

# INFO PACK

From top tips to talking points, everything you need to ensure making your video is a breeze can be found right here!

## To Enter

- 1 Create a video about how we can make football work better for the fans (see info below)
- 2 Ask your viewers to get involved (you could share our [MP contact tool](#))
- 3 Publish the video on TikTok, Instagram or YouTube by 9:30pm on 16th June 2025

**That's it!** That's all you need to do to take part! 🚀

***Once you've published your video, please submit your entry here.***

Rules and eligibility criteria for winning a daily boost, or our top prize of £1000, can be found in our [rules summary](#).



## The Problem

**Football isn't just a game, it's the lifeblood of a community. A well run club can unite a local area and bring people together. It's a vital part of our national heritage. But it's under threat.**

- ❖ Financial inequality is distorting competition and leaving historic clubs at risk of collapse [\[1\]](#)
- ❖ Fans are being shut out of major decisions such as stadium moves and changes to club identity [\[2\]](#)

*We need to act now to fix the game, restore its competitive edge and put fans and communities back at the heart of it!*

# The Solution

## The Football Governance Bill, a once-in-a-generation opportunity!

Right now, a Football Bill is going through Parliament. It has the potential to change football massively and reshape it for good!

But as it stands, the Bill doesn't go far enough. That's why we're backing Fair Game's amendments - to put the fans at the core of football's future:

- ❖ Fairer financial distribution and regulation that makes sure clubs are run sustainably and in the public interest
- ❖ Mandatory fan consultation on major club changes (stadium moves, name changes, kit colours)



***Asking your MP for a small change at the right time can make a big difference. Especially from people who've not emailed their MP before!***

## Example Video Scripts

We'd love it if you could use your own words in the video, but here's an example script to give you somewhere to start:

### EXAMPLE SCRIPT 1 -

*"Money talks, and there's a lot of it in football. Stadium names change frequently. Did you know there's nothing to stop a club from changing its own name without the agreement of fans? Even the location of its stadium. The influence of money in football puts our club identities at risk.*

*Money also affects how competitive our clubs are. We have a system that benefits the elite and has left England's football pyramid on the brink of collapse, putting the communities that depend on their local football club at risk.*

*We need to act now to protect the game, restore its competitive edge and put our communities and fans back at the heart of it. And that's why I hope you'll email your MP and ask them to support Fair Game's amendments to the Football Bill that's going through parliament right now. Go to [influenceboostawards.org/mpcontact](https://influenceboostawards.org/mpcontact) or visit the link in Influence Boost Award's bio, I've tagged them in the description, and let your MP know how important protecting football is to you. It only takes a few seconds but it can make a BIG difference!"*

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### EXAMPLE SCRIPT 2 -

*"There's a lot of money in football, and it hasn't always benefitted the right people. Fans don't have the power they deserve. Clubs are getting point deductions or going into administration. There are big problems! I'm sure you all know that. But what you might not know, is there's a way to fix it...*

*There's a football bill that will give MPs the opportunity to give us, the fans, more say in club decisions and make the finances a lot fairer. This means clubs will have more money to invest in things like the local community, being more competitive and women's teams. The problem is, the bill misses these things out! That's where we, the fans, can do something.*

Fair Game are a coalition of clubs, experts, and fans campaigning for fairer football and they're trying to fix the bill - and they need you to ask your MP to support them. You can comment "Fix football" on this video and I'll send you a DM with the link to email them, or you can find it in my bio. It's all written out for you and will only take a few clicks!

This is our big chance! We might not get this opportunity again, and without these amendments we risk our clubs going under, fans not having a say and football changing for the worse. I've already done it - I hope you will too!"

**Example caption:** "I'm entering the @InfluenceBoostAwards to make football work for fans. Help me spread the word and fix football. Tag your favourite creator in the comments so they can join in too!"

**We encourage you to use your own words in the caption, but you must tag @InfluenceBoostAwards and mention you're taking part in the competition, to comply with advertising regulations.**



## THE FOOTBALL BILL –

The Government is setting up a new Independent Football Regulator. The Football Bill will set out the rules it operates by and what powers it has.

This Bill will be the difference between a regulator that just sends strongly worded letters vs one that can issue fines or take misbehaving clubs to court.

- Who'll be in charge?
- Will it scrap VAR? (ok, probably not)
- Can foreign investors still buy clubs?

These are some of the questions MPs are considering right now! (Alright, VAR hasn't come up yet - we checked!)

At **Influence Boost Awards** we want people to pay attention and get involved when the Government touches on things that really affect them.

While we've partnered with Fair Game you don't have to support their amendments to win.

**You just need to say why you care and encourage your followers to get involved.**

So read on and have your say on the future of football.

## THE STORY SO FAR –

The football regulator was [originally proposed in 2023](#) to protect the long term future of football.

#### The main goals were:

- Preventing repeats of financial failings seen at clubs like Everton, Derby County, Bury and Macclesfield Town.
- Introduce stricter tests for owners and directors to safeguard clubs from unscrupulous owners.
- Give the fans a greater say in the running of clubs, to protect key heritage, including team names and badges.
- Blocking English clubs from joining unpopular breakaway leagues like the European Super League.

The last Government didn't get round to setting the regulator up. But the current Government [has re-introduced the bill](#) and it's moving quickly.

#### The Bill sets out three main objectives:

- **Club financial soundness** - ensuring that clubs take sensible financial decisions and consider the long-term when taking risks.
- **Systemic financial resilience** - ensuring that systemic risks and structural issues like the distribution of revenue through the pyramid are managed appropriately.
- **Heritage** - to safeguard the traditional features of English football that matter most to the fans and local communities of clubs.

After passing through the House of Lords, the Bill is now in the House of Commons. [You can watch streams and recordings](#) of the meetings online. Although the [full committee minutes](#) are already 146 pages long so perhaps you'll want an AI summary.

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## HAVE YOUR SAY –

The Commons Committee will meet until 26th June. It's during this committee stage that most bills get changed. So getting people to email their MP right now is the best way to get change to happen.

#### The most contentious issues in the committee so far have been:

- Independence of the Regulator from football clubs and governing bodies.
- Scope of the Regulator's Powers - especially on financial redistribution among clubs and the definition of "sustainability" in financial practices.
- Mandatory EDI Initiatives - should initiatives on equality, diversity, and inclusion (EDI) be compulsory?

Below we lay out some of our partner Fair Game's arguments for making sure the regulator covers financial flows through the whole Football pyramid and fan consultation.

But remember, **you can enter the competition making any argument about the bill**, even supporting it unchanged! Just make sure to encourage your audience to get involved - that's what really matters.

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## FURTHER INFO –

Want to know more about the problems in football? Here are some key facts:

#### Finances 💰

- Clubs are going into administration and [receiving point reductions](#)
- Funding for women's teams is being cut [due to financial difficulties](#)
- The gulf between leagues is growing - in 2012 the Premier League's share of revenue was 76%. [By 2023 it had grown to 83%.](#)
- The shocking revenue share between leagues: Premier League: 83%, Championship: 11%, League One: 4%, League Two: 2%
- Despite the Premier League making £6 billion in 2022/23, [over 50% of English football clubs are technically insolvent.](#)

#### Fan Powers 🗣️

- Clubs can change stadium locations, club colours and even names [without fan approval](#)
- In 2003, [Wimbledon FC was moved 60 miles away](#) its home - against fan's wishes
- [Fans have to protest](#) if they have a problem, and it often gets ignored

#### More about the amendments we're asking for

##### Fairer financial flow

Fair Game are asking for an amendment to the Football Bill stating that the new independent regulator must make sure any distribution deals support the future financial health of the game.

##### Fan consultation

Fair Game are asking for an amendment to the Football Bill to include mandatory fan consultation on relocation, name changes, or ground sales.

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## THE FOOTBALL BILL IN THE NEWS –

[‘Once in a lifetime’ chance for football to block nation states owning clubs](#)

[Lords urged to add ‘Wimbledon clause’ to Football Governance Bill](#)

[Government reintroduces football regulator bill](#)

[UK Government will relaunch legislation with several changes to the original Bill](#)

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## COUNTER ARGUMENTS –

In the interest of balance here are some of the main points against the amendments:

The most common argument against the financial flow amendment is that redistributing a larger share of the Premier League's revenue would undermine their financial strength. The argument is that this strength is what allows them to attract the world's best players and managers. However, the Premier League's revenue totals almost as much as the Bundesliga and La Liga put together, so Fair Game argue back that there's still more than enough money to go around, and a stronger pyramid will benefit everyone in the long term.

The arguments against the fan consultation amendment would be that fans don't always know best from a business point of view as they may not be aware of the full facts when making a decision, and consulting fans can also slow down a decision making process.

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## WHO'S BACKING THE CAMPAIGN? –

[Fair Game](#): A coalition of clubs, experts, and fans campaigning for a fairer, more sustainable game.

[Influence Boost Awards](#): A non-profit platform that helps amplify content that works for everyday people.

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Full competition [terms and conditions are available here](#)

Speak up. Take part. Share your voice. This is our moment to bring football back to the fans.