home for the weekend and feel very very happy with what your team has done.

10:41:50:02

MAN IN TICKET BOOTH:
Saturday the 18th.

WILLIAMS:
No, that's the home leg.

BOOTH:
It is yeah.

WILLIAMS:
And could you tell me have you had any returns for the Manchester United game?

Action/Captions

Dialogue

—

10:41:58:14
WILLIAMS WALKING AWAY FROM
TICKET OFFICE

10:42:03:10
BALL BEING KICKED

10:42:04:14
FREEZE FRAME
10:42:07:09
IN EMPTY STAND

10:42:49:20
KICK OFF SEQUENCE
10:42:52:13
MIX TO HOUSE AND PHONE
RINGING
10:42:59:03 TO CAMERA

BOOTH:
Afraid we haven't, no.

WILLIAMS:
Nothing at all available for that?
Alright, thanks.

FEMALE FAN:
It was April '91, it was semi-final of the FA Cup against Nottingham Forest. I went up by coach and started the day sort of from about 7 o'clock in the morning when we left here really. And it was the biggest game I'd ever been to. Tony Gale got sent off and when Keith Hackett showed him the red card, the fans got behind the team even though we knew we wouldn't win and just sung Billy Bond's claret and blue army for forty-five minutes solid and we ended up losing 4-0. I don't think that there could be a better day than that because everyone just stuck together. We met a lot of new friends that day, people that I still see now all because of that game and us all singing and joking about you know. Even though we lost, we were still on a high from the day itself.

WILLIAMS:
Hello, yeah hello Del. Yeah. Yeah

Action/Captions

Dialogue

—

ON PHONE

sorry mate, no nothing at all. I've been down to the club to see if there's anything return, nothing returned and doesn't look like you're going to be in luck I'm afraid. So very sorry about that, mate. Yeah. Alright I'll see you soon. Cheers, Del, bye.

10:43:20:03

VIEW TO HOUSING ESTATE

CAPITAL RADIO PLAYING

Music sting – 10:43:20 to 10:43:29

NEWSREADER:

This is 95.8, Capital FM, London.

West Ham get the worst possible news ahead of today's clash with Man United. They could be thrown out of the Worthington Cup for fielding an ineligible player.

10:43:35:07

10:43:38:20

DUSTBIN LORRY

10:43:43:01

LOCAL CHURCH

10:43:43:01

EXTERIOR UPTON PARK

10:43:45:00

GROUNDSMAN PREPARING PITCH

10:43:49:19

MARSHALLS CHECKING SEATS

10:43:55:06

FRONT DOOR OF MARK WILLIAMS' HOUSE

10:43:57:08

WILLIAMS LEAVING HOUSE TO WALK TO GROUND

NARRATOR:

The line between success and failure is a thin one in football. Having reached the semi-final of the Worthington Cup, West Ham are in danger of being disqualified competition for fielding a player who had already played in the competition for another club. It is an administrative error that could cost the club millions of pounds.

The news of the club's possible disqualification from the cup competition so close to the final casts a shadow over Upton Park. West Ham have reached only six Wembley finals

Action/Captions

Dialogue

—

10:44:16:14
ORDINARY FANS ARRIVING AT
UPTON PARK
10:44:32:14
POLICE ON HORSEBACK AT
UPTON PARK

10:44:28:17
AT GROUND

10:44:35:17
PROGRAMME SELLER AT GROUND

10:44:38:03 TO CAMERA

10:44:59:01
SHOTS OF ARRIVING FANS

in their hundred year history. Aside from the prestige of winning a Worthington Cup, success would also bring the club a lucrative place in European competition.

The blunder creates tension amongst the fans. Their reaction is another indication of how close they feel to the club. This is a family squabble.

WILLIAMS:
After the Stimac incident in the UEFA cup earlier in the year, you'd think it should be somebody's designated responsibility that something like that doesn't happen again.

DISGRUNTLED FAN:
I think it's unbelievable. It leaves so many questions to be answered. Is it the secretary? Is it the boy himself? I mean he knew that he played for the other club - twice! Did he not mention it to the manager? Everyone here at West Ham has got something to answer to the fans because we're absolutely fed up with some of the things that happen here and this must be the very worst.

It's unbelievable and I think you can ask any fan and we all feel exactly the same. Someone's got to answer these questions.

Action/Captions

Dialogue

—

10:45:06:14

NARRATOR:

Yet despite their anguish, the fans continue to flock to the ground.

10:45:12:58

OFFICIALS & PLAYERS COMING
ONTO PITCH

10:45:19:04

SUPPORTERS AND
PHOTOGRAPHERS

10:45:23:05

WEST HAM PLAYER SIGNING
AUTOGRAPHS

10:45:29:18

TV CAMERAS

10:45:31:07

GAME KICK-OFF

10:45:33:13

OUTSIDE BROADCAST UNIT
EXTERIOR

10:45:35:06

INTERIOR OF OBU

Manchester United are the biggest club in the world, and the West Ham team need the fans' support. At times their loyalty seems unconditional.

The match is beamed out live to over thirty countries.

10:45:40:08

MATCH COMMENTATOR AT
GROUND

10:45:42:19

SHOT OF SOMBRE FANS

10:45:45:34

SUBURBAN BACK GARDEN

It is West Ham's biggest game of the season and even though the team go 2-0 down after ten minutes, the feeling of exclusion still hurts fans like Del Francois.

DEL:

10:45:51:14

DEL COMES INTO GARDEN WITH
RADIO

You never stop being a West Ham fan. But even though we don't physically go to the games any more, we're not, we don't class ourselves as supporters any more but we are West Ham fans.

10:46:10:00

Supporters are people that go all the

Action/Captions

Dialogue

—

time. We don't go all the time now and so we are now West Ham fans. It's about choosing your words.

10:46:22:18

RADIO COMMENTATOR:

And another great shot has gone in and West Ham United are falling apart. Ryan Giggs gets his second --

10:46:29:08

GARDENING AND LISTENING TO RADIO

10:46:37:15

FANS IN STANDS CHEERING

DEL:

They are so lucky, they should never ever take their fanbase for granted. Because they - they don't know what they've got. That club just doesn't know what it's got because well, brilliant supporters, brilliant.

10:46:47:16

CAR PARK OUTSIDE GROUND

10:46:50:06

SHOT OF PRESS ROOM DOOR

10:46:53:22

REDKNAPP AT PRESS CONFERENCE

NARRATOR:

West Ham lose the match 4-2 but after the game, the questions to manager Harry REDKNAPP are all about the team's threatened expulsion from the Worthington Cup. He is a man who cares deeply about his club. He reminds us that football for all its changes is still about emotion.

10:47:03:15

REDKNAPP:

I mean it's not been an easy day today. Believe you me, it ain't been an easy day. It was difficult for myself to lift myself driving in here today. You know yesterday afternoon was like - I'm driving home, I'm looking forward to the day's game. Got cup semi-final to look forward to. Suddenly like your world's caved in here, you know when I hear this. I've got to drive in here this

Action/Captions

Dialogue

—

morning, pick myself up and try to pick players up who walk in. What's happened, what's happened, you know? I just want to go into a semi-final and have a chance to take my club to Wembley which is what the punters want because they're the most important people. Unfortunately we got cocked up somewhere and we jeopardise that chance but I still think if people are fair that you know - there's no way, there's no way on earth that we would want to be kicked out the competition. Anyone who believes that is completely wrong. I'm telling you now, there's not a chance. It obviously got overlooked.

But I don't know, I don't know what the answer is going to be. Wait and see.

10:48:12:04
MIX TO FANS GOING HOME IN
DARK

10:48:16:03
TO CAMERA

10:48:24:01
GROUNDSMAN PREPARING PITCH
MUSIC IN 10:48:24:01
10:48:26:00

10:48:30:02
MIX TO SHOTS OF STAND

SUE PAGE:

If you're only a fan, you know you are going to feel very upset about it. You're going to be talking about it and everything else but with this it is a job as well. You know we have to come in and we have to be positive again.

NARRATOR:

Football is now one of the UK's most successful industries. But there is still some doubt as to how it will develop in the new century. The game stands at a threshold. If it loses all touch with its roots, it may not be able to return to

Action/Captions

Dialogue

—

Music in – 10:48:22

10:48:42:12

10:48:44:16

MIX TO GAME ON PITCH

10:49:01:18

MIX TO SHOT OF STADIUM

MUSIC OUT 10:49:05:14

10:49:09:12

SCREEN TO BLACK

10:49:10:24

MUSIC IN 10:49:09:24

CREDITS

MUSIC OUT 10:49:41:00

END: 10:49:47:18

them if it needs to in the future.

KEEGAN:

I think in this country at the moment, football is on a massive high and you know so far as I'm concerned long may that continue. That mustn't mean that we don't stop trying to improve it though.

STYLE TRIBES SOCCER MUSIC CUE SHEET

<u>TIMECODE</u>	<u>TITLE</u>	<u>COMPOSER/ARRANGER</u>	<u>PUBLISHER</u>	<u>RECORD CO</u>	<u>USE</u>	<u>DURATION</u>
10:00:00	Football	Simon Davison	Absolutely Productions	n/a	X	42"
10:06:00	Football	Simon Davison	Absolutely Productions	n/a	X	15"
10:10:09	Fascination Rag	Peter Cork	Chappell Music	Chappell	B	21"
10:10:43	Football	Simon Davison	Absolutely Productions	n/a	X	30"
10:15:40	Football	Simon Davison	Absolutely Productions	n/a	X	28"
10:24:28	Football	Simon Davison	Absolutely Productions	n/a	X	27"
10:26:47	Football	Simon Davison	Absolutely Productions	n/a	X	20"
10:33:20	Football	Simon Davison	Absolutely Productions	n/a	X	38"
10:34:02	Vita e per Essere Vissuta	Daryl Griffith	KPM Music	KPM	B	59"
10:43:20	Capital Radio sting	Capital Radio	Capital Radio	n/a	F	9"
10:48:22	Football	Simon Davison	Absolutely Productions	n/a	X	43"
10:49:09	Football	Simon Davison	Absolutely Productions	n/a	X	32"