



The
**EVERTON
COLLECTION**
Schools & Learning

History & English – Upper Key Stage 2 and Key Stage 3

The World Cup 1966



Official World Cup Programme, 1966

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Introduction

Football is a key part of life in England and every four years the World Cup captures the imagination of the country. This resource uses original source material from the World Cup in 1966 to encourage the development of historical interpretation and enquiry skills and analysis of non-fiction texts and critical thinking skills.

The pack includes extracts from newspapers and brochures, photographs, programmes, tickets, advertisements and oral history recordings. It also includes background information about the World Cup in 1966 and Liverpool in the 1960s.

There are four activities on different themes

1. Welcoming the World
2. The World Cup - A National Event?
3. Controversy at the World Cup
4. What was it like to go to the World Cup in 1966?

Each theme includes suggested activities and questions.

National Curriculum Links

Key Stage	Subject	Subject
Key Stage 2	History <ul style="list-style-type: none">▪ Knowledge, Skills and Understanding: 1a, b. 2a, c. 3. 4a, b. 5a, b, c.▪ Breadth of Study: 6 (British History Study), 7 (Local History Study), 11b (Britain since 1930).	English <ul style="list-style-type: none">▪ En1 Speaking & Listening: Speaking with confidence, listen and responding appropriately to others, talk effectively as members of a group▪ En2 Reading: Understand texts, read for information, non-fiction texts, including newspapers, magazines, articles, leaflets, brochures and advertisements.
Key Stage 3	History <p>Key Concepts</p> <ul style="list-style-type: none">▪ 1.1 Chronological Understanding, 1.3 Change and Continuity, 1.4 Cause and Consequence, 1.5 Significance and 1.6 Interpretation. <p>Key Processes</p> <ul style="list-style-type: none">▪ Historical enquiry, using evidence, communicating about the past. <p>Historical Enquiry</p> <ul style="list-style-type: none">▪ Identify and investigate, individually and as part of a team, specific historical questions or issues, making and testing hypotheses.	English <p>Key Concepts</p> <ul style="list-style-type: none">▪ 1.1b. Competence. Reading and understanding a range of texts and responding appropriately▪ 1.4 Critical Understanding,<ul style="list-style-type: none">a. Engaging with ideas and texts, understanding and responding to the main issues.b. Assessing the validity and significance of information and ideas from different sources.d. Analysing and evaluating spoken and written language to appreciate how meaning is shaped. <p>Key Processes</p> <ul style="list-style-type: none">▪ 2.1 Speaking and Listening<ul style="list-style-type: none">e, g: listen, make a relevant contribution

	<p>Using Evidence</p> <ul style="list-style-type: none"> ▪ Identify, select and use a range of historical sources, including textual, visual and oral sources and artefacts. ▪ Evaluate the sources used in order to reach reasoned conclusions. <p>Range & Content – British History</p> <ul style="list-style-type: none"> ▪ The ways in which lives, beliefs, ideas and attitudes of people in Britain have changed over time and the factors – such as technology, economic development, war, religion and culture that have driven these changes. <p>Curriculum Opportunities</p> <ul style="list-style-type: none"> ▪ Investigate aspects of personal, family or local history and how they relate to a broader historical context. 	<p>to a group and respond appropriately and constructively to others.</p> <ul style="list-style-type: none"> ▪ 2.2 Reading a, d, e, f, h: select, compare, extract and interpret information, distinguish between fact and opinion, support their own views on text with evidence, understand how the nature and purpose of a text influences its content. <p>Range & Content</p> <ul style="list-style-type: none"> ▪ 3.2 Reading h, i: Read a range of non-fiction texts including, reportage and journalism, for the purposes such as to inform, explain, describe, analyse, discuss and persuade <p>Curriculum Opportunities</p> <ul style="list-style-type: none"> ▪ 4.1 Speaking and listening f: develop speaking and listening through activities that make cross-curricular links with other subjects. ▪ 4.2 Reading c. develop reading skills through work that makes cross-curricular links to other subjects.
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Background Information

The World Cup

In the early 20th century national football teams only had chance to compete against each other during the Olympics. However, as all the football players taking part in the Olympics had to be amateurs there was demand from the professional game for a new tournament.

In response a group of football administrators from FIFA (Fédération Internationale de Football Association), organised a new international tournament called the World Cup. The first World Cup was held in Uruguay in 1930. The competition has been held once every four years since then, apart from a twelve year break caused by the outbreak of the Second World War.

1966

1966 was a special year in English football. In 1966 the 8th tournament was hosted and won by England, the first and only time that England has won the World Cup.

Although the Final match was played at England's national stadium, Wembley. Many of the preliminary rounds were played at venues around the country including, Manchester, Middlesbrough, Sunderland, Sheffield, Birmingham and Liverpool.

Everton's stadium at Goodison Park was seen, after Wembley, as the largest and most well-equipped in the country. Local press gave Goodison Park the nickname

'Wembley of the North'. This was reflected in the Football Association's choice to use the ground to host one of the World Cup Semi-Final matches. In the years before the World Cup Everton prepared the ground by spending £160,000, extending the pitch to FIFA regulations and reconstructing one of the stands to include 2,500 more seats for international fans.

Many people felt that football had 'come home' to the country that had given the game to the rest of the World and there was a great deal of excitement and anticipation in the local and national press.

Traditionally South American teams have dominated the World Cup, winning eight of the eighteen World Cups. Brazil has won a record five times (1958, 1962, 1970, 1994, 2002). In Europe, Italy has won the trophy four times (1934, 1938, 1982, 2006). And West Germany three times (1954, 1974 and 1990).

In 2010 the competition will be held in South Africa, the first time that it has been held outside Europe, Asia or the Americas.

Liverpool in the 1960s

Liverpool in the 1960s was undergoing a huge amount of growth, redevelopment and social and economic change. The city had a new image of prosperity and creativity. However, the city still suffered from the legacy of the Industrial Revolution, the Great Depression and bombing during the Second World War and some areas suffered from the affects of poverty and poor housing.

In the 1960s Liverpool helped to lead a revolution in popular culture, particularly in music and football. The beat-boom generation of musicians and poets, such as the Beatles and Roger McGough, helped to propel Liverpool onto the national stage. The 1960s was also a particularly successful time for both of Liverpool's football teams. Everton F.C. won the League Championship in 1962-1963 and 1969-1970 and won the F.A. Cup in 1966. Liverpool F.C. also won the League Championship twice in 1963-1964 and 1964-1965 and the F.A. Cup in 1965.

Activity 1 - Welcoming the World

Source 1, 2 and 3 are taken from leaflets and brochures advertising and promoting the city of Liverpool to visitors before and after the World Cup. Source 3 is taken from a newspaper, the Liverpool Daily Post in 1966.

Source 1

Liverpool's skyline is changing. Not just the skyline. Progress happening everywhere. Spirit of change abroad. Exciting place to be. Humming with creative energy. Rich with reminders of a great past. Busy building a great future. Building a new city. A city for *people* . . . to live in, work in, have *fun* in. Some place to be!



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Extracts from 'Liverpool Official Guide 1966-1967' by the Liverpool Corporation, 1967

Source 2

WELCOME TO LIVERPOOL

Liverpool has a world-wide reputation as the friendliest of cities, and this brochure has been compiled to enable the visitor to enjoy his stay in the city as much as possible. Here are described the many varied and colourful aspects of a city which is unique in character. Any enquiries regarding the City of Liverpool should be directed to the City Public Relations Office, Municipal Buildings, Dale Street, Liverpool 2.

THE CITY OF LIVERPOOL

Although Liverpool is famous as one of the world's great maritime terminals, the city is much more than this. As well as being an international centre of banking, commerce and insurance, it is one of Britain's most important industrial areas. These industries, which in the main are concerned with the processing of raw materials shipped into the city's 37 miles of quays, are being extended by the development of large-scale manufacturing enterprises which play a vital part in the economic life of the nation. New plants and new processes, which have been brought into being on the giant industrial estates established on the perimeter of the city, go to swell the flow of Britain's exports through the port.

Yet with all this commercial and industrial activity, Liverpool remains a city of culture and learning where the University plays a significant part in the life of the people and where the same people, acting independently or through the medium of their City Council, endow and encourage all that is best in music and drama.

It is possibly the sense of expectancy, the awareness of the times, and the readiness 5 for constant change which have left the city with but few traces of its 750-years-old tradition. Remaining, however, are the 18th-century Town Hall, one of the most gracious tributes to the spacious days of the Regency; St. George's Hall, a magnificent example of classic design, and Speke Hall, one of the finest examples of domestic architecture from the days of the first Elizabeth.

These have been bequeathed from past generations, but Liverpool is a city which is not content merely to accept its legacies and hand them down without further contribution. Work has already started on a dramatic programme of rebuilding the whole city, which will place Liverpool in the forefront of any in Europe. The vision of its architecture and planning for the motorway age can be judged from the permanent exhibition of the New Liverpool in the Walker Art Gallery.

In addition, the two mighty cathedrals will bear into the Liverpool of tomorrow the testimony of the citizens of today.

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Extract from 'Welcome to Liverpool – World Cup 1966' by the City of Liverpool Public Relations Office, 1966

CARPET OF GREEN PITCH

Wembley of the north ready for K.O. day

Merseyside football supporters will find Goodison Park in better condition than ever in its history when the Brazil-Bulgaria game opens the World Cup series in Liverpool next Tuesday night—a Wembley come to Merseyside. The main feature in a transformation costing £160,000 is a completely re-constructed Stanley Park goal stand, which provides comfortable seating for 2,500 spectators, with facilities for refreshments and adequate toilet provision.

In addition squads of painters, decorators and joiners will have the work of improving existing buildings throughout the rest of the stadium completed by Saturday.

The playing area has been extended by five yards to meet World Cup requirements.

After a tour of inspection yesterday Mr E. Holland Hughes, Everton chairman, said: "We are delighted with the way the work has gone and feel that it has improved what we have always thought to be the finest League ground in the country."

Mr Hughes, with vice-chairman Mr Jack Sharp and director Mr John Moores, have spent hours at the ground satisfying themselves that everything at Goodison will be ready to

FOREIGN VISITORS

meet every demand.

Particular attention has been paid to the re-constructed Goal Stand, and to the adjoining Bullens Road stand, where the majority of foreign supporters will be accommodated.

Mr Hughes said: "We have been most anxious to ensure that the arrangements for the reception of foreign visitors should be the best possible, and for this reason have allocated seats for these visitors—about 5,000 of them—in the Bullens Road stand so that they will be able to move easily and comfortably from the reception area on the old practice pitch directly to their seats."

Mr Hughes said that there would be a special entrance for foreign supporters in Walton Hall Avenue and the only people allowed through at that point would be those with

foreign passports and match tickets.

Once inside they will be able to have drinks and light refreshments in two big marquees erected on the practice pitch.

There will also be a staff of interpreters and guides to help them find their seats.

"We feel the arrangements for the competition at Goodison Park are as good as anywhere. We have always considered ourselves very honoured that Goodison Park has been rated second to Wembley in importance as far as this World Cup competition is concerned," said Mr Hughes.

700 JOURNALISTS

Besides the new stand at the Stanley Park end, the biggest change has been made in the area around the directors' box.

Here, in the Goodison Road stand, 900 seats have been removed to make room for 700 journalists from all over the world who will need extra space for their typewriters and telephones.

The work of providing extensive radio, television and telephone facilities needed to cover sporting events of world importance has provided the organisers with a terrific job.

The banks of radio and television booths, with their monitor sets and the special seating for the world's Press will have to be dismantled again in readiness for the start of the English season in August.

Mr Alan Storey, Everton's head groundsman, said he was praying for warm, sunny weather, so that the

already lush grass would continue to improve.

Nearly half a ton of a special blend of five grass seeds, costing £270, was used to produce the velvety covering which now spreads further behind both goals to give the players a foothold should they overrun the lines.

With the pitch extended by two yards at each end, Mr Fred Micklesfield, the chairman of the board's floodlighting sub-committee, had the lights switched on at 11 p.m. a few nights ago to see if any adjustments were needed.

He was able to satisfy himself that they were perfect for the job—as good as any in the country.

A World Cup spokesman at Goodison Park last night said a limited number of tickets for seats and terraces for all games were still available.

For the matches on July 12, 15 and 19 seat tickets at £2 2s could be purchased on application, similarly for the quarter-final (£2 10s) and semi-final (£3 3s and £2 10s).

The prices for standing accommodation were: 12s 6d, quarter-final 15s and semi-final 7s 6d and 17s 6d.

Activity 1 - Questions

1. Do the authors of Sources 1 and 2 have a positive or negative view about Liverpool? Can you identify any phrases to support your answer?
2. What evidence is there in Source 1 and 2 that change is happening in Liverpool?
3. What reference does the writer of Source 1 and 2 make to the past? Can you identify any words and phrases that suggest that some aspects of life in Liverpool stayed the same?
4. In source 3, what do you think the writer means by the phrase, 'Wembley of the North'.

Additional Questions

1. How are these sources useful to historians trying to find out what Liverpool was like in the 1960s?
2. Consider Source 1 and 2. Why were these sources written? Do you think this has influenced the way in which they have been written and the information they contain?
3. If you were a historian, what other types of evidence would you need to get an accurate picture of what life was like in Liverpool in the 1960s?

Cross-curricular Activities

- Can you find out how South Africa has prepared to welcome lots of visitors to their country in 2010?
- Can you design an advert for the 2010 World Cup in South Africa?

Activity 2 – The World Cup: A National Event?

England hoped that the World Cup would be a national event and capture the imagination of people across the country. Developments in communication and the media were also taking place during the 1960s.

By the 1960s football was featuring more and more frequently on television. It is estimated that over 600 million people watched or listened to the World Cup Final on the television or radio.

Source 4

THE MOST ENGLISH GAME
WHO'S WHO IN THE GREAT EXTRAVAGANZA

The eighth World Cup competition will be played off in Britain from July 11 until the final at Wembley on July 30. It is the climax of a feverishly partisan event that began with eliminating games two years ago. Sixteen countries are sending teams to the finals – as well as 50,000 supporters. There will be 32 matches on eight different grounds, watched by something like 400 million viewers and covered by 1,600 Pressmen. Revenue from tickets and TV will amount to £2 m., and the cost, with improvements made to grounds, about £800,000. On this chart we show who plays whom and where. And over page we describe what football, The Most English Game, has come to mean to the rest of the world.

Goodison Park, Liverpool
 Built 1892. Capacity, 63,000. Park stand rebuilt, providing 500 seats. World Cup improvements cost £118,165.
Matches:
 Bulgaria v. Brazil, July 12, 7.30;
 Brazil v. Hungary, July 15, 7.30;
 Portugal v. Brazil, July 19, 7.30.
 Quarter-final: July 23, 3.0.
 Semi-final: July 25, 7.30.

Old Trafford, Manchester
 Rebuilt after bombing during war. Capacity, 62,500.
Matches:
 Hungary v. Portugal, July 13, 7.30;
 Portugal v. Bulgaria, July 16, 3.0;
 Hungary v. Bulgaria, July 20, 7.30.

Villa Park, Birmingham
 Capacity, 52,000, including 3,000 extra seats and 6,000 temporary seats. Pitch widened by three feet. £99,000 spent on World Cup preparations.
Matches:
 Spain v. Argentina, July 12, 7.30;
 Argentina v. W. Germany, July 16, 3.0;
 Spain v. W. Germany, July 20, 7.30.

Roker Park, Sunderland
 Built 1898. Capacity, 43,500, including 9,084 temporary seats costing £52,206.
Matches:
 Chile v. Italy, July 13, 7.30; Italy v. Russia, July 16, 3.0; Chile v. Russia, July 20, 7.30.
 Quarter-final: July 23, 3.0.

Ayresome Park, Middlesbrough
 Built 1903. Capacity, 38,000. World Cup improvements cost £104,800.
Matches:
 Russia v. N. Korea, July 12, 7.30;
 N. Korea v. Chile, July 15, 7.30;
 Italy v. N. Korea, July 19, 7.30.

Hillsborough, Sheffield
 Built 1899. Capacity, 55,000, including 3,400 extra seats. Improvements will cost £220,150.
Matches:
 W. Germany v. Switzerland, July 12, 7.30; Switzerland v. Spain, July 15, 7.30; Argentina v. Switzerland, July 19, 7.30.
 Quarter-final: July 23, 3.0.

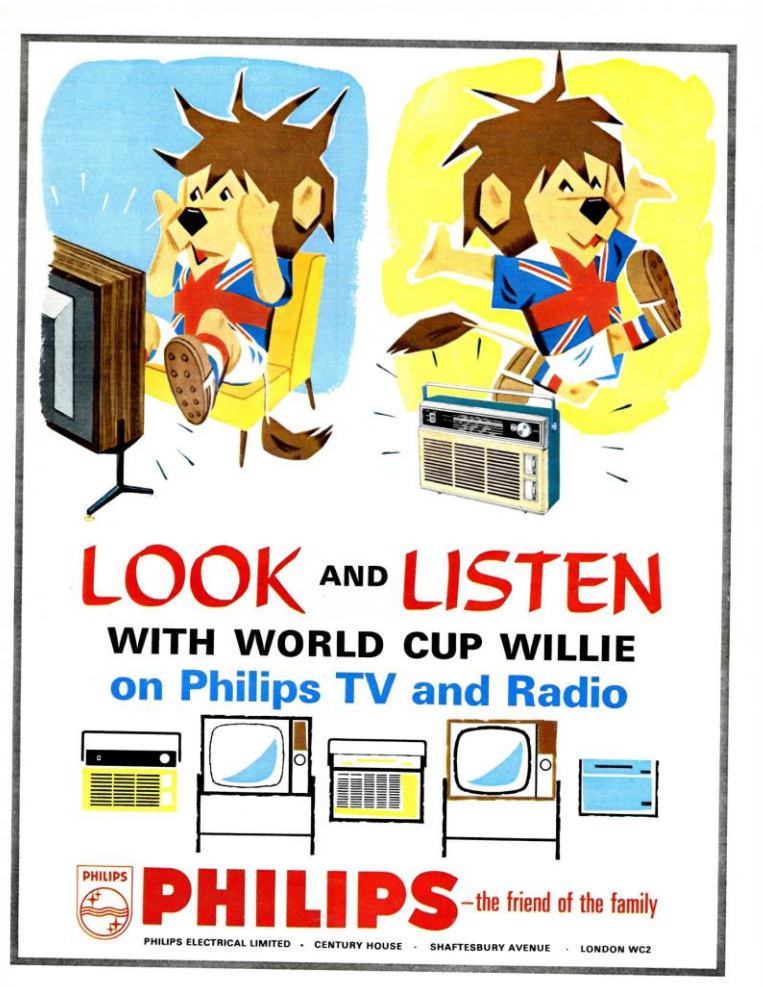
White City
 Built 1908. Capacity, 50,000.
Match:
 Uruguay v. France, July 15, 7.30.

Wembley Stadium
 Built 1923. Capacity, 100,000. New overseas pavilion for World Cup, £9,000.
Matches:
 England v. Uruguay, July 11, 7.30;
 France v. Mexico, July 13, 7.30;
 Mexico v. England, July 16, 7.30;
 Mexico v. Uruguay, July 19, 4.30;
 France v. England, July 20, 7.30.
 Quarter-final: July 23, 3.0.
 Semi-final: July 26, 7.30.
 Play-off for 3rd place: July 28, 7.30.
FINAL: July 30, 3.0.

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 Extract from 'The Observer, Guide to the World Cup' 15 May 1966

The World Cup 1966

Source 5



© The Everton Collection Charitable Trust. www.evertoncollection.org.uk
Extract from 'Daily Express World Cup Guide' 1966

Source 6

700 JOURNALISTS

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The work of providing extensive radio, television and telephone facilities needed to cover sporting events of world importance has provided the organisers with a terrific job.

The banks of radio and television booths, with their monitor sets and the special seating for the world's Press will have to be dismantled again in readiness for the start of the English season in August.

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Extract from a newspaper, 1966.

Activity 2 – Questions

1. Make a list of the ways in which information about the World Cup was communicated to people around the country in 1966. Which of these would also have been available in 1948? What news ways of finding out about the World Cup will there be in 2010. You can use the worksheet to help you.
2. What evidence is there in the sources that people all around England and the World got to see and hear about the World Cup?
3. Group discussion - What do you think it would have been like to live in a part of the country where no World Cup games were played? Could you still get involved?
4. Group discussion - Do you think that large sporting events like the World Cup and the Olympics are good for the whole country?

Activity 3 – Controversy at the World Cup

Sources 7, 8 and 9 relate to an incident that happened during the World Cup Finals that led to some people questioning whether it was really a national event.

Semi-Final protests

MERSEYSIDE TALKS OF BETRAYAL

Merseysiders were last night calling the F.I.F.A. decision to play the England v. Portugal World Cup semi-final at Wembley to-morrow (kick off 7.30 p.m.) "the greatest betrayal in sporting history." On every hand, in London as well as Liverpool, it had been regarded as beyond question that if England qualified for the semi-finals, they would appear at Goodison Park, writes Horace Yates.

I have not been able to track down any definite F.I.F.A. statement to this effect, although there are all manner of publications stating it as a fact that this was a treat to be reserved for the Everton ground. The official programme, refers to the games as "Semi-final No. 1" and "Semi-final No. 2," with the first at Goodison Park.

As winners of Group One the inference drawn was that England would be in semi-final No. 1 and in order of announcement, England v. Portugal had priority.

Last night I sought clarification from F.I.F.A. and the secretary general Dr. H. Kaser, issued the following statement, "The Organising Committee decided the most attractive match should be seen at the venue where the biggest number of spectators could be accommodated."

The complaint on Merseyside is not so much the fact that England will play at Wembley as that the impression was allowed to flourish, unchecked by anyone, that it was to be England for Goodison. On that assumption, added to faith in England's ability, to get there, tickets in large numbers have been purchased for a semi-final, now to be West Germany v. U.S.S.R., which has suddenly been shorn of much of its attractiveness.

STREAM OF CALLERS

answered a steady succession of callers on the telephone last night, all indignant and curious, some demanding to know whether or not their money would be refunded. One threatened to order his bank to refuse to honour his cheque for a number of tickets.

I find it difficult to accept the excuse about putting on the most attractive game where it could be seen by most people. Londoners surely have had a surfeit of England, with four games played there already, not that they will boast about preferential treatment in view of the fare provided for them.

The football on this ground must have been the dulllest of the entire tournament, although admittedly attendances have been very satisfactory. I would have thought that officialdom is laying itself open to allegations that England have been allowed to turn Wembley into their home ground.

Imagine the wave of reaction there would be throughout England if a League team were allowed to win the F.A. Cup without once having moved away from home, even for a semi-final! The semi-final was the one big opportunity to give meaning to fair play.

After all, Portugal have not played a single match at Wembley in this tournament and Russia and West Germany will be newcomers to Goodison Park.

The dice, in foreign eyes at least, would appear to be heavily loaded in favour of England. If this is to be England's World Cup year, one could have thought it important to have avoided any suggestion of favour.

Even at Wembley on Saturday, as the match with Argentina neared its close, Pressmen were reminded that England would play at least one other game at Wembley, the tussle for

third and fourth places on Thursday in the event of semi-final defeat, or the final on Saturday with semi-final victory won. There was no mistaking the impression that England had to travel.

EVERTON CHAIRMAN

The chairman of Everton Football Club, Mr. E. Holland Hughes, emphasising that he was expressing personal views, but believing they were shared by many, was openly critical of the unexpected arrangement.

He told me: "At Goodison Park we are naturally disappointed that we have been denied the privilege of receiving England in the semi-final. We had been led to believe, and indeed so had the public, that if England got that far this privilege was to be ours."

"What is more disconcerting is that the football-loving public of the North of England have been ignored and deprived of seeing the England side in a single World Cup match, notwithstanding the North's significant contribution to the composition of the English team."

"We may not be able to boast of having the same facilities or the same ground capacity as Wembley, but we have a stadium and we have set up an organisation at Goodison Park, which I believe would have done full justice to the occasion."

"In Lancashire and Liverpool in particular, we have a football-loving public which would have risen to the opportunity in a manner which London certainly will not be able to excel."

FAI REPLY

"These considerations apart, fair play alone would seem to me to provide a powerful reason for staging the England v. Portugal semi-final at Goodison Park, so that it could not be suggested that England had received favoured nation treatment by apparently having a monopoly of Wembley."

"The argument of box office receipts does not seem to have expressed."

Embarrassed though Goodison Park officials may be by this unexpected turn of events, there is nothing they can do. Even given the will, and there is no evidence that such exists in F.I.F.A. circles, could a change be made now at this late stage.

An England game was to have been the crowning attraction of a wonderful series of games at Goodison Park. With the match covered by TV the argument about consideration for the biggest number of spectators looks precariously thin.

ENGLAND SEMI-FINAL AT WEMBLEY

A soccer snub, say angry fans of Merseyside

Merseyside soccer fans are planning a demonstration at Goodison Park to-night—in protest at the decision that the England v. Portugal World Cup semi-final should be played at Wembley and not at Goodison.

When the Russians and West Germans take the field for their semi-final at Goodison they will find giant banners proclaiming—"England snubs Liverpool" and so on. . .

Liverpool fans are certainly fuming over the organisers' seeming volte face.

Many fans say they bought their tickets for the semi-final at Goodison in the belief that they would be watching England.

When the draw was originally made it was indicated that the winners of Match 1 and Match 3 in Saturday's quarter-finals would be played on Merseyside.

Indeed, on page 464 of the *F.A. News*, official journal of the Football Association, it is stated in black and white.

But within minutes of the results being known on Saturday, it was announced that the so-called draw for the semi-finals had resulted in England playing Portugal at Wembley tomorrow and Russia playing West Germany at Goodison this evening.

Obvious reason for this change of plan is the hope of a bumper 100,000 gate at Wembley.

who has attended all the World Cup games at Goodison, said: "It is a very bad thing for England to play all their games on one ground. It does smack of a fiddle."

But there IS another point of view—put by Mr Sid Rudd, secretary of the World Cup Liason Committee in Liverpool.

"While I, like everybody else, would have liked to see England play here," he said: "There have never been any arrangements by which England came to Goodison."

"The only thing that we knew was the permutation of the draw, but not the venue. At no time did the

F.I.F.A. issue any literature to say at which venue the teams would play. People have assumed things but there has never been anything in writing."

Mr Trevor Skempton, of 4 Bentley Road, Liverpool, said that he was one of many fans who had bought ten-match season tickets for all the matches.

"As far as we are concerned, a promise has been made that England would play at Goodison," he said.

"This decision is the biggest insult that Liverpool has had for years."

See also: *Sport as I see it*—by Horace Yates, Back Page.

July 23rd Quarter-Finals to be played at Wembley, Sheffield Wednesday, Everton and Sunderland as follows:—

- (1) Winner of Group 1 v. second of Group 2
- (2) Winner of Group 2 v. second of Group 1
- (3) Winner of Group 3 v. second of Group 4
- (4) Winner of Group 4 v. second of Group 3

(Kick-off for all matches is 3 p.m.)

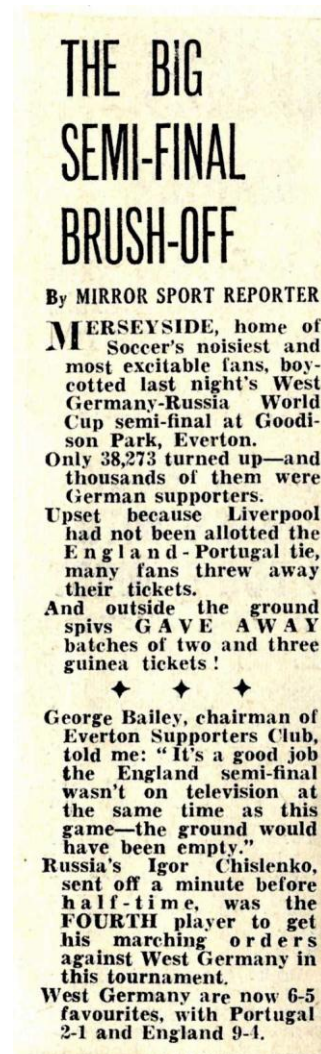
July 25th The First Semi-Final will be played at Everton between Winners of Match 1 and the Winners of Match 3.

An extract from this month's *F.A. News*, official journal of the Football Association, England were the winners of match one and Portugal the winners of match three.

ures the
Wembley



A Goodison Park demonstration against the switching of the England and Portugal World Cup semi-final to Wembley. Four angry fans parade a thirty-foot banner inscribed "England fix an insult to Liverpool" before the start of the Russia-West Germany match last night.



Questions

1. What decision did the football authorities make that angered football fans in Liverpool?
2. How did the football fans in Liverpool show their anger?
3. What reasons do the sources give for the match being played at Wembley?
4. Do you think that football fans in Liverpool were right to be angry at the football authorities? Try to give reasons for your answer.

Additional Questions

1. Do you think the writer of the article in Source 9 has a negative or positive attitude towards football fans in Liverpool? Can you find words or phrases that support your answer?

Activity 4 – What was it like to go to the World Cup in 1966?

Source 10

Listen to the oral history recording available on the Everton Collection website, <http://www.evertoncollection.org.uk/learning/schools+online/resources>

This is a recording of an Everton F.C. fan, Brian Burrows, who attended two World Cup matches at Goodison Park in 1966.

Activity 4 – Questions

Listen carefully to Brian talk about his World Cup experiences and try to answer these questions:

1. Why did Brian decide to go and watch a live World Cup match?
2. How much did it cost to go to a match?
3. How did Brian travel to the matches? Would you travel to a football match in this way?
4. What are Brian's memories about how television and newspapers reported the World Cup?
5. How did Brian celebrate England winning the World Cup?
6. How did football fans in Liverpool react to overseas visitors according to Brian?
7. What was Brian's favourite memory of the World Cup Finals in 1966?

Additional Questions

8. How useful are oral history recordings for finding out about the past? What do you think are the advantages and disadvantages of using them?

Supporting Images

These images provide further information about the key features and events during the 1966 World Cup.

World Cup Willie



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Extract from the *Daily Express World Cup Guide*, 1966.

World Cup Willie was the official mascot of the World Cup Finals in England. He was the first World Cup mascot and one of the first mascots for any major sporting event. Since World Cup Willie mascots for sporting events have become very popular. World Cup Willie featured on lots of World Cup merchandise for football fans to buy such as tea towels, soap, glasses, beer mats, badges, stickers and posters.

Cross-curricular Activities

- Research what other countries have chosen for their World Cup mascots.
- Can you design a mascot for England's World Cup bid in 2018?

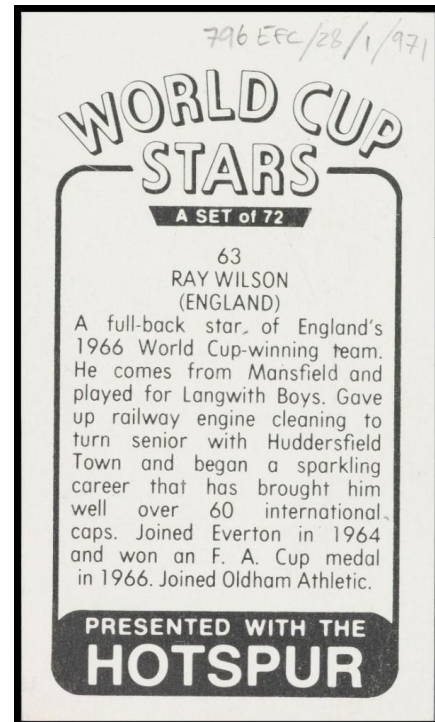
Jules Rimet Trophy



The World Cup 1966

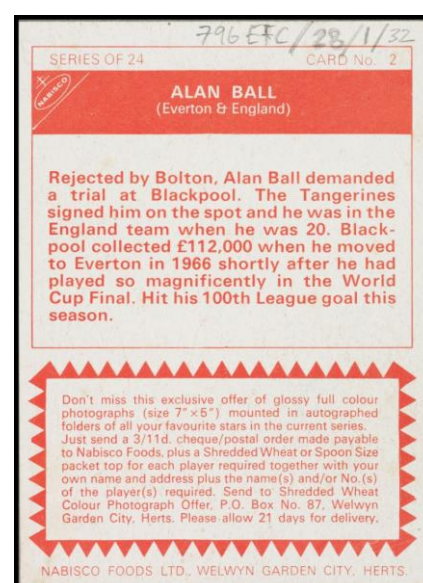
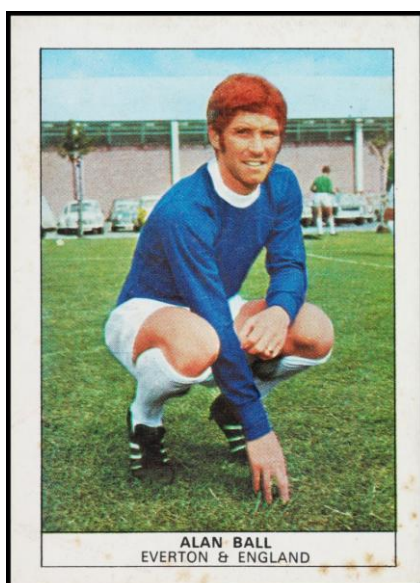
The World Cup trophy is also known as the Jules Rimet trophy and is named after the French FIFA official who helped to start the World Cup tournament. This is a miniature version of the trophy that may have been given to Everton F.C. to commemorate their hosting of the tournament.

Trading Card, Ray Wilson, 1971



Ray Wilson played a number of games for England during the World Cup 1966, including the Final. At the time of the World Cup he played football for Everton F.C.

Trading card, Alan Ball, 1970



Alan Ball became an Everton F.C. player shortly after winning the World Cup with England in 1966. He went on to become one of Everton's greatest ever players, winning the League Championship with the Club in the 1968/70 season and scoring many goals.

Photograph, Brazil v Hungary at Goodison Park, 15th July 1966



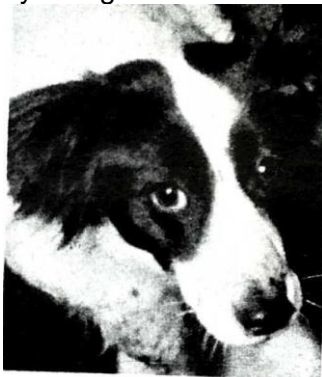
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Supporting Information

World Cup 1966 – Timeline of events

30th March 1966 – The World Cup trophy is stolen while on exhibition at the Central Hall in Westminster, London.

27th March 1966 – After several days of anxiety and frustration the trophy was found by a dog called Pickles out for a walk with his owner in South London.



Pickles, the dog that 'saved' the World Cup

11th July 1966 – The eighth World Cup Finals begin in England

11th – 20th July – Group matches take place at football stadiums across the country, including London, Liverpool, Sheffield, Sunderland, Middlesbrough, Birmingham and Manchester

Group A: England, France, Mexico and Uruguay

Group B: Argentina, Spain, Switzerland, West Germany

Group C: Brazil, Bulgaria, Hungary, Portugal

Group D: Chile, Italy, North Korea, U.S.S.R

23rd July – Quarter Finals are held at Wembley Stadium, Goodison Park, Roker Park and Hillsborough Stadium.

England (1) v Argentina (0)

West Germany (4) v Uruguay (0)

Portugal (4) v North Korea (3)

Hungary (1) v U.S.S.R (2)

24th July – FIFA and the F.A. decide to hold the Semi-Final match that England will take part in at Wembley Stadium. They say this is to make sure that the match is seen at the venue where the biggest number of spectators could be accommodated. This causes a lot of controversy, especially amongst football fans in Liverpool who believe they have been snubbed by the English football authorities.

25th July – The Semi-Final between West Germany and U.S.S.R takes place at Goodison Park. West Germany wins by 2 goals to 1.

26th July – The Semi-Final between England and Portugal takes place at Wembley Stadium. England wins by 2 goals to 1.

30th July 1966 – The World Cup Final between England and West Germany is held at Wembley Stadium. 98,000 spectators come to watch the game. West Germany scored the first goal but at full-time the score was 2-2. During extra time Geoff Hurst scored a controversial goal that the German supporters believed did not cross the line of the goal. In the last minute of extra-time Hurst scored again to make the final score 4 – 2 to England. England won the World Cup.

Cross-curricular Activities

- Create a storyboard of some of the events that happened during the World Cup.
- Produce a news bulletin or report about one of the events that happened during the World Cup.

Other Activities

Visit the BBC 'On This Day' website to hear audio and see video clips of the World Cup Final in 1966.

http://news.bbc.co.uk/onthisday/hi/dates/stories/july/30/newsid_2644000/2644065.stm

Visit the FIFA website for official history of the World Cup.

<http://www.fifa.com/worldcup/>

Watch clips of various World Cup matches being played at Goodison Park.

1. North Korea v Portugal at Goodison Park, 1966

<http://www.youtube.com/watch?v=swLNYmcaheg>

2. Portugal v Brazil at Goodison Park, 1966

<http://www.youtube.com/watch?v=v4Q4P5zh8ig>

Contact

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