

Fever Pitch

Fame and Fortune – short film

Video transcript

HARRY REDKNAPP:

My Dad would get on the train from the East End of London and he used to take Jamie up. My Mum used to make him a cheese and mustard pickle roll. So after a game Steve McManaman and Jamie would drop my Dad back at the station and he came home and said 'I felt terrible', he said to my Mum, 'I didn't have, I gave Jamie his cheese and mustard pickle roll, and I didn't have one for Steve McManaman'.

So every week after that my Mum used to make one for Steve McManaman. I said 'Mum, he's earning about 50 grand a week, I think he's not short of a cheese and mustard pickle roll'

TITLE: "FAME AND FORTUNE"

JAMIE REDKNAPP:

All the players that are earning the vast amounts of money now should be thanking Sky every day they go to the cash point. I think they've changed the game, they changed the money, changed the way people get perceived. They've become superstars.

And it's funny actually when you see that advert, all the players taking their tops off, that was the pre-wash bag days I would call it. Because before that no one ever took a wash bag. When I first signed for Liverpool, if I'd brought a wash bag into that dressing room it would be like 'what's the matter with him, what's he doing, what's he up to?'

But soon they'd be nicking all the hairwax don't get me wrong.

PAUL MERSON:

It all changed. You know. And girls had, girls had pictures of footballers on their wall. You know started to have pictures of footballers on their wall when before it would be a film star or a pop star. You're becoming a star, you're becoming like a rock star.

VICTORIA NEWTON:

These footballers they had so much more wealth than ever before. Their lifestyles were so dazzling. They had the yachts, the Ferraris, the private jets, the incredible holidays. And they actually became much more glamorous than the pop stars themselves.

AMANDA BELLAN:

Footballers were great at wearing designer clothing, so we did this amazing collaboration with Jamie Redknapp and Phil Babb and David James and Giorgio Armani. They looked great in the clothes and I think this was really the start of the crossover between fashion and sport.

JAMIE REDKNAPP:

It was a crazy period. Robbie Williams was probably the biggest superstar, or one of the biggest superstars in the world at the time. We went to Marbella as a team and Robbie came with us, at the end of the season. There were a couple of times when he came on the bus, once when we won – no-one was complaining then. But it's the time when you lose, you become, you become an easy target.

VICTORIA NEWTON:

People became obsessed with their lifestyles and even so now actually, that the stories that do best digitally are stories about their lifestyle, rather than necessarily what they're doing on the pitch.

JAMIE REDKNAPP:

The press want stories. They were hungry for stories. I think they probably had more ability to print stuff in those days that wasn't necessarily always correct. You left yourself open for criticism sometimes, there was a lot of people maybe judging you, worrying what's first – is it football or showbiz. What do you want to be more? If things weren't going well, you had to be ready for the flipside, and that could come thick and fast.

PAUL MERSON:

I hear it all the time, 'what's he doing on 300 grand a week, it's a joke, it's a disgrace'. He's an entertainer. Tom Cruise how much does he get, £100 million a film? Never even looked like winning an Oscar has he? Never looked like winning an Oscar but no one says anything. With professional footballers it's, 'oh it's a joke they get all this money!'. Why not? You know actors get massive amounts of money and they never win an Oscar.

VICTORIA NEWTON:

I think we always used to have that fascination with Hollywood stars and probably with rock stars when they were the most wealthy people in Britain. But then it became footballers so they became just as interesting.

JAMIE REDKNAPP:

When you're a footballer, you get your agent that wants to do all the side stuff with you like doing a clothing range that sometimes players don't actually want to do. You just want to stick to the basics of a good boot deal and a good contract for your club. But then sometimes because the agents don't get that much money from there they think of other things for you to do, and there were certainly a few campaigns that I did that were a little bit, hmm, yeah not the best.