

- 1863 – The formation of the FA
- Organise local competitions
- Provision of facilities
- Clubs use pubs as their HQ
- Clubs playing in Blackburn, Bolton, Sheffield and Birmingham were often founded in pubs

Work Places

- Employees decide to start playing to meet their leisure needs
- Employers involvement

Clubs such as:

- Arsenal
- West Ham

Old boys clubs – Public school boys returning home to their towns. EG Blackburn Rover.

Cricket Clubs – cricketers finish playing in the summer and they play football during the winter.

FA Cup 1871 – Winning became more important – football became a spectators sport (Entertainment) - Facilities to cater for supporters – entrance charges.

Charging spectators – Supporters want to win. Clubs need to search for talent to compete

Paying players wasn't allowed till 1885.

Decisions needing to be made by clubs:

(External threats can affect the decisions)

- Profit v winning
- Personnel
- Stadiums
- Ownership
- Fan Engagements
- Ticket Prices

Informed decision making

Information – Decision – Desired Outcome