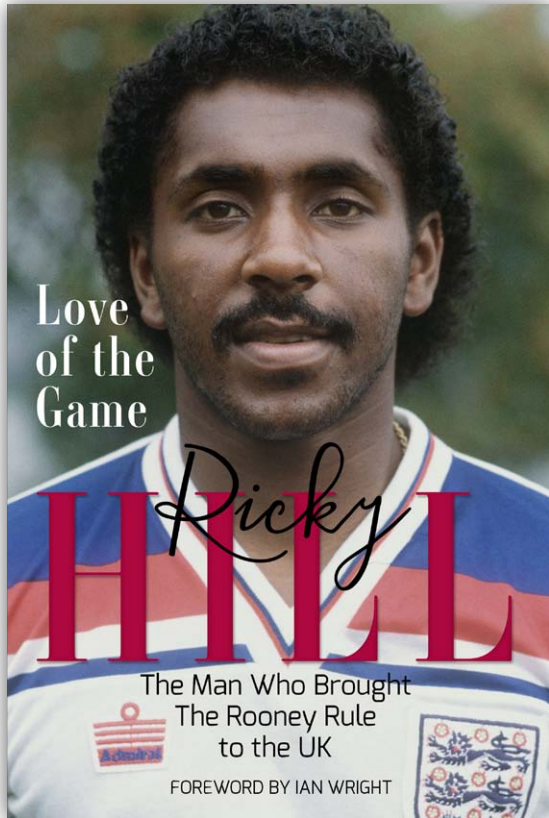




Title information



Love of the Game

The Man Who Brought the Rooney Rule to the UK

By Ricky Hill with Adrian Durham

Key features

- Explosive and revelatory story of the fourth black player to represent England, and the only one of Indian origin
- Shocking first-hand account of the racism Ricky Hill suffered as a player in the 1980s
- Reveals how Ricky had to pay to leave Luton Town, despite being considered a club legend and helping them win the only trophy in their history
- Lays bare astonishing details of his four-month stint as manager of Luton and why he feels he was treated so badly
- Discover how Ricky brought the 'Rooney Rule' to the UK to help black, Asian and minority ethnic job applicants, but was ignored by those running football in England
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Ricky Hill grew up beneath the shadow of Wembley Stadium, where he sold programmes at England games as a boy. When he was seven, he was told by a teacher that only two in every hundred boys could possibly make it as a professional footballer. Ricky told her he would be one of the two. Ten years later, this gifted midfielder scored on his debut for Luton Town. Ricky stayed with Luton for 14 years, made 508 appearances and became a club legend. Emerging at a time when racism was rife, he was only the fourth black player to represent England. Later, as a coach, he had to fight to smash down barriers holding back black managers, and devised an equivalent of the NFL's 'Rooney Rule' to help BAME applicants secure senior coaching jobs in English football. While Ricky has won trophies and awards overseas, he has been overlooked in this country. In *Love of the Game*, he tells the shocking story behind his short spell in charge of Luton, and reveals just how much the football decision-makers in England have ignored him and other black coaches.

Details

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