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Interview Details

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So my names Joshua Adams and I work for eastside community heritage on the stadium of stories project do you just maybe want to introduce yourself for the sake of the tape

My name is Steve Goodsell and I'm the regional manager for the south of England for show racism red card, and were based in Southend-on-Sea in Essex

So how do you spell your name then

G double O D S E L L and Stephen is with a PH

Yeah and when were you born (coughs)

I was born in XX 1957.

And where abouts were you born?

I was born in East London just within sound of bow bells which makes me a cockney

Yeah

And my very early days were living in Shoreditch which err was above a police station.

My dad was a policeman and er that's where I lived in my early life but al my early years, formative years were in the east end

Yeah

So I thought we could maybe go right to the start and maybe talk a bit about my grandparents. Were your grandparents from London as well?

My grandparents from both sides of the family were from London form Millwall initially and my grandfather worked in the docks in Millwall. He had a west ham

connection even though he was Millwall based he supported west ham and he had trials for West Ham and I think he played for one of their teams

Mm

Erm post war erm and was a keen cricketer as well. Well known as a sportsman in his day locally as an amateur

Yeah

And they worked and lived in the east end on both sides of the family so that was the Goodsells, and on my mother's side the XXX (0:01:47:7) who were involved in printing around Liverpool street so yes very much east end backgrounds.

It's quite a typical background as well isn't it, for your grandfather to work in the docks

It was a hard life and from what I've been told and my memories it was very much a man's world, although women were very much the strong characters in the household and typically there were large families and the and the women had to work really hard to keep that together and the men worked really hard in the docks and it was a rough life and I think the sport side was a welcome relief from that

Mm

And the pubs which went hand in hand with ... their social lives I think in the early days especially.

Yeah (coughs) it must be quite a conflict then erm you know working in Millwall and supporting West Ham just on the previous history, previous histories alone

It must have been I mean the rivalry now is intense, erm I'm sure it was just as intense back in those days. I don't know why, how he came to support West Ham. It may be as well 'cos he got an opportunity to play in one of the teams XXX (0:03:08:5) so I always remember he, he instilled in my dad as well a love for west ham which then came over to me my brother especially, he was probably a XXX (0:03:24:5) more than me but my earliest memories were football, not just West Ham but also other football clubs, Dulwich Hamlet who I don't think exist anymore watching football with my grandad was a real pleasure for me in my youth, my tough 5 and 6 year old I remember doing that it was really good fun

Yeah so what about your parents then, do you wanna talk about a bit about your parents?

Yeah my dad was a long serving police officer and erm he was in the police when he and mu mum had me and lived above a police station and I can remember them telling me tales of how, what a life it was because the police station, was an active police station so

there was arrests being made and XXX (0:04:18:8) being brought in downstairs to be charged and all of this was going on just below where we were living

Yeah

Me and a baby and my mum worked in the print industry along with her father and they were typical of their time. They'd grown up as children through the war. My mum was evacuated first to Somerset and then to Suffolk and then they lived in Dagenham. Family gradually moved out from Millwall then settled in Dagenham. That's where my mum and dad met. And they started going out together and eventually got married and gradually the family moved from Dagenham and sort of Wanstead, Walthamstow and ended up in Brentwood which was kind of lots of east end families migrates out towards Essex and the coats and that continues to this day

Yeah

So that's typical of their time. Really hard working and my dad only left the police because he received an injury on duty and then had a succession of various jobs where he was trying to make his mark in life and raise, raise a family but again in the background my mum being the rock of the family as is the case in many households. Just you know, very religious as well, not god-fearing way but just going to the church regularly. That was part of the family as well going to church and that was instilled in us as kids as well going to Sunday school and then going to church.

Yeah. You just mentioned there as well about erm evacuation and your parents living through the war. Erm did your parents share any stories about their times when they were evacuated or any particular memories they might have shared with you about the war?

Yeah they did, they were always telling us about that and my mum still does. My dad passed away a couple of years ago. Umm my dad was fascinated and horrified by the war because he heard and saw you know his uncles injuries that they, the people that were lost through family and friends and the blitz also from serving in the armed forces. My mum especially was deeply touched by being evacuated and when you hear her story you can't help but be moved, it makes me cry just to think about it because they, they were taken, her and her sister up to, to Suffolk. To somewhere they'd never been before and it was like another world and just left. You know say goodbye to their mum, didn't know where they were going and just arrived at a railway station, met by a stranger and taken 'round the streets saying 'will you take these children in?' and she tells me about one family they got taken into and they hated it. It just awful and I think they may got taken in by another family.

Yeah

But we took her back up there not too many years ago and walked round the streets. She wanted to walk around and she showed us where she went and she remembered so

many things. And she was crying her eyes out, 'cos it was one of the worst things. She said I'll never forget umm leaving my mum and she said I know why my mum did it, because that's what they were encouraged to do but she said if that was repeated, she said I don't think I could have let me and my brother and sister go.

Mm

Umm because they didn't think they'd ever see them again and she err she said it was just awful, awful awful time. Umm I think my dad stayed, I don't think he was evacuated, I think he stayed and erm he tells us really, he used to tell us stories about erm, when the German bombers came over London and the doodlebug especially and he would describe how they knew when a doodlebug was gonna hit because you could hear it and then all of a sudden you couldn't hear it and you knew it was on its way down somewhere. And they used to tell us stories about the sirens going off and being taken out the house and into the shelters and... unbelievable really and it's not that long ago

Mm

But err it affected us as we were brought up, it made us tough and erm you know we were war babies I guess because... well the baby boomers we, we were sort of living... born in the fifties you were still sort of on the cusp of rationing and things not being readily available. Umm people's expectations not being as great as they are today. But it... for me growing up, it was a good time to live and I'm really pleased I was born when I was and being through that. Umm my mum is still with us, she's in her eighties, she's so strong and she... she's an inspiration to us just by what she's been through and how she's coped with that and then other things in her life as well.

Yeah it must have been extremely frightening erm both being evacuated and living in London at the time because obviously East London was quite heavily bombed wasn't it?

It was erm, you know I can only go by images seen on, you know from film footage, XXX (0:09:33:0) news things that you see in the magazines and press at the time. And when you were young you don't really understand it but when, now the age I am. You fully appreciate the horror of it and what it must have been like and when I go back to the East End now which I do a lot for work you know I don't remember, obviously I don't remember what it was like totally but I do remember how the east end was and how its changed, I think it's changed for the better.

[0:10:00:0]

Mm

When you think of, the things that everyone went through the community at that time, unbelievable. I've been to Germany as well and you know you get the same sense you

know with cities that were bombed by the British in Germany umm and you, you get that feeling of how futile it all was and that... huge loss of life, whether it was you know people that were serving or fighting for civilian life. It's just, just really hard to comprehend

Yeah

And to know your own parents went through that and how they must have felt and their grandparents and great grandparents, everybody it's just... I don't think you can fully explain it unless you live through it.

So how do you think erm the war shaped your parents lives and certainly how did they shape your life growing up in post-war Britain?

I think what it did for them was to (coughs) give them a sense of wanting a better life for their chil- for them and their children. I think everyone was full of hope. Then after the war, things would be different. They'd be no more wars. Supposed to be the war to end all wars

Mm

So there was a feeling of relief. They didn't have any money I don't think money was such an issue back then you know people just as long as they could, they had a roof over their head. They had something to eat you know people didn't want much you know if they went to the cinema but then that was a big thing. The cinema was a big thing such an escape and that's why the films at the time, the Hollywood films were so popular it was a total escape from what was going on in the world. I mean I as a child I just can remember just being loved and being looked after- and not just by the family, the parents but by the family, just people generally. It may well just be me remembering through rose tinted spectacles but the community just seemed to be more open, welcoming, people just seemed to be friendlier. You still find that but I remember that, I remember being in shops for example with my mum and people talking to her, you know strangers talking to me as a little nipper. And it just felt good and we were outside an awful lot because you know, well we didn't have a TV so...I remember us doing loads of things outside as family going to the park, going out for walks, going on the train or when my dad got his first car, coming to south end that was where we, where we spent a long time as well. So I just remember it being a happy time, a time when people were full of hope and optimism.

Yeah, I think there's probably a wider appreciation of everyone particularly with what went on during the war as well you know people not taking anything for granted. Particularly when it comes to things like family and friends of the community.

I agree, and I think family became even more important but I think that's been something that's lost a bit now in modern society the family was so important and

people really pulled together and it wasn't families in isolation you know you would have whole streets there. There were quite big families there, everybody knew each other and I think everyone was pulling together to try for a better life. And... that changed especially in the eighties you know more commercialism you know I've seen that as well I've seen how communities have changed during that time but certainly in the fifties and sixties I can rem- we didn't have much and I can remember we just had things at Christmas and birthdays that's all you got but you really really appreciated everything.

Mm

And and school as well. Education was seen as being very important even though we have no aspirations to go to university, wasn't even mentioned. You know you were gonna get a job that it was to go to school XXX (0:14:30:4) you know wear hands me downs and things that were knitted for you but it was always about looking your best, wearing a tie, shoes clean all of that thing you know there was a lot of pride in people I think then

Uhm sorry so how about yourself then, where did you grow up?

Well I grew up in the east end, Shoreditch umm and then the family moved to Wanstead, Walthamstow area and I have happy memories of being over Wanstead flats with I think cows still roam freely

Yes

And me and my brother especially we would have lots of times and different era go out play, we used to go out on our own

Mm

But all the around there I loved living around Wanstead and Walthamstow and I still like going back there even though its changed a lot I still like that feeling of coming home when I go there and the probably age of

(Coughs)

Seven, Eight? Probably eight years old moving to Brentwood

Mm

Which was, like moving into the countryside umm and it was absolutely totally different in every single way to living in east London and I think it took a while to adjust to that but from my parents, they ... it was like they made it. Bought bungalows in Brentwood so they were well on their... ladder to success.

Mm

For us as kids we didn't really appreciate what that meant at the time/ we just saw it as nice place to live and we had a park over the road and there was football club down the road and we went to a really good school. I don't mean a posh school but just a really friendly state run school and as long as we had money, pocket money for comics and err XXX (0:16:24:5) some sweets we were happy (laughs)

Yeah

But yeah it was good time that whole growing up experience in the East End and then into Essex it was fabulous for me.

did you prefer living in the East End or Essex?

Well.. Good question. I think probably... a bit of both. The early years were so formative for me and I'm really pleased I had those I mean living in Brentwood was good as well because I met so many friends some of whom I'm still friends with to this day. Umm but if I had to choose, I would live in the east end. And I live in Southend-on-Sea now but I would choose the east end over many parts of Essex, particularly Brentwood, I wouldn't wanna live in Brentwood now.

Yeah (laughs)

I would love to ... I would live in London. When I work in London I go on a train to London, I love being there. I just love the buzz I love how it's being transformed, a place where I was born. Lived all around Shoreditch so vibrant there now and mixed communities, the cultures, the ... not affluence but there's been an influx of some money, obviously 'cos they rebuilt lots of properties. The restaurants there... choice of foods, music, entertainment... I think it's a fantastic place for me.

Yeah. So when you were living... how long did you live in Brentwood for?

Lived in Brentwood until I was old enough to leave home which was about sixteen/seventeen

Mm

And then moved towards the east end. I lived in Dagenham for a time and then had a succession of jobs including following in my father's footsteps being police, in the met. Metropolitan police and then bought first house with my then wife which was in south-end-on sea and the reason for that was because it was cheap. Couldn't afford to buy anywhere else, it was the only option at the time.

Mm there seems to be a comment theme through a lot of the projects we've done and certainly this project with West Ham umm about a lot of people from the East End have

moved to places like Essex, Clacton and Colchester and places like. Do you know why that is or?

I think tis a number of reasons, I think one is because of finance, which it was in my case, 100% with others, I think some people have moved out because they don't like the change in the east end. Umm I know of people that don't like the mix of communities now and that's been a contributing factor as to why they've moved. So you'll have some people that have lived in certain parts of Essex umm, XXX (0:19:31:1) Southend way, Basildon (0:19:30:5) especially along that Thames corridor that have moved purely because they don't like, well they didn't like the change and they want it to be away from how they saw the communities evolving. I think it's changing again, you're getting people that traditionally might have moved away that are staying, especially younger people going back which is really XXX (0:19:56:5) but as I say for me it was purely financial.

Mm

[0:20:00:0]

So when you were growing up in Essex, umm what was your family home like?

We were, I think we were quite fortunate, as I said earlier my parents bought a bungalow which for them must have been a palace umm. It was probably very small, but for us it felt huge, we had a garden don't think I think we had a garden before, it was just you know you had communal areas cos we lived in flats pretty much in east London. So for us to have our own garden, well it was incredible. My mum is still a keen gardener to this day so for her it was probably heaven to have her own little; I remember they had their own vegetable patch which they made for us and wed grow our own vegetables. My brother and my sister would grow our own potatoes and carrots and lettuce with varying degrees of success and err but they was, good and my dad had a little garage, workshops and that's where I learnt lots of basic skills which certainly well, which I don't think kids do these days. So it's just making things and cutting yourself when things didn't go right and learning umm how to prepare things, take things apart. Build them again like radios and whatever it was, I was always doing that.

So what was the local- what was the local area like?

Back then in bentwood, it was still quite rural it was a market town/. Very traditional, erm pretty quiet had that sense of community still. And I can remember when England won the world cup, which is very topical now, were celebrating in 1966... I can remember that being shown in the streets on TV goodness knows how they'd id it but people out in the streets after England won and you know men walked around the dustbins banging on them and everyone went out you know it was all a big carnival.

Pretty much quiet but it was think like the carnival which they had every year which was just massive. You know the town would be XXX (0:21:57:0) with people but it was, it was close to London but it was far enough out to feel like its own little community. Very much market town as I say, it's very TOWIE, The only way is Essex. It's just changed beyond recognition now to what it was but back then, yeah it was a nice place to be.

Did you ever travel back into east end when you were living in Essex

Yeah all the time, particularly places like Ilford I know that's strictly Essex but yeah would go into London. My grandparents still lived in umm in Ilford and also... umm just quite close to there we used to go there all the time to visit them and wed go back yeah wed go back and my nan and grandad used to take use to different places in the east end and yeah my dad used to take us to West Ham so yeah

Mm

We were there quite a bit

You mentioned as well briefly umm about some of the things you done as a child like going to the park, spending a lot of time outdoors. Umm what sort of things did you do then as a teenager?

Ha, well as a teenager, was still outdoors a lot. Ha well we were doing things like err probably things we shouldn't do like smoking. And erm drinking the old beer or two. But we never got into any trouble, it was again very innocent compared to now and ... I mean I can remember at fourteen going to a local pub. I mean the pubs were totally different. They were what would be classed now as old men's pubs

Mm

But they knew we were underage but we'd sit there really quietly in the corner and they'd let us have a half pint of bitter and we used to rehearse our date of birth religiously just in case the place got raided by the police which was never gonna happen. But the landlord knew were were underage but he just knew... half a pint and if anyone dared to ask for more they'd be kicked out.

Mm

And we thought we were really big there but we'd go to the cinema a lot. We mentioned that earlier, cinema was such a big thing. Growing up it was the Saturday morning pictures and then it was a big social thing to go and see all the new films that came out so that was a big thing. Football was just massive thing also into music, really heavy way which I still am and starting to go to concerts

Mm

So we'd go to (pause) erm it was- that was just a really good time. Loads of parties around people houses, XXX (0:24:35:7) party seven. Seven pints of beers opened up, probably do us all night between us and XXX (0:24:44:3) for the girls probably and it was just playing records and it was records and XXX (24:51:0) and dancing and hanging out we were teenagers, we'd still go to the park. We'd still go to the park and hang out and that's what we did.

Do you think that sort of innocence of youth has kinda been lost on kids nowadays as opposed to back when you were growing up?

Err again it might just be me looking back and reflecting but I personally yes, totally, totally lost. I'm not saying that kids and teenagers aren't innocent and they are and I still think the majority of young people are great you know, I think they get a bad press as we probably did back then and people would moan about young people when I was a kid but yes and I do feel for them in as much in that there's so much available to them. The expectation for them are so high the celebrity culture is so big now and dominant in their lives that it affects how they see themselves, their body image, their self-esteem and in a work idea I know that young people aspire to be celebrities

Mm

They don't know how they're going to get there but you know losing the site of... to get wherever you wanna be you gotta work hard.

Yeah

And you have dreams but make them realistic as well. And do you really just wanna be famous just because you've got a big pair of boobs or you look good or any of those things. Please, the social media side, I mean young people just being glued to their err (laughs) various devices where they're texting or what have you. The pressures in schools on young people as well, enormous and we see that when were going into school talking to young people and kids are really, really confused about the information they get now which is so huge, so vast and the pressures on them are far far greater than when I was a kid

Mm

And I don't, I don't envy them at all and I think as adults we need to be listening to them and giving them more help and ... really help them and grow and make sense of all this o I think its really really crucial that people do that umm and its wrong of me to say parents don't do this but I think again from what I've seen and observed, many parents are also caught up in those same traps.

Mm

You know the celebrity culture and all of these things and and losing site of maybe just simple things, simple pleasures which I think people should just concentrate more on those but people want so much these days, unreas- unrealisitically probably and that, that can lead to deep unhappiness.

Yeah, you're just mentioning there as well when you were a teenager you were kind of an avid collector of records you like listening to music and film. Erm what were some of your favourite bands at the time and certainly some of your favourite movies?

Well music is a massive love of mine, I've been lucky to work in the music industry for several years. Worked for some big record companies so that helped to fuel that that passion, erm I've also been lucky to have worked in the football industry. So two of my big passions in life.

Yeah

Football and music, in the early days for me it was the beetles and so happy I was able to be a kid in that era when beetle mania was just at its peak. Going to see hard days night when it came out, help as well, we wore big beetles wigs, we made our own guitars and we would play the beetles to death and just loved it and so they were massive influence for me, they still are and then growing up we just became aware of all stuff. My dad played his classical music which was never a big fan of but I can really appreciate it now, can see why he played it and frank Sinatra as well and then as you start develop your own taste, it was for me growing up it was trex, XXX (0:29:12:1) Alice Cooper and then appreciation of soul, Reggae XXX (0:29:18:0) Mo town which I still love and then as you get a bit older still you're influence by what your peers like so Jimi Hendrix, Pink Floyd, XXX (0:29:28:6), progressive rock

Yeah

And then, came punk and I became a police punk cos I was in the police at that time, the two didn't really fit. I was sort of a closet punk, my brother was a full blown punk so he was into the sex pistols, XXX (0:29:47:9) all those bands and so it kind of ... all that followed me and now my mix of music is incredibly eclectic and I listen to anything that's good

[0:30:00:0]

So but yeah they early days, Trex, Mark XXX and XXX from XXX (0:30:08:1)

Would you say you had a particularly identity when you listen to music? I know a lot of people when they listed to (coughs) bands for the first time they start to form an identity, almost a character umm of some of their favourite bands or certain movements.... Did you at the time?

Yeah I did, erm when I was getting into mo-town and reggae I suppose I was dressing like a XXX (0:30:35:5) at the time but that conflicted with Bowie and XXX and XXX (0:30:41:4) because obviously that was in glam-rock and platform shoes and being six foot two, I could never wear platform shoes 'cos it would look ridiculous. But I did, I did sort of dabble with sort of hippie style with satin jacket and things like that, big wide shirts which my grandad hated

Mm

And you can imagine the sort of names he called me whenever I went round there wearing these garish colours he didn't particularly like that but then I was also influence by the who so then the XXX (0:31:11:1) thing came back and wearing parkers which absolutely stank when it rained but yeah all of that stuff and then going through all the various stages in punk stuff as well so yeah, but I was never really totally dedicated to one particular star I guess I was a bit of a chameleon and switched between several.

Mm it's good to have a (cough) a diverse range of taste isn't it?

I think so, I think if you pigeon holed just liking one thing I think it's probably narrow and you're probably missing out on an awful lot.

Yeah

Good experiences, so yeah I tended to, to have a broad, very broad taste in everything to be honest with you.

So just to go back to your childhood a little bit (coughs) we haven't talked about your schooling, erm what schools did you go to when you were a child?

As a very early child, young child living in east London, went to church schools probably, in Wanstead, Walthamstow. Umm don't remember those very vividly. Although I do remember being the happiest in the playground, where we would play bull dog and kiss chase which was a particular favourite of mine and then I guess I moved to Brentwood where I really remember school days and going to Pilgrims House Junior school which was just around the corner from us and was like, a family. You knew everybody there including the dinner lady and the care taker and it was just a beautiful place to be played for the school football team, learnt to swim there, the school dinners were fantastic and I can remember even asking the dinner ladies for recipes for puddings to take home to my mum who I don't think was that impressed I was giving her recipes so a bit of an insult to her, she was a cook as well. Umm but that was just a marvellous experienced and I did- I excelled at that school. When I moved to secondary school however, and this is where I have empathy with children moving even from primary to secondary it's such a big slap in the face as you move from the cosy world of primary school to big bad world of secondary school. In the first year, I did really well

and I think I was even elevated to the lofty heights of prefect or something for the class and I made a really really good start and I did well but then in the second year it all started to fall apart. My love for football and for girls increased and I was absolutely besotted by a particular girl, who I won't name because I don't wanna embarrass her.

(laughs)

But that was me then and then school work just completely and utterly fell apart. And some of my mates at the time were truant and which was ridiculous because there was nowhere to go. So you'd truant from school and wed end up being up a tree for most of the day. I mean how ridiculous is that and smoking a pack of cigarettes that wed maybe cobble some money together for. And it wasn't until the final year of school where I was told, you're gonna leave school with nothing, cos you've done nothing. That I really knuckled down and I then got some half decent GCE's as they were called at the time

Yeah

And I do reflect upon that now and think what an idiot I was cos I could have done so much better but that was my like choice at the time and I'd only had myself to blame, not my parents or the teachers, just me but ... I like to be one of the guys, one of the lads, having a laugh. Which boys still do and whenever we go into schools, my work now always try to leave that message for boys. Don't try and be the class clown, dent think it's not cool to do your homework and ask questions and no one's gonna give you a job if you haven't got the qualifications. I don't know if that has any impact at all, probably doesn't, from my experience I know that's what they should be doing. I didn't do it, didn't do it nearly enough. But it wasn't because it was a bad school, it was just because for me I wasn't interested

Mm

And maybe if I'd had more opportunities or encouraged to do things I was interested in, art for example and photography but things like that which weren't open to you back then. I mean it was metal work for the boys, needlecraft and cookery for the girls. And I never really liked metal work.

Very gendered

The only good thing I was good at was technical drawing which then did lead to jobs so I was quite good at that

So when you were at school, did you have any favourite subjects or did you really enjoy sport, playing football?

Sport was the big thing, and my favourite teachers were the PE teachers. Still remember their names Mr Alan and Mr Martin. I can't remember any of the other

teachers except of one the ones that used to give us the cane err I won't name him but err the PE teachers were fantastic and they were a hero to us boys and I think they were fancied by the girls probably and we played football, did athletics that was thrown my way. The only thing I didn't really get to grips with too much was cricket cos I found it boring and still do but that's just my own personal taste but err other subjects, technical drawing I had a talent for and I loved, and still love geography and certain periods of history and they were the things that erm dropped my imagination. Mathematics, absolutely not, English yes but erm we weren't allowed to express ourselves as much as I'd have liked to be honest with you. Yeah general education.

Do you think pupils have changed at all erm in your time an certainly the style of teaching from when you were at school to working with football clubs now.

Teaching styles have changed, it's certainly much more involving the pupil rather than this is what you're going to do./ although at times that's what you need. And I've been to school without work and at times that's missing in the school where basic discipline, erm respect for for each other's, for teach other but also teachers is not there. But when it works well I think it's a combination of good structure, good codes of conduct within the school but then allowing freedoms for children, students to have an input into their learning. That's certainly what we do with my work now it's creating a safe space, comfortable environment and getting people to speak freely about their thoughts on certain things that's when you can start to embed learning and critical thinking. That's what we do. Yeah I think it's changed a lot it was very disciplinarian back in my day and I mentioned earlier about the cane, it was... corporal punishment was still a big part of school like and err I got caned a few times but I knew some of my peers were always in there being caned. It was very little detention or it was physical, I think some of the teachers actually liked I, which is probably why we had it. That was a throwback or a hangover from maybe the war we had. Possibly some of the teachers were ex-services, servicemen and that must be followed over. That may be getting rid of some of their frustrations

Mm

On us by whacking us

Yeah

I think it's good now, but when we go into a school, only there for a day and I see teachers, they have so much due to address the needs of the curriculum. Ofsted and I don't envy them all all

Mm

I admire them, for their commitment to be honest with you

So what happened then after you left school?

After I left school, the only thing I could think of that I wanted to do was to be a professional footballer. That was never gonna happen [0:40:00:0] but that's what my dream was and I had a few trials with various things but it never worked out but I wasn't good enough. I was a decent amateur player but never gonna make it as professional, mental toughness was also lacking I think as much as physical skill

Mm

But err then it was what are you gonna do, there was no such thing as a gap year. As I mentioned earlier, no such thing from my social standing, going to Uni. I think there was one person I remember from our whole school, going to Uni, he was incredibly bright although he didn't come from a big poor family, council estate but he just had something in him. for me it was err trying to get an apprenticeship, initially it was as an electrician but my lack of mathematical prowess let me down on that and then I really drifted in many many things, didn't really settle to anything, worked in an office, doing technical drawing. Which made some good friends there, and that gave me good insight into working life. I had Saturday jobs before that but this was working with men in an office but also we had the skill works attached to that and that showed me the rough side to that that was back in the east end back in Barking.

Mm

It was by the docks so it was like going home really back towards where my grandad was so it was very rough very ready, hard drinking culture, gambling culture, boxing was a big feature cos there were lots of amateur boxing clubs. We did go to things like that so it was hard but it was enjoyable. I had to go day lease at college, didn't like that. And then eventually joined the police where it was kind of following in my fathers footsteps and my grandad he was a policeman as well so joined the met police, did the training, up at Hendon police college and then went out on the beat which was in Stoke Newington in North London

Mm

But only did that just for just a year because I wasn't cut out to be a policeman. It was full of things going on which I didn't like and I'm sure the police culture has changed tremendously but in that time, mid 70's there was lots of things going on which did not meet with my erm ...

Just talking about your time in the police, the met

Yeah I don't know how much of that you got, but err it was a ... it was a relatively short time. It was one year and one day exactly

Mm

And the training at Hendon as really tough and not that I've been in the services I would imagine its quite close 'cos it was very very disciplined because it had to be and then it was erm on the beat, Stoke Newington which again a very tough place to be and lots of experiences there but I didn't like the police culture didn't suit me at all and eventually we decided that err we would have a part of the ways. Probably a relief to them as much as me but in that time I think I was on duty when they had the queens jubilee in '77 so lining the streets there, also some of the industrial disputes that were taking place, there was something called XXX (0:43:39:9) picket line, erm that was quite hard as a young man as a young man to have p[people screaming obscenities at you, things that they wanted to spit at you, punch you, and you were there just trying to keep some order.

So what didn't you like about police culture then?

Well if if if you'd seen a programme on TV not too long ago called Life on Mars,

Yeah

That kind of document it quite well, it was around time and there were a ... think the police were accused of it and I think they admitted it at that time and they've been doing a lot of work to changed that the cultures changed but there was certainly a lot of racism, sexism, misogyny, a lot of prejudices there a tough job and I can remember my dad saying as a policeman you had to do that and there was no room for softness, it would be seen as weakness. But as I say it's changed so much now but back then it didn't fit what I thought it should be and how people should be treated. So I won't go into particular incidences but I just did not agree with what was taking places

Mm

And it as one of those places, which you know some places were exactly the same where you either put up or shut up or get out

Yeah a

And in the end that's what I had to do, to leave

Yeah so what did you do after the police then?

After that I just... didn't really do much at all of note. Delivery jobs... which included delivering bacon of Danish Bacon big company at the time and carrying half size of pigs into restaurants and things and stinking by the end of the day but again it was part of your development and working hard, money was always satisfied, physical work didn't faze me. Driving lorry's erm installing hifi in people's houses, that was quite good. Having run in with bosses quite a lot, who treated people appallingly I always got into

trouble because I would speak out which didn't endear me to them and wed either leave or one way or another id resign or they'd get rid of me but that happened quite a bit. There was sometimes I had a job for a week and would get a job the next day 'cos I didn't like it. And you could do that; you could really literally go form work to work which you can't do now. And erm wed recently been out of work or did have a period of being out of work six months so I can vouch for that, those days are long gone. But then eventually going back to East End, in Walthamstow and working for an office furniture company and then having some great times working for that company and making some good friends

Mm

But being back in Walthamstow, so I always felt comfortable being in that environment and the pubs in there, the drinking, which we did a lot of. Going to Leyton Orient with a bunch of lads supported the XXX (0:47:18:9) away from west ham but also Chelsea who I supported for many years as well. And going over the orient but just again takes me back to the East End and really enjoying that lifestyle and the culture we had there it was great.

Yeah, you mentioned earlier as well that working within the music industry?

Yeah that came purely by change, drifting along and my brother actually spotted an advert in the local paper in Brentwood for a company, that wasn't a record company but they supplied records to, the likes to Woolworths and big chains like that and they were looking for people to train as merchandises one of the prerequisites was that you had a love of music which I did.

Yeah

I'd never worked in sales and I didn't expect to get offered the job but I did get offered the job and excelled in it, won lots of awards for sales and merchandising and competitions and things and then did get to work for a couple of record companies, the most famous of which was XXX (0:48:31:2) for about 12, 13 years that was just incredible experience in sales and promotions and I loved pretty much every moment of that. That was a great job,

Mm, So did you come across any artists then, within that role?

Yeah, many I mean our role was to promote new artists but also to keep promoting established artists and we would meet them a lot, the artists particularly at conferences which were XXX (0:49:06:8) for us as young guys who'd never experienced anything like it before it was just incredible and then just a couple of stories which I would remember, going to some of those conferences, the first one was just a huge room and probably about forty or fifty round tables and the guests being announced as we were just about to eat and there were popstars on every table and people that you grew up

listening to or watched from afar would be introduced to them and they'd be on our tables so we'd have members of Duran Duran erm Cliff Richard, Kate Bush, XXX (0:49:49:2), Paul McCartney, erm so many and you did get to meet them as well and erm meeting Paul McCartney and his wife Linda a couple of times was

[0:50:00:0]

probably a highlight for me but also Kate Bush, big fan of hers,

Mm

Most of it was pretty humdrum to be honest with you. You would try to break new bands, some of whom had no chance but there were others you were involved in, you know being a part of it, their success. Bands such as Blur, Radiohead and I'm sure they would have been successful without us, but you were part of that so you have to promote them, get their records in stores, talk them up, get people to go to their gigs in the early days which was... you wouldn't have to do that now obviously (laughs) but in those days, it was and getting record dealers, of which there were many to come to things and then to promote them themselves. All very exciting times and it was a period of my life I enjoyed very much.

Yeah, do you think the music industry's changed at all then?

(laughs) yeah its changed immensely and its almost all digital now although its coming back, so records for example you mentioned earlier, vinyl's, its coming back big time and you've got fresh generation of young people discovering it for the first time. Older people like me getting the vinyl out again and enjoying that experience, putting it on the turntable, the sleeve and everything that goes with it. Yeah it's changed an awful lot, there's... I think it must be harder for people to make it than it was. And again we talked earlier about young people and whether it's a great time for them and I think a lot of the music they get to listen to or their force fed isn't great. You have to look a bit harder now to find it. There's some great stuff out there yeah erm but it's probably harder to find but it's still good stuff out there, but it's changed a lot 'cos its downloaded so much but I know young people who are going back to wanting something tangible that they can hold and look at and feel rather than just a few seconds or a few minutes on their phones.

Yeah I must admit I, I collect vinyl. I'm only twenty-five now but I've been collecting since I was about fourteen or fifteen and I certainly prefer having something tangible as opposed to an mp3 file.

Yeah, well I've got loads of stuff on an iPod which I do use and I think that's incredible, still amazed at how that works but so much that you can store but I don't download anything erm I just... I still buy CD's occasionally but my office is absolutely full of

vinyl. And we played- we play that during the day as we work and its great we can be playing all sorts of stuff from bit of jazz, punk or some folk something from brazil or some pop rock rock or some soul, Bob Marley, so much going on its great

Yeah so how come you left your role then? (0:53:10:8)

Well it's a fast moving industry, there's no place for old men in the industry and err when you turn forty you know that name is names of the list of people on the shed and they would have redundancies every year, twice a year and you just counted you blessings if you were still there after the latest cut and I managed to escape that for thirteen years so I did alright. Mm but err year I mean the only reason that I left was because of redundancy. Left me feeling very bitter at the time and affected me greatly because it was just, it was something I loved so much, it was more than a job. Erm and it took a long time to get over it but I was, I was fortunate because my, one of my other loves which I mentioned earlier which is football and in the mean time id been putting myself through football coaches to learn how to coach, I coached my sons youth team and I just ran that team and also my daughters team, she played football as well and through that, through football that helped start a new career path which started off coaching football in schools for a local authority to then eventually worked for a council football association, which led to working for the football association then working for 2 football clubs erm which had a lot of success in that and now working for show racism the red card. Which is not working in football but its using the positive side of football to engage with young people on issues around discrimination.

So do you maybe wanna tell us a little bit about your role at Give Racism the Red Card?

Yeah my role is as a regional manager. My job simply is to engage with partner organisations such as local authorities or the police, there's many others but they're two main ones to enable us to deliver educational workshops to young people. Children as young as six or seven and up to eighteen and we also train teachers.

Mm

And what we're, what we're training them with or helping them in is understanding issues around, mainly racism but also other forms of racism. There's so much information out there that kids don't know how to correctly describe someone who may have different coloured skin or culture or religion to them, this effects all children, doesn't matter what nationality they are, what skin colour they are, it affects all of them. They using terminologies that are out of date and sometimes deeply offensive, they can as young people be storing up potential prejudices which will live with them for a lifetime, many of which they inherit from family. But if someone doesn't help to challenge that viewpoint then that's how they will be for the rest of their lives and they they will pass that down so were challenging peoples stereo types about how they see

certain people and were helping them understand that much of what they hear and see in the media is false and that they shouldn't be afraid of all these eastern Europeans , they shouldn't be afraid of all Muslims. They shouldn't feel of all Muslims as terrorist. A lot of them and adults ... and they should understand the difference is good and that they can appreciate other people's religion and culture and the diversity that we walked about earlier in the east end that makes the east end a good place to be.

Mm, so could you maybe just give us a history then of how give racism the red card is actually set up. Well actually this yeah celebrating our twentieth year. Were set up in 1996 by our then and ow chief executive XXX (0:57:25:1) and Jed working in the north easts of England this is where he still lives and working in various XXX (0:57:34:5) which was set up to try and use XXX in football lifelong football supporter himself Jed, was seeing this this and hearing it and got speaking to players about their experiences with racism. Set about with trying to challenge that and working with young people. Where it change and became a big organisation where it was no was when an ex player who is now our president called XXX XXX (0:58:02:8) who played for West Ham, and Newcastle many others experienced racism on the forecourt of a garage in Newcastle when he was filling out his car with petrol and him and his family were in the car were subject to racism from local youths .

Mm

Chaka is black his family are black and it was all around his skin colour. He was horrified by this obviously but then what upset him equally was then when they realise who he was and they saw him then as not being a black man, that they could vilify but then he was then Chaka, the goalkeeper of Newcastle, the rehome team they came running over and wanted his autograph

Mm

And it went from abuse to hero worship in seconds and he- he was really really shocked and upset by how people could switch quickly and he found out about Jed's work. Gave some of his own money towards it and important opened up doors of Newcastle united football club ... which incidentally, Jed's favourite club to host an event there to showcase what Jed was doing. And then it came to him changing the local authority they commissioned some work to be done in schools and it grew from there and now we have offices in the north east but also in Cardiff in Glasgow and in south end on sea where we deliver educational workshops in the south of England. So it's come a long way in that time

Yeah certainly, so what's the current state then of prejudice and racism say for example in football?

In football... it's changed enormously and there is not much that we hear of but it still happens actually at grassroots level and that's been something that the FA have worked really hard with a with the county FAS and the referees to clamp down on. You don't hear about it quite so much within football. When you do it tends to be quite high profile, such as the erm Ferdinand – terry incident

Mm

XXX (1:00:29:7) incident. The incident in Paris on the Metro. The good thing about all of those things, particularly the metro incident was that it was reported nationally, it caused outrage.... People saying does this still happen? And it really rally made people look at themselves... look at football ... football does a lot to counter all of those things. Discrimination still does occur within football. Not just racism but also homophobia, sexism is still a big thing but there's lots of people working hard to educate and change. The biggest issue is not racism and discrimination in football, its more in society and that's where we work. We do work at football clubs but the main work is in school and racism is not going away. Its increasing... in changes ... the referendum has ramped it up even more with people being fearful of anyone of difference and people saying to people you may come form another country, look different.. then you've got to go home now, we don't want you here. And that's happening, we know that's happening

Mm

It was reported an awful lot after the referendum but we know it's still happening and we know that children are very confused about everything they're hearing about the tidal wave of immigrants, supposed to be coming her form various countries . err people from other countries or people who have parents from different nationalities or living here. Being scared and were seeking to reassure them but its... it's getting worse. It's getting worse and sadly the need for our work and other organisation like our work grows. Umm we'd hope that wasn't the case

So what needs to be done then at club level?

[1:02:33:2]

Well at football club level they're probably doing err maybe not as much as they could be doing. They could be doing more. But they educate their young players, the biggest challenge for football clubs is educating their fans and supporters. And my personal opinion but I know its shared by many is that they should be far less tolerance to some of their bad behaviour to things that are said on the XXX (1:03:02:7) which is very hard to police but if you don't make a stand, nothing changes. And I think it needs to be easier and more... erm it needs to be more open and transparent for people reporting poor behaviour and not accepting it. so when a particular chant starts up, people shouldn't just accept its football and that's how it is. Because those attitudes don't just err finish when they leave the stadium. A lot of those people just carry that with them and then that will be in their daily lives as well. They won't be shouting it like they are

on the terraces or in the the stands. But still in their thoughts, their attitudes... how they treat people so football clubs, I don't know how they do it but they need to be working with the fans more closely. Football Supporters federation I know do that, but that's quite small and there needs to be more work on that. With general society, its pure and simple for me, its education in schools, with young people... not just now and again like we do. Cos everything's funding based but government backed interventions which take us and not just us... but other organisations who do similar to work, to very school. On constant basis, so this is embedded into young people's learning and to challenging the thoughts and processes that from from the media and their families. And its only when we do that, that you can really start to make a really big changes. We know the work we do has an impact on young people and how they think. but it has to be repeated and repeated and repeated.

Mm

And at the moment its left to the unions that we work with and other local authorities to fund it but it eneds to be a really big concentrated effort to address this. We tackle hate crime as well, help young people what it ids, how to report it. theres some great work going on in the UK and around the country but its quite... tis not really joined up

Yeah

And that's something that... needs to come form the govenremnt I think andneeds to be led by them and I think that's starting to happen but it needs to happen more quickly.

Also through umm talking to other organitsoan and and LGBT groups and Kick it out just again, in terms of relation to football, obviously we live in a extremely diverse society particularly in the places such as London, East London. Umm I was wondering maybe from your experience, erm at a club level, why do umm clubs almost fail to attract people from BME communities into the clubs as fans or indeed working within football itself, certain manegrail level where there is very little black or Asian and football managers or coaches around that's all predominantly white umm I was wondering if you have some sort of explanation or idea around that?

I've attended various summits at quite high level where they discuss these issues and it always saddens me when you get a talented manager who may well be black or Asian, who gets limited chance or opportunity to progress and I think it's so deeply entrenched into football club owners mind-sets that it's really hard to break through and I think it just has to be challenged all the time and I don't know if people should just be given jobs because of peoples circumstances, they still have to meet the criteria, they have to be good at what they do. From people I know I think they are good at what they do and they're still not getting the chance. Just it's really hard, and it is in the workplace as well. And I've been to sports development officers meetings in the pass where there's hardly been anyone from a black or ethnic minority background and I don't know why

that is, I really don't. I think they just need to be more open, more opportunities more engagement, not necessarily reducing cost, because I know a lot of people don't like that. Everyone wants to be treated the same but I don't know, there's just something that's deeply rooted within our society where this happens. Football club owners are changing as well. We've got football club owners that are coming from other countries and of different ethnic backgrounds so maybe that will change things. Erm it's a real ahr done but people just have to keep challenging all the time and not just accept it. when you look at the representation of numbers of black or ethnic minority players in football now its huge, compared to what it was but that doesn't transfer to coaching and management roles. And then and then we need to find out why that is, whether people want those roles. If they don't, why? Because that doesn't seem right either. Maybe they don't feel comfortable with fans coming to matches. There certain clubs which do have good representation from the local community. And I know speaking to erm people who I know who are Asian feel extremely comfortable going to watch a game at Old Trafford, at Manchester United or to go to Arsenal which is a diverse crowd and quite open but then other clubs, it's completely the opposite. And they will go there in fear, pretty much that they will be insulted or spat at or called something or even looked at a certain way... menacingly or just not made to feel welcome. And there's clubs that I went to watch last season, where we felt that. And I did think, if I was no fifty something- white guy...would I fee I comfortable coming to this environment and the answer would probably be no.

Mm

As I said earlier, people, it's just football clubs, its fans that have to challenge it as well but there's certain clubs which I think they're a long way away from getting there. But football, football needs be more proactive and I think one of the things that's been bought in that is un-connected on paper but it's how referees will treat disrespect on the pitch by players to the referee but... Maybe that will act as a catalyst in some way to just look at the behaviour

Mm

On the pitch first of all which then can transmit of the pitch. It's a bit of a long shot but it could, it could help. We tend to go for the lowest common denominator unfortunately in a lot of football stadiums and that's just... gotta change. But it will only change when people stop paying their money and going and that's when clubs will start to go do things.

Yeah so what's the XXX (1:10:40:8)

Well kick it out have introduced something which makes it easier, where you can text any abuse to a hotline and it will be investigated, the clubs have got their own systems where you can phone or text. I don't know if that's common in every club, I know some

clubs do that. Stewards are supposedly trained to give warnings to people in grounds I'm sure there's clubs where that does happen, but there's clubs where it clearly doesn't. There are various things on paper which have set up there for people to report, set up things. But then I think there's a lot of fear when people are seen to be the one.. the whistle-blower and what might happen to them, I think there's got to be complete anonymity, people feel comfortable they can do that whatever backgrounds they are to be able to do that and challenge it. And maybe it needs to be promoted and encouraged far more than is now.

Mm so why do you think there isn't a consistent level then between the football clubs in terms of tackling racism and prejudice?

Because they're owned by different people and they run in different ways. There's still the same set of laws or rules that guide them from different leagues or the the premier league or the FA, they've all got their own policies and procedures but ultimately they're independent businesses who happen to play the same sport against each other for err money and money obviously. But they're there to make money for the owners and that they'll all operate to different levels. Like businesses do in any industry. You know, to take any entertainment industry, they'll be different levels of err excellence and you can't guarantee that you'll get the same level of enjoyment at any particular... in any particular walk of life with with entertainment or restaurants, they're all different. I think football is working to try and get that for the authority's that I mentioned, are striving for that, the community schemes within football clubs do an awful lot of good work to try and bring that apart but again this area of work, our area of work is completely underfunded, in comparison with the money that goes on in football, in comparison to the money in players' salaries. Erm the money that goes to the owners, I know they have to make profit but when you look at what goes out in real terms in community, I know it can be dressed up into a big figure but its dwarfed in comparison to everything else's. The money that our organisation get from footballers is pitifully small erm its probably not sufficient to pay for coffee for the chief executive for the year. In some clubs and you know that's how it is but it needs to change and there's more money needs to come from the players I would suggest, because they're taking money and some of them probably do contribute to various charities, sure they do. And they attend community events and they'll go to various things but I think more could be done, morally I think they should be doing more.

Is there not a way they kind of maybe tap into some sort of central funding or centralised funding.

The centralised funding for example from the premier league to premier league clubs

Mm

So they will have money there, that's set aside. It comes from XXX (1:14:27:9) money ultimately, majority of it and some government money as well. And and they'll go to various schemes which will be delivered by those clubs and they'll be, fairly consistently I would think then across that league then the football league will have a similar scheme, but again you can even guarantee that they'll ever be delivered a similar way. They'll be similarities I'm not... they'll be working to the same aim and some of those clubs will be or schemes will be working within clubs what are very supportive and others that aren't quite supportive.

Yeah

Again there's there's more consistency to be had

It's such a shame about funding as well because obviously football gets so much money through erm television rights alone and schemes like this and groups like yours can't be kind of funded better

Well, they, they should be and as I say were not the only ones delivering this type of work but we... I think it's kind of scandalous actually that football is awash with money at the top level and I know there would be people would give example of how much goes into community, but again in my opinion.. Then and in many others it's a tiny amount. It's nowhere near enough and I personally feel that it's questionable as to why community schemes have had to become charities themselves. To ... to tap into other funds and sources of money, when, I know that in one way that's good because we're hoping to address social issues, so if there's money available from social issues then why not tap in to it. But I think at times that's masked with football clubs maybe aren't giving as much back as they should be. It's not enough just to give your name and an office and some player appearances. You know there needs to be more than that. And certainly many, many clubs do exactly that. But others probably not as much

Do you think- Sorry-

No go on-

Do you think football clubs are becoming more detached from communities?

In many instances yes, others particularly lower league clubs work really hard to engage with the community because tats their live blood, they need people through the turnstiles to pay to run that football clubs so it's important and money clubs still have erm a social conscious and they do it because they feel they should do that you know they should be using their influence to help educate people, get people bac into work, help children to read and write and be able to do arithmetic cos football can help all of those things

Mm

Give disabled people the opportunity to play the game and watch the game more girls involved in football and many of them do that and they do that with the right spirit and others that don't and there's football club owners that probably don't really know what goes on on the community side of things and you know they're only interested in the first team which is important hats the driver but erm some clubs no I don't think they're particularly interested in their community because their community is as wide now. They're community for earning money extends into Asia and America

Mm

And err and the Far East so that's where their community is for generating income, which is a million miles away from how it was and how it is at some smaller clubs

So what's your relationship like with West Ham and what sort of work do you do with West Ham?

Got a fantastic work and relationship with West Ham, they're football foundation which is run by their chief executive Joe XXX (1:18:45:5) and in my opinion, they're one of the best schemes in the way they work, their ethos, the way they recruit, train and motivate they staff. The way that they really engage with the community, to find out what they communicate want rather than being prescriptive and telling them what they're gonna have. Its far ore that just playing football and learning to play the game, it really is getting those key messages about, how to develop as a person, opportunities through self-advancement. Inclusion is a massive piece of their work, we sat around the table with them and just looked at the strengths and weaknesses and our strengths have been combined to deliver a project funded by Barking and Dagenham Council, so back in the East End, which is brilliant, to deliver erm hate crime awareness workshops. So focusing on racism, err spearheaded by the ambassador by Leroy XXX (1:19:43:9) who is erm a football TV pundit, one of our advice chairman now, advice president rather who acts as an ambassador for the scheme for the project, it's been brilliant. The west ham coaches have been fantastic working with them and they deliver football fitness sessions (1:20:03:9) linking into the issues around discrimination, around teamwork and my team, many are ex-professional players themselves delivering in the schools. Helping young people understand the issues, understand what a hate crime is, how it can manifest itself, how to stay safe, how to report it. And teachers also... and we had one teacher and there's probably been others that came forward and made a disclosure about a hate crime she'd been suffering for many years. And it gave her the confidence to come forward.

Mm

We do that as part of this project, it's been very successful. We're hoping it will be renewed next year and it's got the potential be be expanded to other, local authority areas particularly now West Ham have moved to the new stadium. Yeah, but working

with them has been... been really easy because they've just got the same sort of core values as ourselves.

I thought we could also talk about umm football from a fan perspective, XXX (1:21:16:0) a west ham fan,

Well that's deep in my blood and I've probably been there more than any club in recent years, I did grow up as a Chelsea fan. Although my early years were at West Ham but I don't know who it is that we went up supporting different teams, I think for me it was the colour the kit... which obviously playing in blue and playing at a time with XXX and XXX (1:21:40:3) Charlie Cook who were flamboyant and West Ham had those players and I was attracted to them.

Yeah

And then started following them and then for a period of time I used to go to Stamford Bridge and watch Chelsea when they were nothing really, they had crowds of less than 10,000 at times and they were the poor men of London football, West ham were far superior in every way (laughs)

Mm

But I was drawn to Chelsea, but in recent years, I became disillusioned with Chelsea to be honest with you and that's till my my club, but the whole thing and a lot of it was around money, hiring and firing of managers. Some great managers who got fired like XXX (1:22:27:7) for example

Yeah

Who, why... why would you fire such a great guy? And XXX (1:22:35:2) so pleased to come back ... premier league. Brilliant erm because he was... again has got great personal skills and love for the game isn't egotistic like some and gets football played in great ways that entertains fans. That's brilliant to be him to be involved but West Ham, always been there bubbling under. My family have always supported West Ham and going back to watch them has always been great, but not just going to the match... just around the stadium

Mm

The culture around the stadium, which I live. Going to the little cafes around the stadium, just being part of the whole thing, getting there early, soaking it up.

Yeah so...what's the atmosphere like there, on Green Street and Barking Road when you go to the game then? Do you have pre-match rituals at all?

Erm my pre-match rituals were just to get there early, go to the ground first just to get a sense of what was going on umm and then I know people would have a pilgrimage to the pubs about I tried to stay away from them and I would just look for one of the many local cafes, just to have some old old fashioned sausage, egg and chips. Mug of tea, meet up with a mate, get the programme, talk more about the old days then the current times to be honest

(laughs)

And then enjoy being in the stadium and then the tingle that when down the spines for being a fan or not, or bubbles being sang and played and the roar that went up once the team comes up on the pitch.

Yeah

And then the history, the history just steeped in history. With Bobby Moore, in particular but all of the other great players that played there. I know its often said about the West Ham way but I know what that means, the West Ham way. Its attractive football, it's not Barcelona but it's akin to that you know, skill. And I can see why certain managers weren't involved as much as they would have liked to have been because it wasn't what the fans wanted to see.

Mm

But it's that old mix of entertainment and winning because ultimately everyone wants to win.

Yeah

But err but gong there I know people that don't like that experience and prefer to go to arsenal, because it's more like going to the theatre. Where West Ham was like going back in time not a lot of change really. A lot safer than it use to be because I can remember the days when there would be fights on the streets all the time and the heavy police presence which decreased over the years, it was still very much there going for... the guys the older guys although obviously lots of women went but very women dominated. And ... you know good, we talked about chance earlier, but some really good imaginative chance that would come from those terraces which you don't get everywhere but you got that there, sharp wit. I don't know if that's because it's Essex or Cockney but it was a pretty sharp...

Yeah so is the atmosphere within the stadium at West Ham developed over the years, particularly within the introduction of all seated stadiums or?

All stadiums changed when seats were introduced and the atmosphere changed because people couldn't move around the stadium like you used to. You used to start watched

the game in one place and then you could move to another part of the stadium or the stand, and you could do that but then you were fixed where you were... the singing, the chanting that changed. I think gradually in later years it came back, but there was a time it didn't disappear but it just wasn't the same. And particular in the final year at the Boleyn it increased, the atmosphere got better. I think it was people realised that they weren't going to be there much longer and I noticed that more going to some of the latter games, that people just there to have a party really, milk every moment from it.

(coughs) so whereabouts in the stadium do you sit then?

Erm I would be, in the Bobby Moore stand pretty much, erm as a kid we used to go in the chicken run with err my dad which was famous or infamous but it was pretty much where we could get a ticket and we would just go wherever really but you had a good view from pretty much everywhere you went

Mm

And being quite a smallish ground, being behind the goal, didn't mean that you were two fat away from what was going on at the other end and it felt as though you were part of it pretty much wherever you are.

Do you have any special memories from watching certain footballers play or watching certain matches?

Yeah I mean West Ham – Chelsea was always memorable for me and that's when you keep your colours close to your chest. Invariably watching with West Ham supporters and wanting Chelsea to win was hard but erm those games always added a bit of spice to them. Erm West Ham- Tottenham games are always a bit lively and West Ham – Man United, which was my first game back in 1970- , 60- 70, erm so that's got to be a special memory and indeed in the final season I made sure I was there for the cup game , which... like all West Ham fans, was deeply upset that West Ham most against Man U, the name was on the cup. And then the final game which was Man United, I didn't have a ticket for that game but I still went and spend several hours just outside the main entrance just being.... Part of it and just soaking up the atmosphere of the final game.

Mm so obviously West Ham are moving to the new stadium in Stratford, erm do you think the move at all is going to have a large effect on the local community there particularly in relation to the business that rely on XXX (1:29:38:0) support.

Well there will be some business that I'm sure will suffer so, for example I mention going to the café for example, I'm sure they're taking in the pubs, will plummet because I'm sure they relied very much on the match day taking, other business there will open... but I'm sure there's some businesses that were adversely affected by the football matches. Erm but I think that area will change again, the new stadium will develop... sorry the old stadium developed for housing...that's going to change again and I think

that area will. Will be an area that people will wanna be. And I'm sure they'll be better restaurants that will open rather than the traditional ones that are there for football. So some businesses will possibly go to the wall sadly, I thin others will come and others will will thrive and the area will change again.

Mm so what do you think the of the move to the stadium of Stratford,, do you think It's good for the club?

I think its brilliant for the club, I think erm for me it was a big surprise when it was first XXX (1:30:48:2) and I know that there are other clubs that wanted to be there as well. Erm included a cheeky attempt by Leyton Orient

Yeah (laughs)

Erm no chance but all XXX (1:31:00:0) for attempting it and there's lots of pro's and con's for the move and I know there's... you know there's some controversy about how it came apart, public money and whether or to it should have happened anyway for any football club to be there. But I guess if the stadium was gonna be used to its full effect it had to be used for football. Erm maybe a ground share would have been a better option. Erm made more sense economically but I know that there's lots of historic reasons it wouldn't work but again if you're looking at pooling resources and XXX (1:31:42:8) I've been to Milan for example where it works, seems to work really well. Fans might argue differently but when I went there, it seemed to work.

I've always wanted XXX (1:31:54:6)

Its fantastic experience, one of the thing that struck me was, I went into Milan, so on the day everything was Blue and Black. Next day I went for a grounds tour, and they'd got it ready for the next game which was AC Milan and then everything was red and black. And there was no mention of Inter Milan anywhere pretty much

Yeah

So that worked, I don't know, what fans really think about that but it seems to work, I'm surprised it doesn't happen more, I know that we got an identify with clubs and fans think and what have you but on a business level it seems like it would be a logical thing to do. The Olympic stadium, my first instinct was a good opportunity to do that. But at the moment it's not to be, for West Ham football club, I think it's brilliant, taken to another level in every sense from attracting players, support. I said some time ago that I think they might possibly be London's biggest club. Erm at some point, it's gonna grow and grow. You know there's others that would argue against that. I know Tottenham have got plans for new stadium, so have Chelsea. So it's gonna be a bit of a battle and the rivalry will continue but I think, it's the next few years, if West Ham can

keep hold of their best players, XXX (1:33:21:6) manager then it's gonna be good times for them.

Yeah

And for the supporters and West Ham have done really well in marketing the stadium and the season tickets because sales I believe have gone through the roof and I don't think you can get a ticket now, season ticket. So the guaranteed full houses, pretty much every day, which is incredible. I know there was a lot of cynicism saying how they're gonna fill those extra seats, but they've done it.

Mm

So fair play to them

Mm so I think we're coming towards the end of the interview there now, umm do you have any final comments or anything else you'd like to say?

Well erm, for West Ham on that level, I think its exciting XXX (1:34:12:8) and it's good for London, good for East London, good for English football. Erm yeah I'm looking forward to see a game. I've run round it for the Bobby Moore foundation, something I was really proud to support so the history mustn't be lost because I'm sure they will keep hold of the East end roots and everything then went with that, erm not just Bobby Moore and any other players that helped to win the world cup. And one of the great things about going to see that final game was to see so many players turning up for the final game. They're all the people that XXX (1:34:55:4) the fans it was brilliant talking to fans outside the stadium. Sharing experiences of the first ever game and how much they'll the old Boleyn. I think most of them were looking forward to the new era, I think for the East End, it continues to be vibrant and grow. Can only see that continuing through our work, we just need more funding to be able to take us into more schools on a regular, consistent basis yeah. And working with West Ham and possibly other clubs and football possibly making more involvement, the government certainly doing so there is so much uncertainty in the world and there's the threat of terrorist attack all the time, people being indoctrinated and we need to make sure we help as many young people feel comfortable about their identities and where they live, proud of where their culture is, originally from another country or their family heritage but be proud of where they live now. And football can, football can help to do that but not just football, other sports, other activities, the arts as well is big. And I think they all need to be encouraged and supported

Yeah

But I'm really happy that I grew up in those... I those neighbourhoods and had that experience and erm I feel very fortunate to have done so.



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Mm well thank you for being interviewed,

Pleasure

[The End]

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