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The Social Impact of Everton FC in Tanzania

Final Report

September 2018

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Liverpool Hope University



THE
PEOPLE'S
CLUB

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THE SOCIAL IMPACT OF EVERTON FC IN TANZANIA

EXECUTIVE SUMMARY

The visit by Everton FC to Tanzania as part of the sponsorship deal with Sport Pesa provided opportunities for a two-way knowledge exchange between the football club and local sporting and non-sporting communities.

The Sport Pesa team in Dar es Salaam acted as excellent cultural intermediaries with local partners, such as the Tanzania Tourist Board, University of Dar es Salaam, the Centre for Neglected Tropical Diseases, and community organisations including Albino United and Afri-Roots.

The visit created significant exposure of the Sport Pesa and Everton FC brands and the potential power of football to bring social issues to the attention of its audiences. However, a more granular analysis of the digital landscape surrounding the trip would provide a better understanding of the social value.

The Sport Pesa Cup provided a springboard for the improvement of elite sporting facilities and raised awareness within the Tanzania Tourist Board of the potential value of sport tourism.

Sport business administration in the region is questionable. The opportunity to learn from experts operating in a different context was welcomed but any development advice must be sympathetic to post-colonial contexts.

There is opportunity to expand the EitC model to provide a global dimension that would benefit from local partnership working to achieve locally pertinent and sustainable development goals.

To achieve this the recommendations revolve around three key factors:

1. **Sustainable Development** – Key to international development is the sustainability of the work that is taking place. It should be led by the people in need themselves and long-term goals must be feasible with appropriate on-going support provided.
2. **Mutual Benefits** – From a business perspective, benefits to all stakeholders must be taken into account. In this case, the value of the work must meet the needs of Everton Football Club or Everton in the Community, SportPesa and the people, or targeted groups within the population, of East Africa.
3. **Socio-economic Growth** – Long-term development within the global south involves growing the economies and providing self-sustaining opportunities within national and global strategies, the approach for which may differ from dominant Western models of capital accumulation.

Specific projects could be more sustainably developed with partners involved in the visit, including University of Dar es Salaam, Liverpool School of Tropical Medicine, Albino United and Afri-Roots.

1. BACKGROUND



In 2017, Everton Football Club signed a £48 million sponsorship deal with Kenya based gaming company SportPesa. The deal made SportPesa the first African company to be a primary sponsor of an English Premier League Football Club. As part of the five-year deal Everton agreed to play three matches in East Africa against local league sides to be decided by competition in the SportPesa Cup.

The SportPesa Cup is a tournament that is played outside the nationally governed league between two teams from Tanzania and two teams from Kenya – the nation in which SportPesa are based. The winners of the tournament compete against Everton, who in the inaugural play-off travelled to Dar Es Salaam to play against Kenyan side Gor Mahia in the Tanzania National Stadium.

The trip included a number of outreach activities, the social impact of which is the subject of this report¹. They can be divided into three categories:

SPORT & BUSINESS DEVELOPMENT

- Football Business Workshops

AWARENESS RAISING

- Visit to NTDCP clinic
- Albino United coaching session

(POTENTIAL) COMMUNITY DEVELOPMENT

- Cultural Tourism with Afri-Roots



This report emanates from a unique partnership between Everton Football Club and Liverpool Hope University through which the SEARCH research centre was formed with a remit to investigate Socio-Economic and Applied Research for Change, particularly in association with the activities of the football club's charitable arm, Everton in the Community (EitC)², and fan perceptions of such work.

Before discussing the various activities related to Everton FC's visit to Tanzania and their social impacts it is necessary to situate the notion of football community engagement work within historical and contemporary contexts relevant to East Africa where the SportPesa sponsored event was taking place and the UK where such work is common; Everton Football Club being preeminent in this regard through the work of EitC.

¹The triple bottom line has become a common framework for assessing the full impact of an organisation or intervention that combines economic, social and environmental outcomes (See Elkington, J. (1997) *Cannibals with Forks: the Triple Bottom Line of 21st Century Business*. Oxford: Capstone).

This retrospectively undertaken research only had the capacity to assess the social impact but it is recommended that a more embedded approach in the future should be undertaken in order to assess the overall impact and better understand the development capacity of such events.

²Everton in the Community (EitC) is an independently governed and financed organization attached to Everton Football Club which operates numerous social engagement activities for the benefit of local people in the city of Liverpool. See <http://www.evertonfc.com/community> for more details.

2. HISTORY OF FOOTBALL IN EAST AFRICA³



Like much of Africa, football in Tanzania (formerly known as Tanganyika) has developed as a colonial product used as a form of cultural imperialism subsequently adopted by successive rulers of the country as a way of building national identity and civic pride.

During the 19th and early 20th Centuries, sport was disseminated throughout Tanganyika by means of education establishments influenced by Western forms of 'muscular Christianity' based on an ideology of dominance and deference. The segregation of schooling in the British administration of Tanganyika and immediately after independence favoured 'Western'

education establishments in terms of sporting facilities, leaving 'African' schools to embrace cheaper sporting options, of which football became most popular and symbolic of cultural and class distinction.

This was reflected in the membership of the Dar es Salaam league following its formation in 1921. Clubs represented the

³This section offers a very brief socio-historical insight into relevant issues in the development of football in Tanzania based on various literature including:

Darby, P. (2002) *Africa Football and FIFA: Politics, Colonialism and Resistance*. London: Frank Cass Publishers; Diogo (2019) 'Tanzania – List of Champions,' RSSSF Archive. <http://www.rsssf.com/tablest/tanzchamp.html>; Goldblatt, D. (2007) *The Ball is Round: A Global History of Football*. London: Penguin Books; Ndee, H.S. (2010) 'Prologue: Sport, Culture and Society in Tanzania from an African Perspective,' *The International Journal of the History of Sport*, 27(5): 733-758; Njororai, W. (2014) 'The History and Identity of East African Football within the African Context,' in C.Onwumechili & G.Akandes (eds.) *Identity and Nation in African Football: Fans, Community and Clubs*. Houndmills: PalgraveMacmillan; Tsurata, T. (2003) 'Popular Music, Sports and Politics: A Development of Urban Cultural Movements in Dar es Salaam, 1930s-1960s,' *African Study Monographs*. 24(3): 195-222

various ethnic groups in the city including Sikh, Sudanese, Arab and African as well as exclusive social clubs and groups of workers such as those from the fish markets. But it was teams representing British administrative departments and organisations that dominated.



The outbreak of World War II saw many Europeans leave, the clubs to which they belonged being replaced by 'African street teams' more representative of geographical neighbourhoods. Dominant amongst these was Young Africans Sports Club (Yanga), which drew its players and supporters predominantly from uneducated and unskilled workers of Zamaro background in the Kiriakoo neighbourhood, west of the main centre. This was in contrast to The Sunderland Sports Club (Simba), the origins of which lie in a group of old schoolmates from the Government School in Kiriakoo. Their membership tended to be comprised of more educated people from a higher social stratum, especially clerks working in the government offices. This created strong rivalry that stands to this day amongst football fans in Tanzania – the whole country (beyond the two clubs' home city of Dar es Salaam) being for either Yanga or Simba, alongside any local team that may draw their affiliation. SportPesa are primary sponsors of both clubs.

It was not until 1965 that the national (mainland) league was formed, following a period of revolution as the United Republic of Tanganyika and Zanzibar sought independence from the British monarchy to become Tanzania. The role of football in this process is significant with Yanga having a particularly strong association with the Tanganyika African National Union (TANU)⁴ – the main political party pushing for independence at the time. Following independence, Julius Nyerere, the first President of Tanzania declared the colonial system of education, including the role of sport, as unfit for the newly independent nation. The previous structure of sport as hierarchical with a political purpose and symbolising an imperial set of value judgements was not seen as inclusive of traditional Tanganyikan values and also unattainable to many African children.

Embedded in the country's new policies of socialist self-reliance, 'Education for Self-Reliance' was seen as a means of creating a 'socialist Tanzania'. In a bid to (re)popularise modern sport and (re)assert political control over it by the new independent Government, the 1970s saw a determined effort to use football as part of the process of nationalisation, through the establishment of sports clubs by parastatal and semi-public institutions, civil service departments and the armed forces, alongside the renaming of existing clubs bearing foreign names – Young African Sports Club and the Sunderland Sports Club were respectively renamed Yanga and Simba. Unfortunately, despite recognising the potential role of sport in the redefinition of the country, its cultural significance failed to find a ministerial home leaving it somewhat neglected in terms of national development and organisation.

⁴The Tanganyika African National Union (TANU) emerged from The African Association which was the first modern political organization established by Africans and was founded in Dar es Salaam in the late 1920s. The relationship between TANU and the Yanga was close enough for it to be alleged that TANU membership cards were sold in the clubhouse of the Yanga on Mafia Street, Kiriakoo. In addition, some assert that TANU had secret political meetings in the Yanga clubhouse when the government banned the political activities of Nyerere, leader of the African political movement against colonial rule. It is widely believed that senior members of the Yanga introduced the leader of the Afro-Shirazi Party (ASP) in Zanzibar, Karume, to Nyerere at the clubhouse (Said, M. (1998) *The Life and Times of Abdulwahid Sykes (1924-1968)*. London: Minerva Press). The Sunderland Club (Simba) was considered less politically-oriented, probably because its membership was composed of more educated members, including those working in colonial government offices.

3. FOOTBALL, COMMUNITY DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY

Historically, professional football clubs have had strong connections with their local communities, often as a source of civic pride and personal identity within rapidly expanding urban populations. In Europe this took place over the best part of a century, predominantly within a national context as such identifications were related to physical flows of people from rural to urban environments and the renegotiation of interpersonal relationships and industrialised work/leisure patterns. The relatively recent development of professional football in Tanzania and its historical context mean that such patterns and relationships are slightly different.

In Europe during the 1970s and 80s the relationship between professional clubs and local people began to change due to the social and political upheaval that affected the working class communities for whom football was most significant. As a consequence, in England at least, football clubs were held accountable and charged with the task of combatting civil unrest and utilising their relationship with disaffected young people to provide positive solutions. This was the start of a more instrumental relationship with supporters and local communities that has become increasingly more professionalised and pervasive as the sport has become hyper-commodified at the beginning of the 21st century.

Such relationships remain fairly unique to British football clubs due to the governance model differing from other nations. Nonetheless, the majority of professional football clubs in England have a community targeted charitable trust or foundation that operates autonomously to the business side of the club. Likewise, the Premier League, UEFA and FIFA⁵ all have Corporate Social Responsibility (CSR) aspects to their business as, in recent decades, the role

of sport for change has become a global challenge.

The challenge for the Tanzanian Football Federation (TFF), the football clubs making up its membership and the private businesses who want to benefit from being associated with football's appeal, is that the sport's development has been compressed into a short space of time such that the professional side of the sport is still developing in line with pre-industrial social contexts concurrently with social and cultural globalisation that sees communication systems exposing local communities and the sport itself to extra-national developments.

Thus, when discussing community development with the club secretary of one of the main two professional football clubs in Dar es Salaam, the discussion concentrated on supporters and paying members, the distribution of gate monies between the clubs and the league. He could not even conceive of the kind of role that football clubs in Britain play through their community trusts and foundations. The concept of something like Everton in the Community (EitC) is unimaginable when clubs are fighting simply

⁵The governing bodies of the top end of English football, European club and national competition and that of international football around the world, respectively.

to have a greater say in profit sharing and ownership. This, despite at the same time, being sponsored by a burgeoning global brand, SportPesa, and regularly having matches broadcast live on national television. Nonetheless, there are opportunities to develop the professional game in Tanzania along more socialist lines by embedding the

importance of football's communal relations within development strategies from the outset. Business models should include profit sharing and supporter consultation as well as recognising what inequality of access to football might mean within the cultural context of the country.



METHODOLOGY

This report is the result of a short fact-finding trip which took place nine months after Everton FC visited Dar Es Salaam. It is based on 18 qualitative interviews with key partners that supported the event:

Sports Director	▶▶▶	Ministry of Information, Arts, Culture and Sports
Stadium Manager	▶▶▶	Ministry of Information, Arts, Culture and Sports
Pitch Manager	▶▶▶	Ministry of Information, Arts, Culture and Sports
Senior Lecturer	▶▶▶	University of Dar es Salaam, Faculty of Physical Education and Sports Science
Planning/Finance/Admin	▶▶▶	University of Dar es Salaam, Faculty of Physical Education and Sports Science
Marketing Manager	▶▶▶	Tanzania Tourist Board
Managing Director	▶▶▶	Tanzania Tourist Board
Programme Leader	▶▶▶	Centre for Neglected Tropical Diseases
Chairman	▶▶▶	Albino United
Club Secretary	▶▶▶	Albino United
Owner	▶▶▶	Afri-Roots Tanzania
Volunteer	▶▶▶	Afri-Roots Tanzania
Club Secretary	▶▶▶	Simba Sports Club
Club Secretary	▶▶▶	Young Africans S.C
CEO	▶▶▶	SportPesa Limited
DAC	▶▶▶	SportPesa Limited
COO/CMO	▶▶▶	SportPesa Limited
BDM	▶▶▶	SportPesa Limited

The limitations of this approach are that there is a dual interpretive process in transferring the impacts of the activities in question as they happened to the accounting of the impacts in this report. Firstly, it is reliant on the perspectives of those involved first hand as they recall the events nine months afterwards. This has its advantages in that interviewees can reflect on more long-term effects but views can be distorted over time by selective memory and repetitive consumption of the stronger messages emanating from other sources. Secondly, the standpoint of the researcher must be acknowledged – a white, European, male with a hopeful yet critical theoretical stance on the role of football (and its surrounding industry) in processes of social development. Furthermore, SportPesa acted as a crucial gatekeeper in organising access to relevant participants leading to a sample of convenience based on their control over this process. This is not seen as a significant weakness due to stakeholders of all aspects of the event being available for comment. However, any future independent evaluation needs to be more conclusively embedded within the organisation of events so that impacts can be monitored at the time of the event as well as more longitudinally.

EXPOSURE

The visit of Everton FC for the pre-season friendly (as it was seen within the British context) and SportPesa Cup playoff final (as it was promoted within East Africa) was seen as hugely successful in terms of creating significant exposure of the SportPesa brand amongst consumers.

- 200,000 people engaged with SportPesa roadshows generating 2,000 new accounts
- 25 Million reach of the #EvertonInTZ social media content
- 71.8 million unique Twitter users exposed to #Everton in TZ
- 6.1 million #EvertonInTZ video views
- 1.6 million engagements with #EvertonInTZ social media content
- 17.1 million media coverage views
- 39 times increase in first time deposits with SportPesa

There are clear business benefits associated with the event in terms of increasing the SportPesa customer base, which is, as one senior member of SportPesa acknowledged, their primary aim: “Our first priority is the business... we do this to make money.” Whilst there is a degree of corporate social responsibility embedded in the organisation



because, as another member of the team claimed, “We are the sports gaming company that cares,” at this stage of SportPesa’s growth, it is not a priority until they are more established. One of the key impacts of the trip is that it made some of those working for SportPesa more aware of the potential that football has for social development and that the company will consider their corporate social responsibilities. However, as is often the case, formal CSR strategies remain an afterthought rather than a key part of the business development plan.



The figures demonstrate the enormous interest in the football club’s trip to Tanzania and, to a degree, the potential power of football to bring issues to the attention of its audiences. In and of itself, however, it does not demonstrate the degree to which such information is retained. It would be useful for Everton FC to undertake some research into how their social media accounts are viewed by different types of users, particularly with respect to the values embodied by EitC.



A more granular understanding of who is viewing these accounts and in which parts of the world would, at the very least, indicate for Everton FC the level of reach that the club could potentially have in Africa and for SportPesa allows a breakdown of market share in different countries in which they intend to develop and whether European audiences are aware of the company and what it potentially has to offer.

4. DIRECT ENGAGEMENT



Benjamin Mkapa Stadium (Tanzania National), Dar es Salaam, Tanzania

The focus of this report is the social impact of the visit on the people of Tanzania as perceived by representatives of community groups, commercial organisations and public institutions who had direct contact with Everton FC.

NATIONAL SIGNIFICANCE

The stated mission of the Ministry of Information, Culture, Arts and Sports in Tanzania is to promote national identity by:

1. facilitating access to information
2. empowering young people
3. promoting culture and sport to the public for social and economic development

This is significant in that it is based on foundational understandings of the use of sport for nation building, both by way of doctrines inherited through 'muscular christianity' and the 'rational recreation' movement in the country's colonial past and through the accumulation of 'soft power' by creating stronger international sporting

presence – by developing a more competitive national side, building stronger leagues and club sides to compete in international competition and having more opportunity to bid for the right to host international sporting events.

The impact of the Everton FC visit for the Government was in terms of improving facilities and capacity building within the sporting infrastructure of the country. Following the club's concerns about the quality of the playing surface where the match was to be played, SportPesa agreed to pay for having the pitch in the national stadium. Furthermore, they also invested in the employment of six ground staff for a period of two years who were given training by pitch management staff at Goodison Park, the home stadium of Everton FC in the UK.

For the Pitch Manager, such investment in his career had an impact at a very fundamental level as well as in a more developmental capacity:

“ I have a secure job for two years [accompanied by a knowing look towards the stadium manager suggesting the potential for a longer term commitment]; my family as well [are secure because of this income] ... there is a possibility to get other work. Sport is important, there are golf courses that need people, and I have learnt a lot. I hope to do more [training]. I can teach others this...”

This capacity building work is an important facet of the SportPesa philosophy. The organisation are making money from people gambling on sporting outcomes but are committed to reinvesting some of that money on increasing the sporting capacity of the nation. There is a realisation that sport, and football in particular, can have enormous economic benefits – not least to the organisation itself, arguably through the exploitation of potentially addictive and destructive practice of gambling⁶ but also through a long term vision for a competitive league, more commercially orientated clubs and a support base for which football is an embedded part of their personal and communal identities and practices.

The pitch maintenance for the visit came on the back of national investment in the

stadium following a successful bid by the Tanzanian Football Federation (TFF) to host the 2019 U-17 African Cup of Nations. Such events are politically important in raising the profile of Tanzania through conventional sport development practices and as a tourist destination.

Regarding the former, the development of high quality facilities, amongst other structural changes, is seen as essential in raising standards⁷. In terms of the latter, tourism has been expanding in Tanzania since the 1990s as a consequence of changes in economic policies and concerted efforts by the Government to promote the sector. The industry is at present predominantly based on wildlife attractions⁸. However, sport is the fastest-growing sector in the global tourism industry, estimated to be worth US\$800 billion globally⁹.

There are distinct differences between types of ‘sport tourists’. These can be summarily categorised as:

- **Active Sport Tourism** – those who travel to actively participate in a sport
- **Event Sport Tourism** – those who travel to watch a sports event

It is primarily the latter that is of interest in the case of professional football, though the prospect of attracting highly paid athletes (or celebrities) as regular visitors as a consequence of them participating in an event should not be overlooked as this would inevitably have an on-going impact on the image of a destination and the specific micro-economic environment that surrounds elite tourism destinations.

⁶The company itself, and the industry more widely, make an important distinction between what they refer to as gaming and more conventional understandings of gambling. It is important to realise that sport based gambling/gaming serves a significant social function and puts the majority at no more risk of addiction than various other legitimate leisure pursuits (Basham, P. & Luik, J. (2011) ‘Social Benefits of Gambling,’ *Economic Affairs*, 31(1): 9-13). However, the significant number of betting companies associated with professional football has at the time of writing created a narrative around the dangers of football related gambling of which companies such as SportPesa need to be aware (see Conn, D. (2019) ‘Revealed: the ‘dire consequences’ of football’s relationship with gambling,’ *Guardian online*, 10/01/19:

<https://www.theguardian.com/football/2019/jan/10/football-gambling-dire-consequences-young-men-bet-new-study>).

⁷Rintaugu, E.G., Mwisukha, A. & Onywera, V. (2012) ‘Analysis of Factors That Affect the Standard of Soccer in Africa: The Case of East African Countries,’ *Journal of Physical Education and Sport*, 12(1): 135-139; Njororai, W. W. S. (2019) ‘Organizational factors influencing football development in East African countries,’ *Soccer & Society*, 20(1): 168-188

⁸See Kweka, J., Morrissey, O. & Blake, A. (2003) ‘The Economic Potential of Tourism in Tanzania,’ *Journal of International Development*, 15: 335-351

⁹This figure according to Orbis Research (2018) includes sport tourists that travel for sporting activities such as golf or skiing and those that travel to engage with sport related events.

Furthermore, there are differences between large- and small-scale sport tourism that are seen to have varying positive and negative impacts on local communities. The former are usually one-off, mega events (e.g. The FIFA World Cup), that have considerable short term impacts often supported by legacy planning in order to offset any that are negative. The latter tend to be regular events that bring smaller numbers of sport tourists (e.g. travelling supporters for league football matches). The SportPesa Cup, whilst not anywhere near as large as the FIFA World Cup is more characteristic of a mega-event that according to a representative of the Tanzania Tourist Board has made them realise the potential value of sport tourism of this kind.

The perception is that for a short time, “All eyes were on Tanzania.” The truth of such a statement lies in whose eyes were on Tanzania. For certain, a significant number of global football fans who follow Everton Football Club were attentive to what was going on in the country. More importantly, perhaps, is which decision makers from other football clubs around the world were paying attention and the promotion of Tanzanian football and culture within Africa more widely. To grow football in the country, the value of its league structure and club competitions must be demonstrated in order to attract talent. By developing the quality of club football small-scale sport tourism can be encouraged, within Tanzania and across borders from other African regions. For the Tanzanian Tourist Board, the event was certainly seen as an opportunity to encourage other clubs to visit the country. Everton FC and SportPesa can draw on their respective reputations and expertise, globally and locally, to support the Tourist Board in drawing up a strategy for both small- and large-scale sport tourism opportunities. The ‘holy grail’ may be seen as attracting a mega-event such as the FIFA World Cup, but realistically football offers far more opportunity for sustainable development in this field through internal tourism that is regular and aligned to the football season.

SPORT (FOOTBALL) DEVELOPMENT

The development of football in Tanzania is connected with the desire of professional football clubs to become more economically independent, to produce better football players (that may garner a transfer fee or help make the clubs more successful) and become more competitive on the international stage – in terms of the Confederation of African Football (CAF) organised Champions League and Africa Cup of Nations.



During the Everton FC visit, workshops were organised in association with the University of Dar es Salaam that provided business insights into the management and promotion of a Premier League football club. They were run by Everton FC marketing staff and attended by representatives from the university and local football club administrators.

Whilst attendees remarked that they got a lot from the sessions the most significant observation from one local club representative was that, “What I learn from the seminar is how English football clubs and Tanzanian clubs operate is two different things.” The relevance of this comment is related to the historical development of the respective leagues and professional clubs, and the current disparity in certain aspects of the professional game in England and Tanzania. It is crucial that such business development advice is contextualised within the socio-historical situation of Tanzanian (and East African) sport development in order to provide useful

and focused sustainable strategies for the Tanzanian football product as a whole.



This is where a concerted partnership between SportPesa, Everton FC, universities in East Africa and in England could be useful in designing a course of study for football administrators in the region. What emerged from this consultation supports other critical analyses of football in East Africa¹⁰, that concerns remain at a structural level in terms of poor leadership, financial irregularities, an unconvincing relationship between those wanting to develop the professional game, the administrative bodies in charge and the corporate world.

Again SportPesa can be an exemplary investor in the future of East African football, encouraging other significant sponsorship to develop the league structure, the clubs and its governance. This must be done in partnership with the Tanzanian Football Federation and the Ministry of Information, Culture, Arts and Sports and not at the expense of grassroots development nor the potential that professional football clubs hold in providing an important focus for local communities of fans, residents and businesses. In East Africa there is an opportunity to develop the sport for both economic and social gain, but lessons need to be learned from how other national leagues have developed as well as the very notion of international development processes. Questions about the purpose of football

need to be asked; its origins are rooted in both carnivalesque entertainment and diversionary colonial control, its contemporary form blighted by recent corruption scandals at the highest levels and concerns about the financial model dominating the sport at the expense of socio-cultural significance to consumers, supporters and local communities.

COMMUNITY ENGAGEMENT

The organisation of a number of community engagement activities is where the most significant alignment occurred with Everton in the Community (EitC) and the traditional values represented by Everton Football Club.

EitC's vision is to be the most effective charity, both nationally and internationally, that uses sport as a tool to identify and support vulnerable people and help to change lives for the better. They state that:

“ Through the positive promotion of sport, physical activity and the brand of Everton Football Club, we are committed to providing high quality, accessible participant and development opportunities that positively change lives and bring enjoyment to our communities. ”

It is clear that the communities on which their work is most focused are those in the city of Liverpool, particularly within close proximity to Goodison Park, the club's home stadium. However, as the Premier League and the football clubs competing therein are increasingly becoming global brands, how an English football club might define its various communities is becoming more complex. Existing research in this area, what relatively little there is, has concentrated on cross-border fan engagement¹¹. Whilst

¹⁰For example: Rintaugu, E.G., Mwisukha, A. & Onywera, V. (2012) 'Analysis of factors that affect the standard of soccer in Africa: The case of East African countries,' *Journal of Physical Education & Sport*, 12(1): 135-139; Njororai, W. W. S. (2019) 'Organizational factors influencing football development in East African countries,' *Soccer & Society*, 20(1): 168-188

there has been a growth in international sport for development and research related to its efficacy, there has been no concerted exploration of cross-border engagement by football clubs' community programmes. Much of what has been written focuses on conventional football development, and the assumed developmental or exploitative impact of such work.

The partnership between SportPesa and Everton FC has the potential to redefine such established discourses that exist within academic research, media narratives and popular opinion through an active engagement with selected development issues in a sustained and progressively structured manner. This must be done with a realisation that local partners should inform such practices, that they are embedded within SportPesa's philosophy and that such CSR work faces up to the critique of 'sportswashing'¹² and the negative perception of sports gaming.



That said, the potential for positive and truly developmental work to be done, for both communities in the global south and in the city of Liverpool is enormous, if managed correctly. What follows is a breakdown of the activities that took place around the main event of the SportPesa Cup match. Understanding the impact of such activities

is limited by the retrospective methods used. Ideally, such research should be embedded within the events themselves. However, this report provides a baseline for further development.

Visit to Tropical Disease Clinic

Lymphatic Filariasis (LF) is a neglected tropical disease that causes swelling of the scrotum (hydrocele) as a consequence of infection by a parasitic worm – the result of a mosquito bite. It can be easily cured by surgery but is often left untreated due to stigma and the debilitating effects of the disease that can severely effect patients' mobility.

The Centre for Neglected Tropical Diseases (CNTD), part of the Liverpool School of Tropical Medicine (LSTM), through funding from UKAid, has already supported 1000 such operations, but at least 4,500 further cases of hydrocele have already been identified. The Tanzania NTD control programme (NTDCP) has been able to achieve this through training up of 50 surgical team members to carry out this relatively simple procedure.

For those involved in this programme, the impact of the visit by Everton FC was two-fold. The media attention on every part of the trip meant that the disease, its effects and the solution received widespread exposure. More directly, the recovering patients and, importantly, members of the surgical teams respectively received recognition of what they have been through and for what they achieve on a daily basis from representatives, including former players, of Everton FC. The esteem in which professional football players and global football brands such as that of the Premier League outfit are held should not be underestimated.

¹¹See for example Kerr's work on satellite supporters (Kerr, A.K. (2009) "'You'll Never Walk Alone'. The Use of Brand Equity Frameworks to Explore the Team Identification of the 'Satellite Supporter'". PhD diss., University of Technology, Sydney), Hognestad's research on overseas fans (Hognestad, H.K. (2006) 'Transnational Passions: A Statistical Study of Norwegian Football Supporters,' Soccer & Society, 7(4): 439–62) and Giulianotti & Robertson's focus on football and glocalisation (Giulianotti, R. & Robertson, R. (2007) 'Forms of Glocalisation: Globalisation and the Migration Strategies of Scottish Football Fans in North America,' Sociology, 41(1):133–152). Even within this body of work, very little has been written on the global south.

¹²A term that has become increasingly used to describe the use of sport for social good in order to diminish or negate accusations of corruption, human rights abuses or anti-social practices by the company or nation sponsoring a sports related product or event. It is based on the principle of 'greenwashing' (first coined in 1986 by biologist and activist, Jay Westerveld) whereby disinformation is disseminated by an organization so as to present an environmentally (or in this case socially) responsible public image in the face of dubious business practices.



Their very existence is rooted in aspirational admiration (often as a childhood latency within adults), idolisation and fanatical support. Even for individuals who are experts in their field of medicine and without any connection with the football club, the chance to meet with professional football players and other representatives from a Premier League Club was of great importance.

From the perspective of the LSTM, there was disappointment that there seemed no desire from Everton FC to continue the partnership that was established through this event. As two significant institutions within the city of Liverpool, such a partnership would seem to offer benefits to both parties. That said, there is a mistaken view that football clubs' community programmes are funded through the business of participating in the Premier League and the associated wealth within the sport at the elite level. Whilst there may be legitimate calls for the Premier League to raise their CSR contribution and criticism that the football industry as a whole is awash with money much of which does not remain within or support the traditional communities from which football has historically been built, it is recognised that Everton FC and EitC operate under normalised economic relations within the industry.

There are two comments to be made about this:

- 1) Everton FC possibly need to be leading the way in raising people's awareness about how Football Club Community Foundations are funded and pushing for more equal distribution of football's finances as a moral objective
- 2) In areas of operation where money seems to end up supporting the private lifestyles of those made rich as a result of their role, EitC should be promoted as a socially responsible investment.

In this way, money could be ring-fenced for supporting the work of charitable causes that align with the club's traditional and contemporary values as the heart of the city's working class communities and as a global brand with international development concerns.



For SportPesa, the development of a CSR strategy should encapsulate their existing philosophy of the 'Gaming Company that Cares' and a willingness to push the commercial development of Tanzanian football in a socially responsible way from the outset.



Coaching session with Albino United

Albinism is a skin condition related to the lack of melanin being produced. Tanzania has the largest proportion of albinos in the world. Not only does the skin condition cause serious problems for people living in an extremely sunny climate, in terms of exposure to the sun, but those with the condition are ostracised within large parts of society and persecuted as a consequence of widely held traditional beliefs.

Albino United was started by someone with the condition who wanted to find a way to challenge the prejudice he, and others like him, was facing. The aim is to provide a safe space for albinos to play football and to raise awareness about the condition. To this end, the visit by Everton FC provided a boost to Albino United's existing work.

A training session was organised for members of Albino United to play alongside Everton players and coaches. The value of this was that, in the opinion of those running Albino United, their team members' self-esteem was (temporarily) raised. Normally, "We are ignored, but because Everton was visiting, there was much attention... it is like we are born afresh." Without diminishing the

perspective provided, it is easy to reflect afterwards on the impact in a positive way (especially when confronted with a researcher who may be perceived to be influential in further decision making). In order to gain a true picture of psychological impacts like this, such elements would need to be measured before, during and on a couple of occasions afterwards using standardised and robust measurement tools that were culturally sensitive to the context in which they are being used. Nonetheless, for individuals who face prejudice on a daily basis an occasion such as this seems to offer a subtle yet long-lasting sense of empowerment.

Beyond any direct impact on members of Albino United, it was further noted that, "The value of the team has risen because no one would imagine Everton have time to give to them." This is where a wider impact of Everton FC's outreach engagement might truly be felt. The legitimisation conferred on Albino people by an association and physical engagement with the Premier League club and internationally recognised professional football players, through the media attention of the training session, is seen as a strong challenge to ignorant views and long-held beliefs about Albinism.

However, for the effect to be maintained there must be a sustainable approach to such work. The condition can lead to the most tragic of circumstances; families torn apart as fathers reject babies born with the condition and numerous incidences of infanticide as a consequence of albinism being seen as a precondition for the presence of evil and paradoxically the valued properties of human bones from such bodies for traditional forms of witchcraft. Whilst circumstances are worse in lesser-developed regions of the country and not such a problem in the more cosmopolitan conditions of the city, there are still risks to young people. For this reason Albino United want to expand and would offer more but for the lack of resources. When asked directly of what the team are in most need, the response was emphatic:

“ *A minibus... there are many children, who live all over the city. They cannot come [to play football], sometimes it's too far, it is dangerous... [with transport] we can pick them up and bring them [to play] then take them home safely.* ”

Furthermore, such a vehicle would make it easier to travel into more remote areas outside the city to promote the team, challenge the problems in areas of most need and provide hope for more isolated individuals living with the condition.

Cultural tour of local community

Afri-Roots is a cultural tourism enterprise based in Dar es Salaam. A social enterprise that offers tourism options with an ethically sustainable core, Afri-Roots works with local communities to set up development projects supported by local businesses that can ultimately be sustained by themselves. One such project is Dar Reality, where visitors to the city can gain first hand experience of the social issues facing Dar es Salaam by visiting the markets, meeting the people who work and innovate in the informal economy and hear about the struggles they face. This is

a novel approach to tourism compared with the more traditional historical tours of the cityscape or wildlife safaris that dominate the itineraries of most visitors.

Everton players and other members of the travelling party were taken on a cultural tour of Tandale, an informal and underdeveloped settlement just outside the city's central business district. The tour included a visit to one of the football viewing centres in the district – a small construction of corrugated metal that can accommodate up to 100 people on five lines of simple benches that face towards four large television screens. The entrance fee is 1500/-TSh (approximately 50 pence in English money) which equates to a day's work for the majority of those living in this area (that have an income), most of whom trade in the local markets or run their own small businesses operating within the micro-economy of the neighbourhood. Unskilled job opportunities across the city may provide some with a slightly higher income from work beyond the immediate area in which they live but for the majority who have limited formal education their livelihoods remain highly localised. The centre shows televised matches from the Tanzanian Premier League, The English Premier League and other leagues in Europe as well as offering film nights at other times.

The impact of the event for Afri-Roots has led to, “[The] idea of cultural tourism being taken seriously... Other organisations see what we did with Everton and if we can do that for them it builds trust.” Dar es Salaam acts as a base for a significant number of NGOs and companies or organisations from the global North who operate in the region. Alongside a consistent stream of tourists for whom the city is a stop-over before heading off on safari, they provide a useful customer base for cultural tourism, as staff use Dar during transit to other parts of Tanzania or regional offices receive guests from beyond the city limits and national borders. Cultural tourism has an appeal at various levels to such organisations but it is important that visitors

feel safe. A visit from such a high profile outfit as an English Premier League football club, and the media attention attached to the trip, helped reassure potential clients and raise awareness of the concept of cultural tourism.

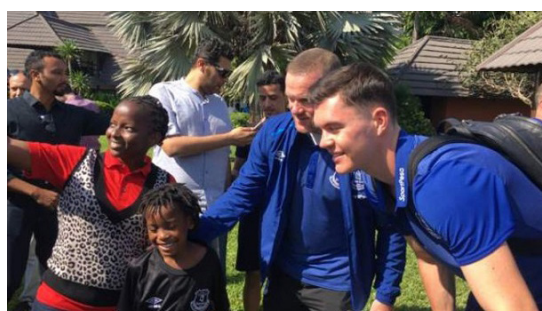
In fact, according to the originator of Afri-Roots, “Media still want to know what it was like showing Rooney around!” This points to a crucial aspect of the event. Interest was much higher as a result of the recent re-signing of global football superstar Wayne Rooney – originally an Everton player as a teenager but whose star status was formed during his 13 years at Manchester United; a club with a much larger global profile than Everton and very well supported in East Africa.

There is a view that suggests the cultural tour meant that, “Neighbourhood people feel part of the Everton trip,” but this does not translate into a support base in the region. Representatives of SportPesa claim that local people have a greater awareness of Everton FC as a consequence of the trip. However, from observation it would seem that other Premier League football clubs have a foothold that is unlikely to be challenged as a result of this type of one-off visit. A more regular presence would help. This could be in the form of ambassadors of the club revisiting more often or through providing an alternative reason to support the club such as their community work – most supporters base their

support on clubs who have had more recent success than Everton and whose playing staff contain players of African heritage to which supporters can make (mediated) connections.

For those at Afri-Roots, it is about developing local people to be able to sustain themselves more readily in the long term. It is about a ‘glocal’ perspective that retains local culture in the face of global forces: “I believe the young people, they have a good mind, a positive attitude, and a little bit of English and you can develop this.” Whilst a general low level of formal education remains a problem for young people growing up in a neighbourhood such as Tandale, having a good grasp of English is seen as a priority in being able to more practically develop and utilise the skills that are attained through more informal means.

The connections that could be made at a global level with EitC’s engagement with young people in Liverpool, through employability programmes and working with ‘at risk’ youth, has great potential with appropriate support from local experts in Tanzania. If part of EitC’s suggested vision is to be an effective charity on the international stage, they should build on the work undertaken during this trip using existing models of other international development organisations in combination with their existing approach in Liverpool.



A SCOUSE DERBY IN TANDALE

It's the end of the rainy season in Tanzania, large potholes filled with rainwater making it extremely difficult for what little motor traffic attempts to negotiate the narrow streets between makeshift brick buildings sheltering beneath wood and tin rooftops. The murky puddles usher the stream of pedestrians from one side to another to avoid spoiling the hems of their Sunday best. Others simply paddle through the muddy waters.

Hand-painted signs promote the small businesses that prop-up the local economy and each other. A sewing machine speeds along its owner's porch. A narrow entrance tightens its grip around young men exchanging bank notes for small tickets that reveal the code they need to top-up their mobile phones.

A man carrying a large umbrella seems something of an anomaly, despite the clear advantage such an accessory provides. He is a Bowler Hat away from being a black caricature of the nation's colonial past but does nonetheless remain dry. Behind him, the dark entrance to the 'cinema' reveals little of its interior. The outside is unremarkably similar to the vast majority of other buildings. The inside walls are papered with posters of various football squads from the previous decade – Arsenal, Chelsea, Liverpool, FC Barcelona...

The chalk board outside advertises two important football matches: Everton v Liverpool and Yanga v Welayta Dicha. (The latter a CAF Confederations Cup qualifier between one of Dar es Salaam's two main clubs and a team from Ethiopia). Consequently the four screens at the front of the room are divided between the global broadcast feed of the English Premier League and local television already discussing the Yanga match with more than an hour to go before kick-off – at one point this includes footage of Everton's visit from the previous year which still seems to provide content for mainstream media discussions.

The discussion amongst those watching the Premier League match is muted and a little disconsolate. Why? Because Liverpool are not winning and the spectacle has not lived up to the usual entertaining Premier League hype. A solo supporter of the blues remembers the Everton visit well but seems more interested in the Yanga match which, as kick-off approaches is attracting more people into the increasingly sweaty viewing hall.

One man suggests he is supporting Everton because of Wayne Rooney. He is actually a Manchester United fan but loves to watch Rooney. The rest of the audience clearly prefer Liverpool. A rise in the noise level as Everton threaten, then suddenly a great cheer: Yanga have taken the lead in their qualifier, which within minutes has provided more action than the Merseyside derby. The quality of the latter is such that the greatest reaction comes with the substitution of the Everton superstar: 'Yes, yes, he has been rubbish,' – the local pronunciation of English emphasising the final word gives the assessment of Rooney's performance much greater incision.

5. RECOMMENDATIONS

SUSTAINABLE DEVELOPMENT

Key to international development is the sustainability of the work that is taking place. It should be led by the people in need themselves and long-term goals must be feasible with appropriate on-going support provided.

MUTUAL BENEFITS

From a business perspective, benefits to all stakeholders must be taken into account. In this case, the value of the work must meet the needs of Everton Football Club or Everton in the Community, SportPesa and the people, or targeted groups within the population, of East Africa.

SOCIO-ECONOMIC GROWTH

Long-term development within the global south involves growing the economies and providing self-sustaining opportunities within national and global strategies, the approach for which may differ from dominant Western models of capital accumulation. If Everton Football Club and SportPesa really are serious about their social responsibility there are a number of simple, relatively inexpensive outcomes of the trip that would fulfil these aims¹³.

1. In partnership with the University of Dar es Salaam and Liverpool Hope University, offer a more sustained football business management course, specifically aimed at developing the management structures of the football clubs, governance bodies and sport tourism infrastructure in Tanzania. This could be in the form of short courses that coincide with the football off-season and the academic summer vacation in Britain. Courses should combine input from Everton FC alongside academic support from the universities.
2. Create a more formal partnership with the Liverpool School of Tropical Medicine (LSTM). One of only three such institutions in Britain, the historical and contemporary significance of LSTM to the city of Liverpool should be significant to a club with Everton's longstanding connections with the notion of missionary work. This partnership could take the form of supporting a number of bursaries for overseas training or raising funds for the building of a dedicated research/training facility in Tanzania itself.
3. Invest in a minibus to support the work of Albino United. This would enable the team to reach far greater numbers and extend the positive messages of their work. If the minibus were to be branded with the SportPesa and Everton FC livery this would provide on-going exposure for both brands as well as a regular reminder of the 2017 trip.
4. Support for the building of an English Language Centre and small Education Facility in the neighbourhood of Tandale. This could include cash donation and/or a volunteer scheme that would see cultural exchanges between volunteers in Britain travelling to Dar es Salaam to help develop the centre and Tanzanians travelling to Liverpool to undertake intensive training. At a less costly level, fundraising programmes could draw on the global branding of Everton Football Club, Everton in the Community and SportPesa.
5. The design of a more systematic programme of research to accompany these events. There are various methods of measuring the impact of such events that would provide a more holistic overview than has been possible in this report but they need to be planned into the overall programme from the beginning.
6. With specific reference to future SportPesa Cup events in other parts of East Africa, the programme should be replicated to include similar groups so as to retain some consistency. The social contexts in Nairobi or Kampala may be different but issues such as Albinism, tropical diseases and social deprivation will be similar and would allow common themes to emerge throughout the duration of the partnership between SportPesa and Everton Football Club.

¹³These recommendations are merely based on a qualitative analysis of the interview data. At this stage, there is not the capacity to undertake a full socio-economic analysis and thus the feasibility of acting on the recommendations is a decision for Everton FC and SportPesa to determine.

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Final Report

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