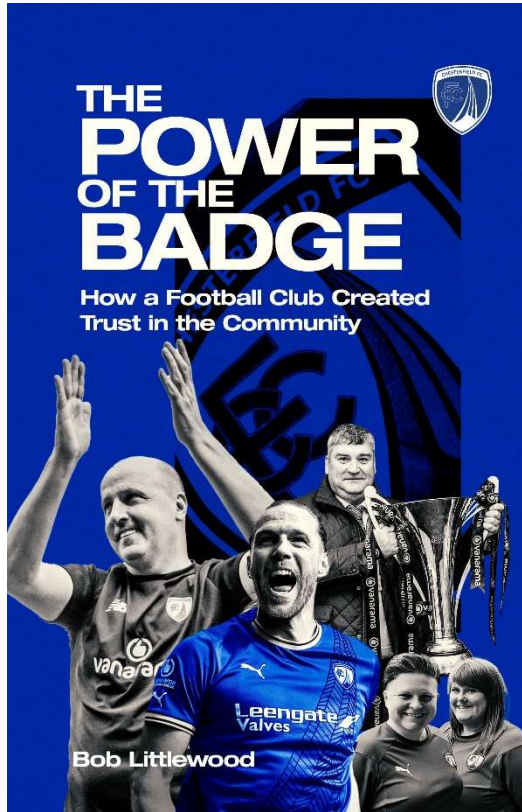




Title information



The Power of the Badge

How a Football Club Created Trust in the Community

By Robert Littlewood

Key features

- Formed in the 1860s, Chesterfield FC is one of the oldest professional clubs in the world
- Money was stolen from them in 2001 by an owner who was jailed for the theft
- A small group of fans bought the club for £6,240 to save it from oblivion in 2001, before a new owner provided a new stadium and a new era in 2010
- The club was relegated from the EFL for the first time in its history in 2018
- The club was bought in 2020 by a community trust that was started by fans; promotion in 2024 back to the EFL was accompanied by new investment by philanthropists
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

The Power of the Badge is the inspirational tale of how a determined and devoted group of Chesterfield FC fans saved the club from oblivion after its money was stolen by an errant owner who was jailed for the crime. The fans had a vision to embed the club in the local community for the good of everyone in the town. With encouragement from the local council, they ran the club on a knife-edge for several years, then sold it to a trustworthy new owner, who financed a new era. After many ups and downs, relegation from the Football League came for the first time in Chesterfield's history. The club was sold to a community trust created by fans, which once again saved the Spireites from going under, and four years later they were back in the Football League. This is the story of how the will and resilience of local fans rescued one of the world's oldest professional football clubs from probable extinction – not once but twice.

Details

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