

## HOW RELEVANT ARE UK CLUBS' STRATEGIES FOR COMMUNITY AND FAN DEVELOPMENT FOR THE J.LEAGUE CLUBS ?

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### **Introduction**

Since the J. League was established in 1993, significant movement was produced throughout the sports industry in Japan. This movement was based on its regional-based management style, which enabled the League to achieve significant development during these decades. However, it seems that the fan base of the J. League is making little progress in the last few years. To overcome this situation, it might be meaningful to reconsider the significance of the regional-based management for the clubs. Therefore, this research is expected to reach some recommendations for the J.League clubs as focusing on the advantages of the strategies and structures adopted by English clubs in this area.

### **Methods**

To end up with recommendations for Japanese clubs, this research was structured to focus on UK clubs' advantages in the subjected area. Therefore, collecting practical data was the key to develop the discussion following the literature review, and it was structured as follows. Firstly, face-to-face interviews were conducted with not only football clubs but also relative stakeholders of the Football in the Community Schemes. Secondly, work placement at the Charlton Athletic Community Trust (CACT), which is one of the most successful schemes in the UK, was organised to get rich description from the everyday life of the subject of this research. Thirdly, questionnaire was run to measure the effect of community work by sampling from participants of CACT's community programmes. This quantitative data was believed to add reliability and validity to this research.

### **Results & Discussion**

The evidence of the research suggests that 'Football in the Community Schemes' have been acting significant role to improve both of clubs' fan base and presence in society. In order to achieve the sustainability of the club and the community work, the main characteristic of the UK model in terms of both structure and strategies produce considerable suggestion to the J.League clubs, and it should be possible to introduce their advantages into Japanese clubs.

### **References**

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