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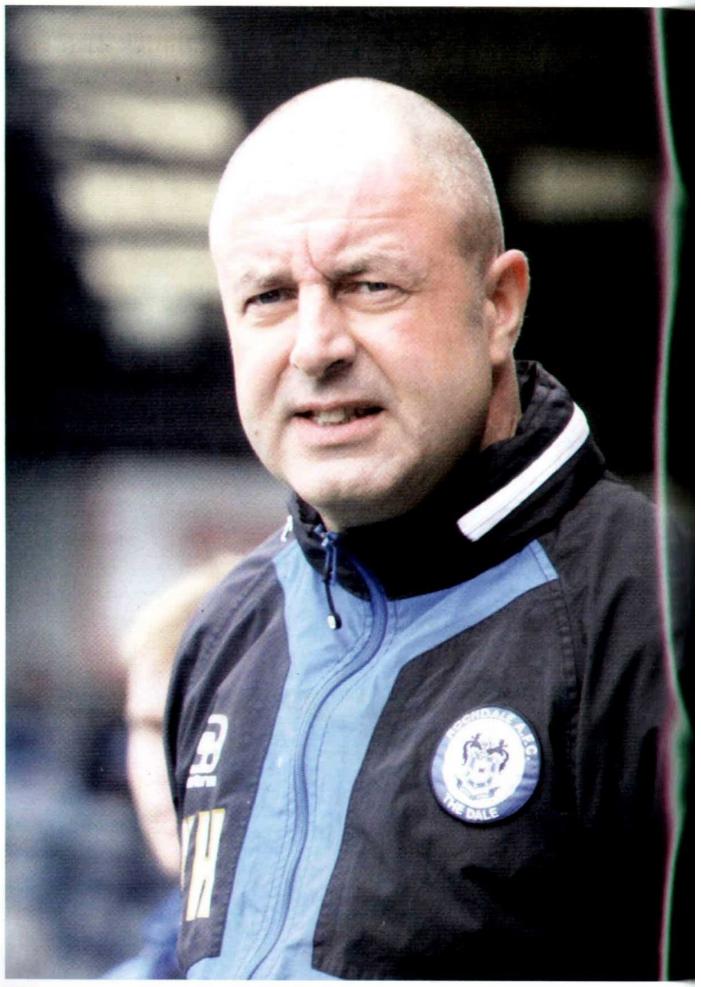
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Tensel, MA, MB, BChir



Keith Hill

A Word From The Manager

I have been really pleased with the effort and performances of the squad throughout the season so far and I'm not disappointed with an awful lot at the moment, just the results. The players are giving me everything they possibly can and I'm sure they will continue to do so.

I can't complain about losing to Sheffield Wednesday because there is a massive difference between our club and theirs. They have the calibre of player who can make those match-winning decisions more often than our players and that's not taking anything away from my lads because they are magnificent in the way they take on the opposition no matter who they are.

I was really proud of the players and really proud of the way we performed. We created chances to get something out of the game last Saturday, but I feel we need to be more ruthless and clinical as a centre-half in our penalty box or as a striker in the opponents' penalty box.

As a player you become accountable for your decision-making out there on the pitch in both penalty areas and I believe we are getting into the final third as often as any team we have played this season. However, our quality has to improve in both boxes because that is where the

major decisions are made and where games are won or lost; everything else is just football.

I am finding it difficult dealing with losing matches because it is something we as Team Rochdale have not been used too over the last four years. I do try and balance my ambition with reality for this season and I think we all knew it was going to be a real test for us. We know with the resources we have at Rochdale it is always going to be tough to compete at this level, but that won't stop us looking to be successful, it just makes it more difficult to achieve.

We have another great game to look forward to this afternoon and I'd like to welcome Danny Wilson and everyone connected to Swindon Town to Spotland today. Swindon made it to the final of the play-offs last season and that shows the calibre of team we are up against this afternoon. I read an interview with Danny in the summer and their aim is to go one better this season and I'm sure their mission statement for this campaign is to get promoted.

I believe they have a squad of players who can help them achieve their ambitions and an excellent manager, so it isn't going to be an easy game to go into, but then none are in this division. Football is about players playing and not so much formations. The stronger the side you have the less you need to think about strategies, formations and the opposition. We have to realise that the opposition we face week-in and week-out in this division is stronger and better than us on paper, but as a team we want to go out there and prove those theories wrong. To do so we have to look at those strategies and formations, use different tactics and the players we have at our disposal to try to win football matches.

It's not going to be easy and we never thought for one minute it would be. We have 31 games to play and they are all cup matches. Your support is a vital part of everything we are trying to do so please get behind the lads and give them your backing.

Enjoy the game.

Keith

"I feel we need to be more ruthless and clinical as a centrehalf in our penalty box or as a striker in the opponents' penalty box"



Spotland Scene

ROCHDALE v OLDHAM ATHLETIC

Dale's home fixture against Oldham, which was abandoned at the start of this month, has been rearranged for next Saturday, 27th November, kick-off 3.00pm.

This date has become available with both sides being knocked out of the FA Cup.

The club would like to confirm details of the ticketing arrangements for the new

The club would like to confirm details of the ticketing arrangements for the new date.

The ticketing conditions on the reverse of the tickets sold for the original game state: 'The price of the ticket will not be returned to the holder in any circumstances if the match is abandoned'.

However in view of the circumstances and after discussions between both clubs, it has been agreed that we want those supporters who bought tickets for the original game to be those who are able to attend the rearranged match without further charge. Therefore it is our intention to issue those supporters who attended the abandoned game with a new ticket.

Following the abandoned game, all supporters were advised to retain their ticket and on production of this ticket at the Rochdale ticket office, by returning your ticket you will be provided with a new ticket for the rearranged game.

Tickets for the original game on 2nd November will not be valid for the rearranged game; this ticket must be exchanged.

On the advice of the police, no further tickets will be sold for the rearranged game. However, in the event that a supporter with a ticket from the abandoned game is unable to attend the rearranged game, a full refund will be given upon production of the ticket at the ticket office.

If any tickets are returned in this manner, these will be put back on sale; an announcement will be made if this situation arises.

Tickets are available for exchange until 5pm on Wednesday 24th November, by which time all exchanges must be made.

Dale season ticket holders will be asked to produce Voucher D from the back of their season ticket book when they go to the turnstile next Saturday.

Exchanges will only be made where the MAIN PART of the ticket for the original game is returned to the ticket office (a ticket office receipt or credit/debit card receipt will NOT be accepted).

OLDHAM PROGRAMME

The club looked into producing a new programme for the Oldham match next Saturday, but unfortunately financial implications took over.

There are a large number of issues of the original programme from 2nd November remaining in the Club Shop and with the printers' bill still to pay, we need to sell as many of those as possible.

We apologise to supporters hoping for a new programme, but hope they understand the club's position.



PETERBOROUGH SWITCH

Dale's match at
Peterborough
next month has
been brought
forward to Friday
10th December, kick-off
7.45pm, at the request
of Cambridgeshire
Police.

Long-standing Dale fans will recall a similar scenario in January 1991 when our New Year's Day fixture at London Road was put back until the following evening.

GRIM AT GRECIANS

Dale's 1-0 defeat at Exeter at the start of October continued our dismal run of results at St James' Park.

We have now played there on 28 occasions, winning just four times while losing 15.

You also have to go back to March 1969 to find the last time Dale scored more than once in a game at Exeter.

That afternoon Tony Buck netted twice in a 2-2 draw, but the 20 visits since then have seen Dale draw nine blanks, while scoring just once in each of the other nine games.



MATCH REFEREE

MARK BROWN (East Yorkshire)

JOINED LEAGUE LIST: 2010

FIRST LEAGUE GAME: Stockport Co. v Wycombe W., 14/8/10

DALE GAMES (as an assistant referee):

15/12/06 v Hartlepool U. (a), L 0-1 2/5/09 v Gillingham (h), L 0-1 24/11/09 v Notts Co. (h), W 2-1

THIS SEASON:

Games......10 Yellow Cards23 Red Cards1

WILF WILLMAN

Everyone at The Voice of Spotland was saddened to hear recently of the death of Dale supporter and former Programme Editor, Wilf Willman.

We will feature a full tribute to Wilf in the Charlton Athletic programme in a fortnight's time.

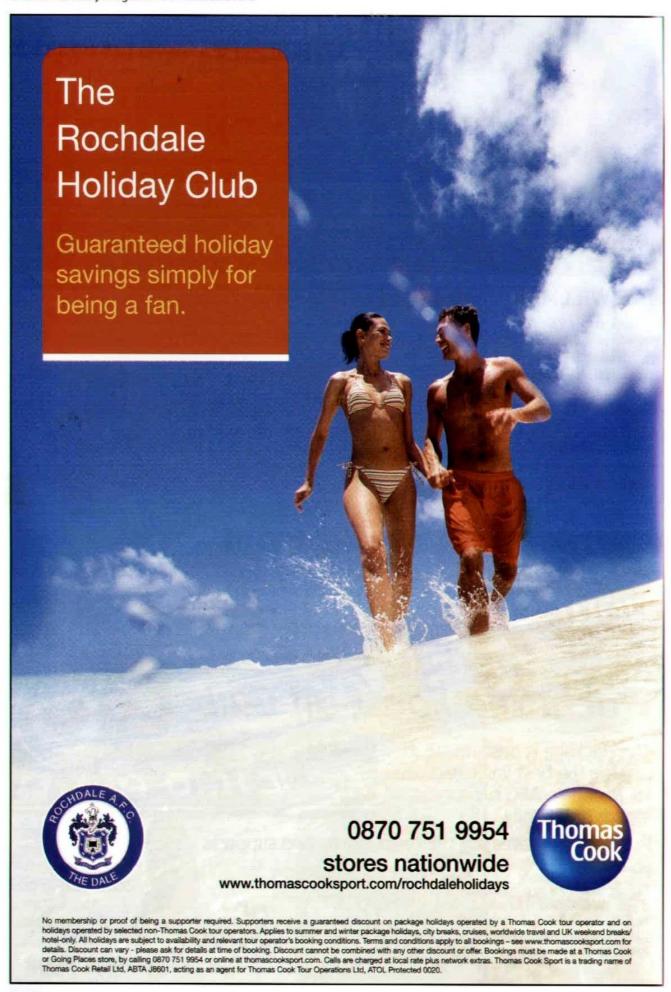
EXE-LLENT ATTENDANCE

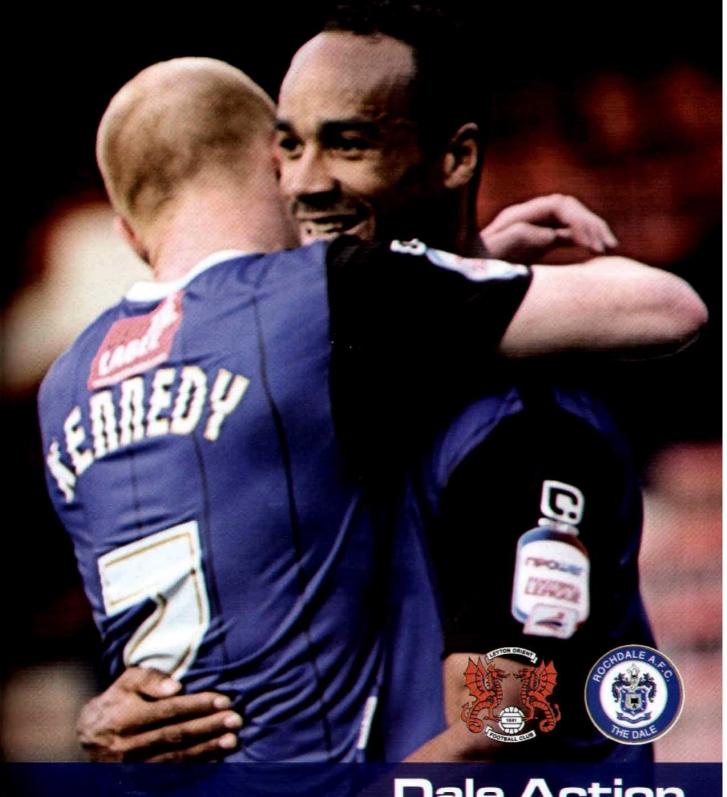
The attendance of 5,363 for Dale's game at Exeter in October was actually the third highest in 55 league meetings between the clubs.

A crowd of 6,419 turned up for Dale's first game at St James' Park in April 1960, while 6,249 fans were present for our fixture there in November 1963.

The highest attendance to see us play Exeter at Spotland was in September 1961, when the majority of the 5,062 crowd cheered Dale on to a 3-0 win.







Dale Action

LEYTON ORIENT 2 ROCHDALE 1 Saturday 30th October 2010 nPower League 1

Dale Action 🍣





LEYTON ORIENT 2 ROCHDALE 1 Saturday 30th October 2010 nPower League 1

- 1 Chris O'Grady volleys Dale into the lead on the stroke of half-time
- 2 Joe Widdowson is stopped in his tracks
- 3 Jason Kennedy gets in a shot despite Elliot Omozusi's firm challenge
- 4 Anthony Elding shoots for goal in the first half
- 5 Chris O'Grady stretches to get in a cross
- 6 Craig Dawson is seriously outnumbered as he looks to connect with a corner
- 7 Joe Thompson and the O's Jimmy Smith in a race for possession
- 8 Substitute Reece Gray brings the ball away from Jimmy Smith

Match **Statistics**

GOALS:

Leyton Orient: Chorley (pen) 48, Cox 66

Rochdale: O'Grady 45

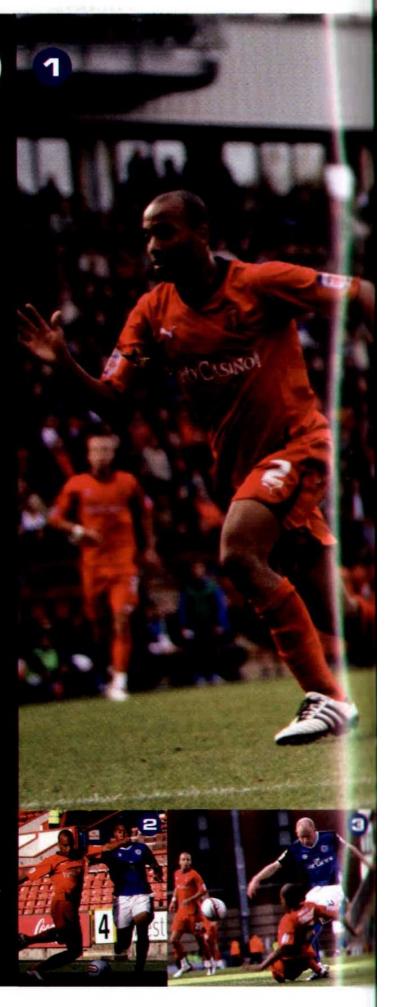
Leyton Orient: Butcher, Forbes, Chorley, Omozusi, Dawson, Cox (Chambers), Spring, Smith, Daniels, Revell (Tehoue), Jarvis

[Walker]

Rochdale: Lillis, Wiseman, Widdowson (Done), Kennedy, Holness, Dawson, Adams, Jones, Elding (Gray), O'Grady, Barry-Murphy [Joe Thompson]

Att: 4.880 (362 Dale fans)

Referee: KK Wright (Cambridgeshire)





Match Reviews



KEITH HILL ROCHDALE MANAGER



"I think anyone with an honest appraisal of this game will realise that an injustice has incurred and we should be going home with at least a point, possibly three.

"A decision again has changed the course of the game. In my opinion, and I think in everybody else's opinion, it was never, ever a penalty. I'd like him to explain his decision.

"We're very positive in our approach, but the result doesn't reflect the way we played and the balance of the game."



RUSSELL SLADE LEYTON ORIENT MANAGER



"We've had three strong appeals this season and not one has gone our way. Today the referee gave it. A little bit of fortune from our point of view.

"It was just the spur we needed. We put a little bit of pressure on ourselves, I think, because of our away form.

"We dug in really well in the second period. In the first period we gave them too much possession. You have to accept they're a decent side and they worked the ball really well."

What The Media Said



Orient came from behind to earn the win against Rochdale that moved them out of the bottom four.

Trailing to Chris O'Grady's goal after a poor first half, the O's roared back after half-time to take the points.

Ben Chorley's 48th minute penalty drew them level before the man who won the spot kick, Dean Cox, completed the turnaround.

Rochdale began on the front foot and never relinquished their grip on the game before the interval.

They earned the goal their opening period display merited on the stroke of half-time when Brian Barry-Murphy's right wing cross cut out Omozusi and O'Grady was lurking to stroke home at the far post.

It led to a deflating atmosphere at half time, but Orient got just the start to the second half they needed when referee Kevin Wright awarded them a contentious penalty.

Cox went over after being nudged in the back by Adams as he tried to reach a fizzed Stephen Dawson cross and Wright saw enough in the challenge to point to the spot.

Chorley did the rest, sending his penalty low into the bottom right corner and beyond Lillis' dive.

Orient didn't have to wait long for their winner, as Cox netted following a glorious 66th minute move.

Spring got it started, firing in a pass to Dawson on the edge of the box, who laid off first time to Cox and the O's winger finished confidently.

Source: www.leytonorient.com

Guardian

Orient grabbed a much-needed win as they came from behind with Dean Cox at the heart of things.

He won the penalty for Orient's equaliser and then blasted the hosts into the lead in a busy 17 minute second half spell.

The O's reacted well after going behind to Chris O'Grady on the stroke of half time.

He peeled away at the far post to tap in Brian Barry-Murphy's deep cross from the right side to hand the visitors a well-earned lead.

But just three minutes after the restart, former loan man Nicky Adams was controversially judged to have fouled Cox near the edge of the box as the pair tussled for Stephen Dawson's cross.

Ben Chorley coolly converted the spot-kick with a neat finish into the bottom right corner which left Dale keeper Josh Lillis with no chance.

Then Cox hit what was to be the winner when he completed a superb passing move by Orient on 65 minutes.

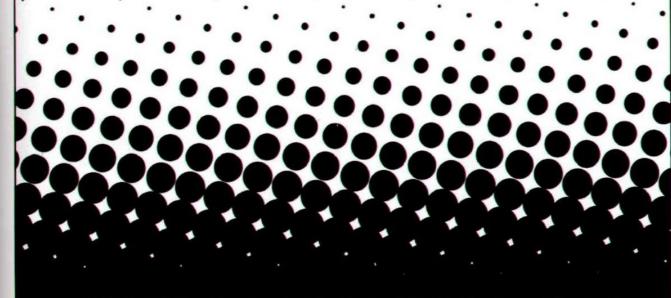
Captain Stephen Dawson, on his return, dinked on Spring's slide rule pass inside the box with a neat ball which sliced apart Dale's defence.

Cox made no mistake to blast the O's into a 2-1 lead.

Dale threw everything at Butcher's goal late on, but the 0's clung on determinedly.

Source: Leytonstone Guardian





WE'RE ON THE BALL

FOOTBALL • RUGBY • CRICKET • BOXING



The Opposition Swindon Town



FACT FILE

Manager: Danny Wilson Year Formed: 1881 Nickname: The Robins Ground: The County Ground

Ground Capacity: 14,700

Record Attendance: 32,000 v Arsenal, FA Cup, 15th January 1972



HONOURS

Division Two Champions: 1995/96

Division Three Runners-up: 1962/63 & 1968/69

Division Four Champions: 1985/86

Anglo-Italian Cup Winners: 1969/70

FA Cup (best season): Semi-final 1909/10 & 1911/12

League Cup (best season): Winners 1968/69

SEASON 2009/10

Football League: 5th (League

FA Cup: 3rd round [0-1 Fulham]

Carling Cup: 2nd round (0-0 Wolves, lost on pens)

JPT: 3rd round (0-0 Norwich, lost on pens)

LATEST NEWS

SCOTLAND CALL UP FOR CADDIS

Swindon defender Paul Caddis was called up to the full Scotland squad for their friendly against the Faroe Islands on Tuesday.

The 22-year-old (pictured), who signed from Celtic in the summer, was in the squad for the first time having previously been the U21 captain.

Scotland manager Craig Levein was hit by nine withdrawals from his 20-man squad over last weekend and called up eight players not originally included.



WILSON HAPPY

Swindon manager Danny Wilson feels his team's recent run of good results is reward for their endeavours since the start of the campaign.

Speaking after last Saturday's 2-1 home defeat of Colchester, Wilson said: "We've been under a lot of criticism for not winning games, but you can go two ways; you can go under or you can rise to the challenge, which is what the boys have done.

"It's exactly what we expected them to do. They are a great bunch of boys and there are some good pros in there.

"The criticism we have had has been unfair at times and it's stinging. We don't have to accept it, but we have got to do something about it and you saw a great reply out there today."

WILTSHIRE GRAFFITI

Former Swindon school of art and design student turned professional graffiti artist David Nash has been commissioned by Swindon Town to create a mural for the club at The County Ground.

The mural will be behind The Don Rogers Stand on a wall which has been subjected to continual illegal graffiti and it is hoped that the new artwork will deter future vandalism.

David said: "There are two faces of graffiti: one which defaces public property and gives graffiti a bad name and one which is a form of art.

"I will be down at Swindon Town creating a mural for the club, when I can show everyone that graffiti isn't the negative art the media sometimes portrays."

Form Guide

SWINDON TOWN 2 COLCHESTER UNITED 1

League 1 13/11/10

Att: 7,679

Goalscorers: Dossevi (29), Austin

[54]

Line-Up: Smith, Cuthbert, Rose, Jean-Francois, Morrison, Douglas, Timlin, Prutton, Ritchie (McGovern), Dossevi (Ball), Austin





SWINDON TOWN 1 BRENTFORD 1 Johnstone's Paint Trophy [Lost 2-4 on pens]

9/11/10 Att: 3,469

Goalscorer: Austin [11]

Line-Up: Smith, Cuthbert, Rose, Jean-Francois, Morrison, McGovern (O'Brien), Timlin, Prutton, Ritchie (Caddis), Pericard (Ball), Austin

PLYMOUTH ARGYLE O **SWINDON TOWN 4** FA Cup

6/11/10

Att: 5,226 Goalscorers: Morrison (23), Austin [41], Pericard [52], Ritchie [69]

Line-Up: Smith, Cuthbert, Rose, Jean-Francois (O'Brien), Morrison, McGovern (Dossevi), Timlin, Prutton, Ritchie, Pericard (Caddis),



MANAGER - DANNY WILSON



Danny was appointed manager of Swindon in December 2008, replacing Maurice Malpas at The County Ground.

The 50-year-old is vastly experienced and has been in charge at six different clubs since 1994. with today being his 823rd match in all competitions as a manager.

Mr Wilson first came to prominence in guiding Barnsley to the Premier League in 1997, success which saw him named Manager of the Year by the League Managers' Association.

He also enjoyed promotion success from League Two with Hartlepool in 2007 and last season took Swindon to the play-off final, where they lost to Millwall.

Sheffield Wednesday, Bristol City and MK Dons have also all been served by Mr Wilson.

Wigan-born, Danny made over 630 career appearances in midfield for a number of clubs, including Bury, Chesterfield, Brighton and Luton. He was also capped 24 times by Northern Ireland.

Squad Check Swindon Town



1 DAVID LUCAS

David is a vastly experienced goalkeeper who signed for Swindon on a free transfer from Leeds in June 2009. Aged 33 on Tuesday, he started his career with home-town club Preston in the mid-1990s and also had loan spells at Darlington, Scunthorpe and Sheffield Wednesday, whom he later joined on a permanent basis.

2 SCOTT CUTHBERT

Scott is a defender who came up through the ranks at Celtic, captaining the club's U19 and reserve teams, but had to join Livingston on loan for his senior debut. The 23-year old, who represented Scotland at various junior levels, also had a spell on loan at St. Mirren, before linking-up with today's visitors in the summer of 2009.

7 JON-PAUL MCGOVERN

Jon-Paul joined the Robins on a free transfer from MK Dons in August 2007. The 30-year-old midfielder had been a vital member of the Sheffield Wednesday side which won promotion to the Championship in 2005, having earlier appeared for Sheffield United (loan) ad Livingston.

3 MICHAEL ROSE

Michael is an experienced leftback who recently made his 300th league appearance. The 28-year old moved to The County Ground on a free transfer from Stockport in June, having spent the closing weeks of last term on loan at Norwich. Once a Manchester United trainee, Michael has also had notable career spells with Chester, Hereford and Yeovil.



4 JONATHAN DOUGLAS

Club captain at The County Ground, Jonathan joined Town in July 2009 following his release by Leeds. Aged 29 on Monday, the former Republic of Ireland international started his career with Monaghan United, before moving to Blackburn in the summer of 2000.



6 PAUL CADDIS

Paul linked-up with our visitors in the summer, alongside fellow Celtic youth team graduate Simon Ferry, for a combined undisclosed fee. The 21-year-old came through the ranks at Celtic to make 25 appearances for the first team, including starts in the Champions League.



8 SIMON FERRY

Simon made the permanent switch from Celtic in August, having enjoyed a hugely successful loan spell with the Robins. The 22-year-old midfield player had joined Celtic at the age of 12, progressing through the ranks at Parkhead.

9 VINCENT PERICARD

After rejecting a contract extension at Carlisle, Vincent moved to The County Ground as a free agent in January. The 28-year old made Swindon his eighth club in England, a sequence that started back in 2002 when he joined Portsmouth from Juventus. The French forward played Premier League football for Stoke in the 2008/09 campaign.

10 DAVID PRUTTON

David joined today's opponents in July in preference to advances from a number of other clubs. The 29-year-old midfielder graduated through Nottingham Forest's youth system and went on to play over 150 times for his first club, before gaining further experience with the likes of Southampton and Leeds, in addition to England U21 honours.

12 PHIL SMITH

Phil is a goalkeeper who joined our visitors in July 2006 from Crawley. The 30-year-old has suffered with injuries during his time at The County Ground, although he is homing in on his 100th senior appearance for the club.

14 SEAN MORRISON

Sean (19) is a centre-back who arrived in Wiltshire during the summer of 2007 from Plymouth. After impressive displays for Swindon's youth and reserve sides, he was handed a call up to the first team towards the end of 2007/08 campaign.

15 KEVIN AMANKWAAH

Kevin moved to The County
Ground on a two-year deal from
Swansea in the summer of 2008.
The 28-year-old defender started
out with Bristol City and has also
played league football for Torquay
(loan), Cheltenham (loan) and
Yeovil, clocking up in the region of
280 senior appearances.

11 MICHAEL TIMLIN

Former Swindon manager
Maurice Malpas recruited
Michael from Fulham in May
2008. Aged 27, he started his
career at Craven Cottage, but
made just a handful of
appearances before initially
arriving at The County Ground
on loan in November 2006.
Michael then had a further loan
spell with the Robins early in
2008 and signed permanently
that summer.



16 DAVID BALL

David is a Manchester City youngster who signed a sixmonth loan deal with the Robins in July, just in time to travel with the squad for their pre-season tour of Austria. The 20-year-old has been on the books at Eastlands since a young age and was named on the bench for the Manchester derby towards the back end of last term.



20 THOMAS DOSSEVI

Togolese striker Thomas signed a one-year deal at The County Ground in August after a successful trial period. The 31-year-old forward represented Stade Reims, Valenciennes and Nantes during his time in French football and has won 25 caps for Togo, including an appearance in the 2006 World Cup Finals.



18 ALAN O'BRIEN

Alan is an Irish midfielder who signed a two-year contract at The County Ground in July 2009. The 25-year-old winger, who has five Republic of Ireland caps to his name, joined Town from Hibernian.

19 LECSINEL JEAN-FRANCOIS

Lecsinel is a 24-year-old Haiti international who signed a contract with our opponents in January 2009 after impressing in numerous reserve games for Town. The left-back began his career in France, playing for the reserve teams of Paris St Germain and Sedan, before a short spell in Scotland with Falkirk.

21 ALAN SHEEHAN

Alan was Swindon's only deadline day signing in August when he returned to the club with whom he had a successful loan spell at the back end of last season. Aged 24, the Irish midfielder started his career with Leicester and has also played for the likes of Mansfield (loan), Leeds and Oldham (loan).

23 NATHAN THOMPSON

Nathan (19) is a defender Thompson who signed a two-year professional contract in the summer of 2009, although he has been restricted to just two appearances in the JPT since then.

26 JAKUB JESIONKOWSKI

Jakub is a Polish U21 goalkeeper who linked up with the Robins in August 2009 from Zagłębie Lubin.

31 BILLY BODIN

Not to be confused with the eccentric New Zealand cricket umpire, Billy is the son of Swindon legend and U18 manager Paul Bodin. The 18-year old signed his first professional contract at The County Ground in the summer and made his first team debut in the 2-1 loss at Dagenham in October.

34 WILL EVANS

Will is a central defender who penned a one-year deal with Town in July. The 18-year-old, who hails from Cricklade, represented Fairford Town, before being snapped up by Swindon and progressing through the Centre of Excellence at The County Ground.

32 CHARLIE AUSTIN

Swindon completed the signing of Charlie from Poole Town for an undisclosed fee in October 2009. The 21-year-old arrived at The County Ground with an impressive scoring record in non-league football and went on to hit 20 goals for the Robins as they reached the League One play-off final last term.



Statistics 2009/10

MOST LEAGUE APPEARANCES

- 45 JON-PAUL MCGOVERN
- 44 GORDAN GREER (NOW WITH BRIGHTON)
- 43 JONATHAN DOUGLAS
- 42 BILLY PAYNTER (NOW WITH LEEDS)

LEADING GOALSCORERS

- 29 BILLY PAYNTER
- 20 CHARLIE AUSTIN

YELLOW CARDS

- 7 LECSINEL JEAN-FRANCOIS
 - JONATHAN DOUGLAS
- 5 GORDON GREER & ALAN SHEEHAN

RED CARDS

1 JONATHAN DOUGLAS & SIMON FERRY



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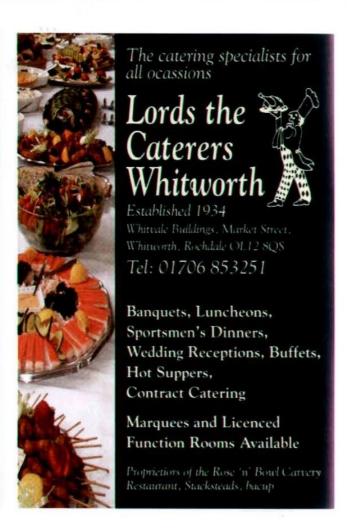










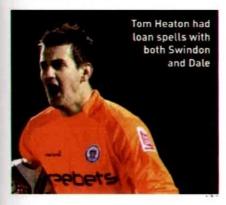






Nineteen different players have been with both Dale and Swindon in their Football League careers. Some of the more prominent are:

DAVID COLE MICKY FRENCH SIMON GIBSON **DEREK HALL** TOM HEATON **CHRIS JONES** RAY MCHALE ALAN McLOUGHLIN TEMITOPE OBADEYI **ALAN REEVES BLAIR STURROCK**



PLAYER TRIVIA

Before today, 82 different players have appeared in the Football League for Dale against Swindon.

MOST APPEARANCES

Dale have only played 12 league games against Swindon, so regular performers are hard to find for this section.

However, three players appeared in five of those games and it's heartening to know that two of them are local lads.



Bill Williams made five appearances for Dale against the Robins

Both DAVE THOMPSON and **BILL WILLIAMS** reached their landmarks when they played in the 2-1 defeat at the County Ground in February 1985. Indeed, both

players would have had six games against the Robins to their names, but Thompson missed the away match in 1983/84, while Williams was absent when the teams drew 3-3 at Spotland later that season.

The other player on five games is midfielder IAN MCMAHON, who was in the Dale team for that 3-3 draw.

He went on to play in every match against Swindon over the next two campaigns, before their promotion took away the chance of him making the record his own.

MOST GOALS

The dearth of fixtures between the clubs has been beaten by the statistic of Dale scoring less than a goal-agame against the Robins.

We have found the net just ten times

in our 12 league meetings, with those goals coming from nine different players.

The mathematicians among you will realise this means one player has scored twice; that player is MARK

HILDITCH.

'Spoonhead' netted in the 1-1 draw at Spotland in September 1982 and then again at the County Ground the following January when young striker Paul Rideout inspired Swindon to a 4-1 home win.

DEBUTANTS

Six different Dale players have made their league debut for the club against Swindon.

BILL FINNEY and BERT THOMSON were debutants in the teams' first ever league meeting at Spotland in September 1958, but you then have to go to September 1982 for the next player, who was centre-half GERRY KEENAN.

MARK ENNIS played his only game for Dale in the 3-3 draw in February 1984, while nine months later we got our first glimpse of cultured midfielder JOHN SEASMAN in a game Swindon sneaked 1-0 at Spotland.

Finally, the Robins' last visit here in April 2007 saw on-loan substitute GLENN POOLE become another debutant in this fixture.









ROCHDALE v SWINDON TOWN

Rochdale will be hoping to end a thoroughly miserable record against Swindon this afternoon.

As you can see from the panel on page 23, the teams have met on 13 previous occasions in league and cup action and Dale are still waiting for their first win.

You have to go back 97 years for our first encounter, which came in the first round of the FA Cup in January 1913.

This is the equivalent of today's third round and was the first time Dale had reached that stage.

A magnificent Spotland crowd of 8,801 paid record receipts of £306 12s 6d for Swindon's visit, even though the club had made ground improvements in readiness for an expected gate in the region of 15,000.

Swindon were a Southern League side at the time and had reached the FA Cup semi-finals in 1910 and 1912, so it was no surprise when they recorded a comfortable 2-0 win thanks to goals from Archie Bown and Bob Jefferson

LEAGUE RIVALS

Dale and Swindon didn't meet in league action until the regional lower divisions had been disbanded in 1958.

Our first encounter was a Third Division fixture at Spotland on Wednesday 10th September 1958. The game finished in a 1-1 draw, with Eddie Wainwright netting for Dale and Arnold Darcy on target for the Robins.

The following Tuesday we met for the first time at the County Ground. Brian Green scored for Dale, but the home side sneaked a 2-1 victory thanks to strikes from Peter Chamberlain and Alan Moore.

RIDEOUT TIME

In the 1980s, ITV always used to broadcast the summer international from Wembley between England Schoolboys and Scotland Schoolboys.

One fixture saw 15-year-old Paul Rideout score a hat-trick for England, prompting Swindon to snap him up on apprenticeship terms.

Three years later, in January 1983 at the age of 18, he again struck another treble, with Dale being on the receiving end, as the Robins romped to a 4-1 win at the County Ground.

Howard Pritchard scored Swindon's fourth, with Mark Hilditch having netted for Dale to make the score 1-1 after 14 minutes.

PAINFUL RUN

Although they didn't know it at the time, Dale's 2-1 defeat at Swindon in October 1983 was the last game in an awful run of form.

The afternoon started in typical fashion when Alan Mayes gave the Robins an early lead, only for Steve Johnson to level for Dale on the hour.

However, Jimmy Quinn netted the winner three minutes from time, meaning our winless away sequence was extended to 32 league and cup matches stretching back to April 1982.

Thankfully, the following weekend Dale ended the run with a 2-0 victory at Blackpool.



PICTURE STORY

Dale and Swindon met at Spotland 26 years ago this month for a match which attracted the lowest ever attendance between the teams. Just 1,082 hardy souls braved the wind and rain to watch a tepid encounter that was settled after 72 minutes by the Robins' Colin Gordon, who rose highest to nod home from a corner. The image shows a cross evade both Dale's Les Lawrence and Swindon goalkeeper Scott Endersby.

LAST SPOTLAND MEETING

Dale had lost just once in 11 matches when Swindon came to Spotland for a rearranged fixture in April 2007.

The turnaround in form and results since Keith Hill had taken over as manager was astonishing and although the play-offs were effectively out of reach, Dale had now become opponents to be respected after being whipping boys earlier in the season.

The Robins paid us due respect and were happy with the point from a goalless draw that cemented their place in the top three.

Tuesday 3rd April 2007 Coca-Cola Football League Two

ROCHDALE 0 SWINDON TOWN 0

Rochdale: Gilks, Ramsden, Goodall, Crooks, Stanton, McArdle, Muirhead (Poole), Perkins, Dagnall, Dodds (Reet), Rundle

Swindon T.: P. Smith, J. Smith, Ifil, Vincent, Nicholas, Roberts, Peacock, Pook, Zaaboub

(Brown), Corr, Jutkiewicz (Timlin)

Att: 2,544

Referee: RL Lewis (Shropshire)

COMPLETE RECORD

	Pld	W	D	L	F	A
League	6	0	4	2	6	8
FA Cup	1	0	0	1	0	2
TOTAL	7	0	4	3	6	18

OVERALL

	Pld	W	D	L	F	A
League	12	0	4	8	10	23
FA Cup	1	0	0	1	0	2
TOTAL	13	0	4	9	10	25

LEAGUE MILESTONES

First met: 1958/59
Doubles achieved: 0
Doubles conceded: 2

Biggest wins:

Home: None
Away: None

Heaviest defeats:

Home: 1-2, 1985/86 Away: 0-4, 1985/86

Last home win:

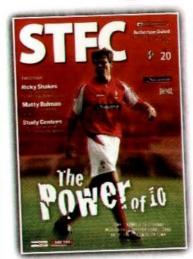
None
Last away win:
None
Last home draw:
Last away draw:
None
Last home defeat:
1-2, 1985/86
Last away defeat:
0-1, 2006/07

LEAGUE ATTENDANCES

Home Average:	2,489		
Away Average:	5,136		
Home Highest:	6,617 in 1958/59		
Away Highest:	9,558 in 1958/59		
Home Lowest:	1,082 in 1984/85		
Away Lowest:	2,808 in 1983/84		

My First Time





SWINDON TOWN 2, ROTHERHAM UNITED 3 Saturday 18th February 2006 Coca-Cola Football League One

If you had asked any Dale fans trying to complete a visit to every league ground in England a few years ago, which venues they had still to tick off, there is more than a fair chance that the County Ground in Swindon would be on that list.

Until August 2006, Dale hadn't played Swindon for many years and most Dale fans trying to join this elusive club had still to visit the County Ground.

This was the situation I found myself in during 2006. A free Saturday had arisen and on the Wednesday I scanned the fixtures for a ground I could tick off. The game that jumped out was Swindon v Rotherham on Saturday 18th February 2006; you could almost call it a Valentine's Day treat!

I decided to call Swindon and reserve myself a ticket in the stand behind the goal. I'm always a bit nervous going to a new ground and looking back I could have paid on the gate. However, I also had to bear in mind that Rotherham were the opposition and their masses of fans could easily spill over into the home end!

I set off early at about 10am from Luton and my Sat-Nav guided me to a pub I had picked out on the internet. I arrived around 1pm and the pub contained a smattering of Rotherham fans, but no Swindon supporters.

I got talking to one not-so-merry miller at the bar. On telling him I was a Rochdale fan and watching Swindon v Rotherham, he summed up his feelings in typical blunt Yorkshire fashion: "Tha wants tha head feeling." He then shouted across to his mate and explained my situation. His mate was no less impressed - "head case"

I then engaged in some banter about just how many Rotherham would be taking to the game. Needless to say over a 1,000 was the prediction of the guys from Yorkshire.

was his reply.

At about 2.30pm I made my way to the ground and the ticket office. I also purchased a programme and looking back at it, the only Dale interest I can see was Swindon's assistant manager, who was former Spotland legend Alan Reeves. Also in the Swindon squad was future Dale loanee Charlie Comyn-Platt.

There was also an advert for a singles night where Swindon fans could meet their dream partner. The only drawback I could see from this was that the ratio of males to females would probably be about 10:1. It would be like singles night at the Phoenix Club!

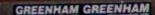
I took my place behind the goal with the Swindon fans. The stand was allseating although everyone was stood up.

Just before the match kicked-off the most bizarre event happened. I was hit on the head with a stick of celery. I looked back to find sticks of celery hurtling through the air and a few idiots at back throwing them. I asked the bloke next to me what was going on and he said it was a tradition. I can't imagine this would ever take off in the Sandy Lane somehow.

The stewards then started trying to get everyone to sit down row-by-row, which was a bit of a kerfuffle and didn't really work.

If my memory serves me right, the match itself was highly entertaining and end-to-end stuff. I seem to remember Rotherham winning 3-2 with a late winner after the game had been deadlocked at 2-2. As for the hordes of away travelling support, I think I counted about 150, a fair way short of the 1,000 predicted in the pub. Nothing new there then!

After the match I made my way back to the car and set off on the trip down the M4 back to Luton. I really enjoyed my first trip to Swindon. Sometimes it's the away days you are not looking forward to that stick in the mind and after arriving back in Luton at about 8pm, I reflected that this was certainly one of those away days.





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Through the Years

November 2005

DETERMINED ROCHDALE GRAB POINT

Rochdale 2, Chester City 2 League Two



Blair Sturrock started Dale's fightback against Chester

Dale came from two goals behind to share the spoils with Chester City at Spotland.

Just six weeks earlier the teams had played a thrilling game at the Deva Stadium, which Dale won 3-2, and this latest meeting was just as thrilling.

Chester manager Keith Curle said his team had snatched a draw from the mouth of victory, but this didn't account for Dale's battling qualities.

Phil Bolland opened the scoring on 19 minutes after out-muscling Matt Gilks, who was attempting to take a right-wing cross.

Dale threatened an equaliser, but the game seemed up for them just after the hour when Ben Davies volleyed Ryan Lowe's centre past Gilks to make it 2-0.

Six minutes later Blair Sturrock reduced the arrears when he chested in Lee Cartwright's cross and it was game on.

Predictably, the equaliser came eight minutes from time. Grant Holt was fouled on the edge of the area and substitute Rickie Lambert powered a rapier-like free-kick along the ground into the far corner.

Dale: Gilks, Brown, Goodall, Clarke, McArdle, Gallimore, Jaszczun, Cartwright (Lambert), Jones, Holt, Sturrock, Cooksey

Attendance: 3,618

Referee: NS Miller (County Durham)

SWINDON drew 1-1 at Port Vale, with Hameur Bouazza scoring their goal on 66 minutes.

Swindon: Evans, Jenkins, Nicholas, Ifil, O'Hanlon, Comyn-Platt, Miglioranzi, Whalley, Fallon, Bouazza, Roberts (Shakes)







November 2000 DAYLIGHT ROBBERY

Cambridge United 2, Rochdale 1 FA Cup

Dale went out of the FA Cup in controversial and heart-breaking circumstances at Cambridge.

The controversy came six minutes from time when Clive Platt had a perfectly good header disallowed as Paul Ware was standing in an offside position elsewhere in the penalty area. 'Active' had just become a new buzz word around that time, but this was ignored by linesman Fred

Then, to rub salt into Dale wounds, Cambridge broke upfield and as Wayne Evans attempted to clear, the ball ricocheted off John Hansen and looped over the stranded Neil Edwards for the home side's winner.

It really was a cruel way for Dale to lose a tie in which they had often looked much better than their Second Division hosts.

> Cambridge took a seventh minute lead through Jonas Axeldal, but Dale equalised on the half-hour when Michael Oliver chested the ball down for Platt to hammer the ball past Lionel Perez.

> Dale: Edwards, Evans, Todd, Oliver (Ellis), Hill, Monington, Ford (Lancashire), Jones, Ware, Platt, Hadland (Davies)

Attendance: 3,142

Referee: MA Cooper (Walsall) [Sub: SG Artis]

SWINDON did manage to get through the first round with a comfortable 4-1 home win over Ilkeston, with Adam Willis, Martin Williams, Bobby Howe ad Alan Young on the scoresheet.

Swindon: Mildenhall, Davis, Willis, van der Linden, O'Halloran, Howe, Cobian (Duke), Invincible (Young), Reeves, Williams (Alexander), Woan

CARCRAFT

Clive Platt had a perfectly good goal controversually disallowed Cambriage

On This Day

20th November 1982

Four players were sent-off as Dale lost 2-1 in the FA Cup at non-league Altrincham

November 1990 DALE LEFT OUT IN THE COLD

Scunthorpe United 2, Rochdale 1 FA Cup

Dale lost 2-1 at Scunthorpe for the second time in ten days, with this latest defeat seeing them exit the FA Cup.

The teams were very evenly matched in the drawn first match of the tie at Spotland three days earlier, but the Iron just about shaded this replay to earn a second round tie at home to Tranmere, albeit after extra-time.

Things started so well for Dale when they took a 36th minute lead. Jimmy Graham flicked Steve O'Shaughnessy's free-kick into the path of Peter Costello and he blasted the ball past Paul Musselwhite.

Five minutes into the second half United were level when Willie Burns couldn't get out of the way of Andy Flounders' overhead kick and knocked the ball into his own goal.

There was no further scoring in the next 40 minutes, so the game went to extra-time. Four minutes in Scunthorpe made the breakthrough thanks to a player who would have an influence at Spotland 20 years later.

Paul Longden crossed from the right, Flounders headed the ball down and Mark Lillis, father of three-year-old Josh Lillis, applied the finishing touch.

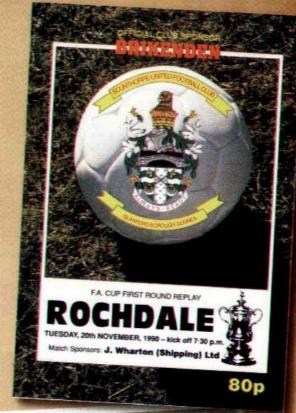
Dale: Welch, Burns, Graham, Lee, O'Shaughnessy, Cole, Ward, Dawson (Milner), Elliott (Hilditch), Costello, Holmes

Attendance: 3,761

Referee: PS Danson (Leicester)

SWINDON were in the old Second Division at the time and their most recent game had been a 2-1 defeat at Sheffield Wednesday at the weekend. Alan McLoughlin scored the Robins' goal.

Swindon: Digby, Jones, Bodin, McLoughlin, Viveash, Lorenzo, Simpson (Hazard), Shearer, White, MacLaren, Foley





On This Day

20th November 1990

Dale forward Jack Redshaw was born in Salford unfortunate own goal in the FA Cup at Scunthorpe 20 years ago

November 1980

DALE ON THE SPOT -**DOUBLE BLOW WRECKS CUP HOPES**

Mansfield Town 3, Rochdale 1 FA Cup



Three weeks after losing 4-1 at home to Mansfield in a league match, Dale were again well beaten by the men from Field Mill, this time in the FA Cup.

They were the architects of their own downfall, though, by conceding two needless penalties that swung the game towards the Stags.

The first came on 32 minutes when Alan Weir held back Russell Allen as he tried to cut inside. Noel Parkinson easily

converted from the spot and Mansfield were on their way.

They doubled the lead early in the second half through Dave

On This Day

20th November 1993

Early goals from Jon Bowden and Paul Williams helped Dale to a 2-1 home win over Bury.



Caldwell, but Dale refused to give up and reduced the arrears when Alan Jones scored the game's second penalty.

However, there was soon a third spot-kick awarded by referee John Warner - again to the home side - which Parkinson netted to clinch Mansfield's place in round two.

Dale: Crawford, Weir, Snookes, Esser, Higgins, Taylor, Jones, O'Loughlin, Hilditch, Wellings, Martinez

Attendance: 3.280

Referee: JM Warner (Wednesbury)

SWINDON scraped through to the second round with a 3-2 defeat of non-league Weymouth. Alan Mayes, Chris Kamara and Russell Lewis were the scorers.

Swindon: Allan, Henry, Peach, Kamara, Lewis, Stroud, Miller, Carter, Rowland, Mayes, Williams

November 1970 **CUP GLORY IN THREE** MOVES

Rochdale 2, Oldham Athletic 0 FA Cup

Date won their first FA Cup tie for five years to dispose of local rivals Oldham, who were actually a division below us at the time.

Forward Alf Arrowsmith was the hero with a goal in each half, much to the delight of the near-14,000 crowd, the biggest attendance seen at Spotland for many years.

It took just seven minutes for Dale to forge ahead. Peter Gowans' snap-shot from Norman Whitehead's corner fell kindly for Arrowsmith and he whipped the ball past Barry Gordine into the roof of the net.

The second half started in equally explosive fashion as Dale went two-up. Gowans sent Arrowsmith racing clear and his shot was too hot for Gordine who could only fumble the ball over the line.

Dale: Tennant, Smith, Ryder (Cross), Riley, Parry, Ashworth, Whitehead, Blair, Arrowsmith, Downes, Gowans

Attendance: 13,879

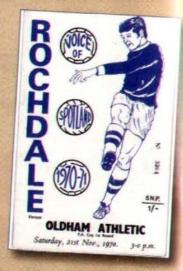
Referee: WB Johnson

(Kendal)

SWINDON were in the Second Division, where they drew 0-0 in a local derby at Oxford.

Swindon: Downsborough, Thomas, Trollope, Butler, Burrows, Harland,

Porter, Gough, Horsfield, Noble, Rogers



On This Day

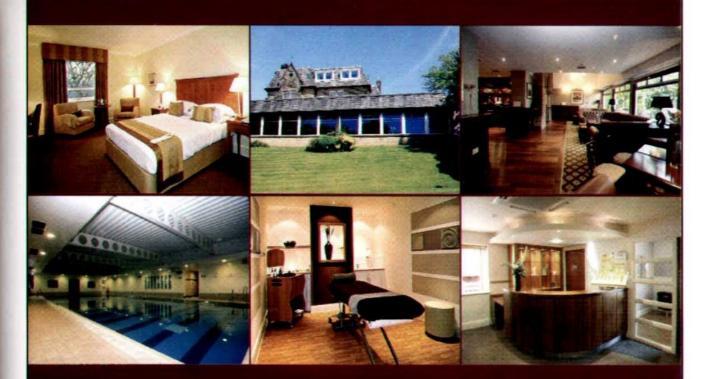
20th November 2004

A last minute own goal by the goalkeeper gave Dale a 1-0 win at Oxford





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On behalf of the club I would like to thank them for their continued support and hope that they have an enjoyable afternoon with us.

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They are here to today to celebrate the 40th birthday of Dale supporter David 'Chyrstal' Street (pictured) and by the looks of it, they should have an interesting day out with us!





AGM REPORT

If you read our last contribution to the programme, you will have read half a report on the Trust's recent AGM. Well due to that evening being so full of news, here are a lot more of the highlights!

Trust treasurer Michael Shepherd reported that our turnover for the last year was up a full 100% compared to the previous year, while our profits have gone up a staggering 300%.

This was largely down to the £30,634 that has been raised for the training ground project. £4,000 of that had already been invested in the playing surface at Bowlee many months ago. However, this money shouldn't be thought of as a waste, because the Trust obtained shares in the club in return for this investment.

Board members Dave Gartside, Kelvin Finan, Jarrod Flett and Francis Collins all reached the milestone of two years on the board, which meant they had to re-apply for their places. They were uncontested and so their reapplications were all successful.

Furthermore, two new board members were introduced: Jane Prince, who will head a project aimed at younger Dale fans (details will be announced soon) and Matt Smith, who now has the role of Fans' Liaison Officer; in other words, Matt will be the point of contact for fans who have

questions every time we meet with the board of the football club.

It was commented that the Trust board is beginning to look like a cross between Crimewatch and Last of the Summer Wine!

Next on the agenda was a summary of the events the Trust has planned for fundraising throughout the next few months. Full details of each event will be released when the time comes, but a quick run-through to whet the appetite:

- Matchball Sponsorships for the home games against Oldham (still applicable for the rearranged fixture), Sheffield Wednesday and Carlisle;
- The chance to be part of the presentation of the Player of the Month awards;
- Our 2011 calendar going on sale (see advert on page 53);
- 'Pub Olympics':
- A 5-a-side football competition (in association with Factor 50);
- A Golf Day, a Race Night, a Lancashire Night and the End of Season Awards Night.

Plenty to look forward to then!

The final section of the evening was any other business, including any questions fans had. Club director Paul Hazlehurst stood up to speak. He thanked the Trust for their continued hard work and support. Mr Hazlehurst said that

our regular meetings with the club's board were appreciated, as the working relationship helps them to be a 'modern' club.

He then moved on to the subject of Bowlee. Until as little as a year ago, the site was deemed an acceptable facility for a professional team, but unfortunately that is no longer the case. However, the youth team do train there occasionally, so money we have spent is benefitting us in that way. He informed us that fellow director Andrew Kelly is working hard on finding a good enough venue.

A fan took this opportunity to ask how long it would be before Rochdale finally had a training facility to call our own. Andrew Kelly himself stood up to field the question, saying that without a crystal ball it was difficult to say. However, since our promotion, the council has been most helpful and has offered the club six potential sites. Once a suitable location is found, plans to make that location our own will commence and the fans will be informed. This news was well received within the room.

This was a welcome update which proved to be the closing statement of the AGM, as there were no further questions from the room.

If fans do subsequently have any questions for the Trust, please do not hesitate to get in touch via the usual channels.





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The Day I Was Born



Dale forward ANTHONY ELDING was born in Boston on Friday 16th April 1982.

We now look at what else was happening on that day.

DALE

Dale were in the re-election zone when Anthony came into the world, although they still had eight matches remaining.

They had recorded a 2-0 home win over York on Easter Monday, which brought them to within a point of Northampton, who were just outside the bottom four.

The day after Anthony's birth, Hereford were due at Spotland. Unfortunately Dale suffered another setback to their hopes of avoiding reelection when an 85th minute own goal from Alan Weir gave the points to the visitors on an afternoon when Dale's performance was described as 'pathetic'.

ELSEWHERE

The only Football League game on 16th April 1982 took place at Edgeley Park, where Stockport moved further away from the bottom four, with a fine 4-1 defeat of York.

Elsewhere, Norwich striker Joe Royle (pictured) was forced to retire from the playing side of the game with a knee injury. Insert pg36_royle On the Saturday afternoon, Liverpool

maintained their five point lead over

Ipswich at the top of the First Division with a 1-0 home win over WBA.



Swindon, meanwhile, were struggling in the Third Division relegation zone, but they did their chances of survival some good with a 3-0 win at fellow strugglers Bristol City.

MUSIC

The Goombay Dance Band were top of the UK singles charts with their hit, 'Seven Tears', but they were replaced on the weekend of Anthony's birth by Bucks Fizz (pictured), with 'My Camera Never Lies'.

Number One in the album chart was 'The Number of the Beast', by Iron Maiden.



OTHER BIRTHDAYS

Anthony is the only Dale player born on 16th April.

In the wider world, we find the following famous people who were born on 16th April:

1889 Charlie Chaplin (Actor)

1918 Spike Milligan (Comedian)

1921 Peter Ustinov (Actor)

1927 Pope Benedict XVI (Current pope)

1939 Dusty Springfield (Singer)

1943 Ruth Madoc (Actress)

1947 Gerry Rafferty (Singer)

1960 Rafa Benitez (Inter Milan manager)

1963 Jimmy Osmond (pictured) (Singer)

1977 Akon (Singer)

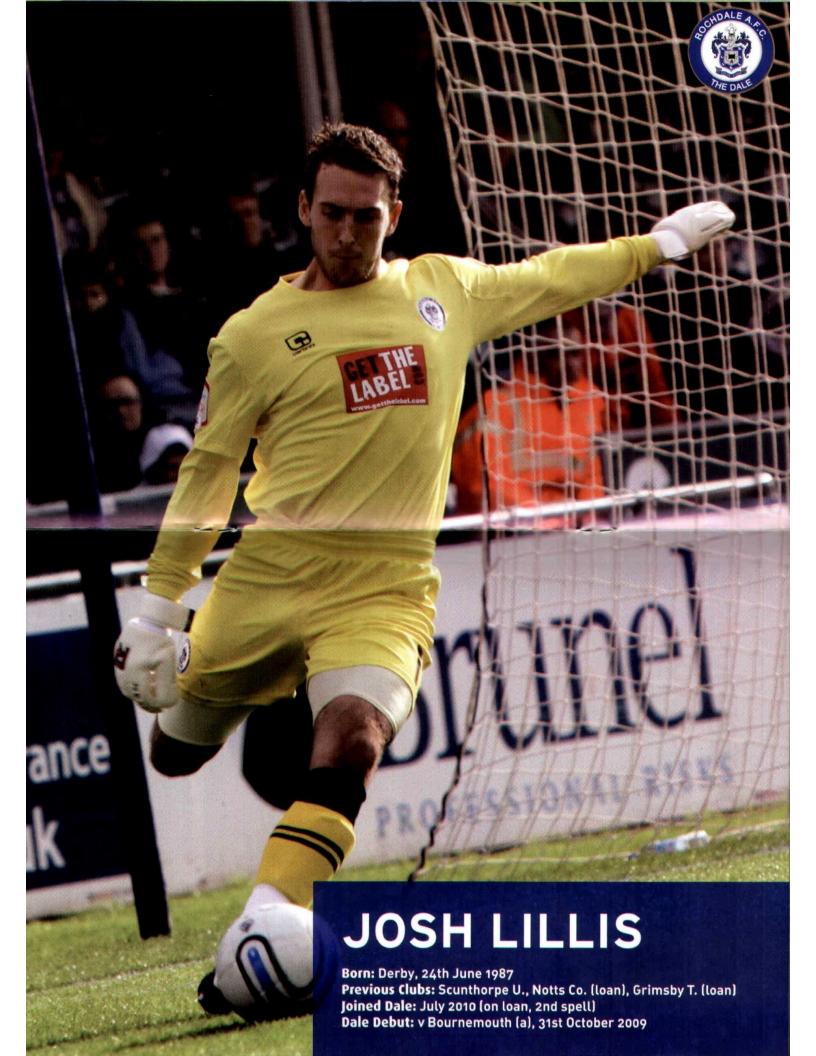
1977 Freddie Ljungberg (Footballer)

1987 Aaron Lennon (Spurs winger)





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Mavis Shellard

Terry Moore "Bristol Exile"

Mike Rowley, Smithy Bridge

Steve Crossley "Mes que un club"

Jordan Fishburn op per goal scored by Chris

Nigel MacDonald

"Hillcroft and Dunphy delivered us the seemingly impossible and became instant Gods. Deliver fifth from bottom and prove miracles are gifts from the Gods"

Norway Supporters' Club



South Manchester & Cheshire (SMAC) Rochdale Supporters "SMAC your goals in and make us

Chris, Ginny & Francesca Newton "All the best lads - Up The Dale!"

Geoff Cheetham "Up The Dale"

Dave & Barbara Crossley "Hasta La Victoria Siempre"

Nick Grenier

"Keep proving the critics wrong, Dale! Crede Signo"

Jo Wild

Machar Smith & Lauren Anderton "Up The Vallians!"

Neil Faragher

"We've got there, so let's stay there"

Mike Johnson

"In the onion bag for Nancy, Libby, Alex and Sasha

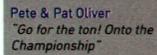
Bill Crawford

"Score as many as possible for my new grandson and Dale fan William

Neil, Sadie, Robert & Joan Watts (Suffolk Dale Exiles)

"Keep the faith - we have faith in

Graham Morris



Anne & Mike Howarth, Lancaster

Mr & Mrs Brierley



Current Total: £688.50

Fan's Focus

This season in The Voice of Spotland, we are giving Dale fans the chance to tell us about their support for the club.

Today we feature ROSS PENNINGTON PLACE OF RESIDENCE: London OCCUPATION: Corporate Financier

HOW LONG HAVE YOU BEEN WATCHING ROCHDALE?

I started in the late Docherty era when I was around eight-years-old.

CAN YOU REMEMBER YOUR FIRST DALE GAME?

As an impressionable child, for some unknown reason I decided to become a Liverpool fan. My first trip to Anfield was with my Dad (who was a Dale fan) to see the famous 7-0 drubbing. I came away hating Liverpool and a Daley for life!

WHERE DO YOU WATCH GAMES FROM AT SPOTLAND?

Only one option - the Sandy Lane.

DESCRIBE YOUR MATCHDAY ROUTINE

Living in London I don't get to many home games, but attend 10-15 away games per season. The routine involves meeting the rest of the London Dale contingent at Waterloo/Paddington/Euston, travelling on the train and finding a decent pub to spend the pre-match hours in. My post-match routine depends on the result!

WHAT WOULD IMPROVE YOUR MATCHDAY AT SPOTLAND?

My matchday experience is based on getting three points - everything else is irrelevant at 5pm on a Saturday!

HOW MANY HOME/AWAY GAMES DO YOU SEE IN A SEASON?

I probably only see home games when I am up North visiting family (maybe 3-5 a season). I see most of the away games south of Sheffield.

WHAT IS YOUR FAVOURITE DALE MATCH OF ALL TIME?

Growing up and going to school in Halifax, all my friends were Shaymen. The 2-1 win at The Shay with the Paddy McCourt late, late show in March 2002 was easily the best for that reason.

WHAT IS YOUR PROUDEST MOMENT AS A DALE FAN?

Believe it or not, it was the away leg of the Darlington play-off game in 2008 when we lost 2-1. The support from the fans that day was incredible, even at the final whistle. Obviously we were rewarded by a great performance in the second leg (but the less said about Wembley the better!)

WHO IS YOUR FAVOURITE DALE PLAYER OF ALL TIME?

My first Dale hero was Mark Stuart for his free-kicks. After having the pleasure to meet him at the Gillingham play-off away leg, he seems like a genuine bloke as well.

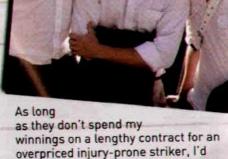
WHAT IS YOUR FAVOURITE DALE SHIRT/KIT?

I am the proud owner of Chris Dagnall's home shirt from last season and even though he's gone to pastures new, I'll always have it framed on my

WHICH OTHER CLUB DO YOU DISLIKE THE MOST AND WHY?

Aldershot fans hardly gave a good account of themselves at our last game. Not a great away day either!

IF YOU WON THE LOTTERY AND GAVE HALF OF YOUR MONEY TO DALE, WHAT THREE THINGS WOULD YOU LIKE THEM TO DO WITH IT?



overpriced injury-prone striker, I'd trust the powers that be to spend my cash wisely!

HAVE YOU ANY OTHER INFORMATION ABOUT YOUR TIME AS A DALE FAN? (FUNNY STORIES/UNIQUE STORIES/ETC...)

A continual source of amusement for the fans I travelled with last season was my goal sponsorship for Craig Dawson. As he is a centre-half I thought I had my back covered by pledging £5 to the Dale Trust's Bowlee fund for each goal Craig scored. By Christmas I was beginning to regret it (but I suppose it all goes to a good

SELECT YOUR FAVOURITE ALL-TIME DALE TEAM

- Neil Edwards
- Wayne Evans 2.
- Tom Kennedy 3.
- **David Perkins** 4.
- Craig Dawson
- Richard Jobson
- Patrick McCourt
- Gary Jones
- **Grant Holt** 9.
- Rickie Lambert
- Mark Stuart

If you would like to be featured on this page, send an email to the Editor at rochdale programme@hotmail.com for further details.

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By referring the case to the Rochdale AFC, A2 will make a payment to the Club so you and A2 will be financially supporting your Club.

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the Law Society. Members of the Motor Accident Solicitors Society



Traveller's Tale:

Saturday 30th October 2010 - nPower League 1 LEYTON ORIENT 2 ROCHDALE 1





After the ballyhoo of trying to make the game at Bristol, because of my son's Saturday morning football, it was good to have the normality of a set departure time, with the usual suspects from Rochdale and at the usual early hour, as we travel down to 'that there London'.

After the victory against Dagenham we hoped their East End neighbours would be kind enough to give us a hand in our fight to secure our place in the third tier of English football.



BEFORE



playing at Bournemouth, where you will recall they won 4-0. different way into Leyton High Unfortunately I was 'trick or treating' with my son that day and missed the euphoric trip to Dean Court, so I had told him it was never happening again.

He was meant to be joining us as for the journey to 'the Orient', but his Saturday morning football match was still on, so it was just the four of us in the car

For the umpteenth time this season, a three-four hour trip lay ahead. Most of the conversation revolved around the up coming games against Oldham and FCUM and how we were all looking forward to seeing a full Spotland, with much-needed income the welcome spin-off. The hope, also, that we put good shows on for both games and the stay away fans decide that the footballing fare put on currently is worth coming back to see on a regular basis.

Razzle was meeting a gathered throng of exiles who had organised a 'meet' at a pub that had been voted one of the

This time last year Dale were roughest pubs in the UK' in previous years. This meant a Street than what we are used to. but as usual we hit traffic, although this diversion gave us chance to see the most badly loaded car ever.

> It was a Nissan Sunny with what looked like a fence literally strapped to the boot and roof on a slant which would be comical, if it wasn't for the fact that it looked fantastically dangerous. How the car hadn't been stopped by the police is anyone's guess and, as

you will read later, something I am particularly vexed about.

We finally dropped Razzle at the Warrant Officer, which looked less portentous than its billing, although we found out later that the buffet put on by the landlord won't have Gordon Ramsay shaking in his boots.

With the diversion and the shocking London traffic, we only had time for a quick drink in our usual haunt of the Coach & Horses, before making our way to the ground.



"It's OK Dave ... it'll do!"

DURING





As is usual, The Captain went off to the ground early to get his programme and to get settled, although this did afford him the opportunity to gawp at Sky Sports' presenter Charlotte Jackson, who was filming the quiz 'Take It Like a Fan' for broadcast later in the week.

Since we last went to Brisbane Road, quite a lot has changed. A stand has cropped up behind the far goal, while some flats have appeared in a corner overlooking the pitch.

One of the balconies was occupied by a large group of people who were having a barbecue and a few drinks, which seems to contravene ground regulations, although nobody was really bothered about that.

However, this balcony party gave the travelling support an easy outlet for a few songs that unfortunately I can't recite in this publication.

The first half was something of an exhibition of how to play football and fortunately for the Dale supporting fraternity, it was Rochdale dishing out the education.

Our ball retention was something to behold. At points in the first 45 minutes, I was half expecting the referee to stop play and order our players to give the Orient lads 'a go' at kicking the ball.

The only criticism, which would ultimately prove our downfall in this game, is we struggled in the final third

to convert our dominance into a commanding lead. O'Grady's goal was one of the few times when our dominance told and we went into half-time buoyant and confident we could carry our lead through to the end.

As we discussed the second half, Dingle sagely said that the only way Orient would get back into the game was by a huge slice of luck or a decision going their way.

How wise were those words? You can have all the possession in the world, but you can't protect against a ridiculous call by the man in the middle. Adams breathed on an Orient player, which sent the said player into a triple pike with tuck.

To the absolute amazement of not only the away end, but the whole of human kind, our inept official gave the penalty; after it was dispatched, the whole game changed.

We quickly found ourselves 2-1 down and our failure to put Orient to the sword in the first half came back to haunt us. We huffed and puffed, but didn't seriously test the keeper and thanks to Orient's fantastic timewasting tactics, we surrendered a winning position.

AFTER



Once back in the car we all felt rather deflated after what was literally a game of two halves. Man of the match was given to Dawson, but it was a half-hearted award as we struggled to comprehend how we had lost the game.

Getting out of London was as hard as getting into the place. With the promise of a night out the 'carrot' to get us home, we hurried up the A1. Unfortunately I wanted to get home too quickly in the eyes of the law and my arch nemesis, the speed camera, caught

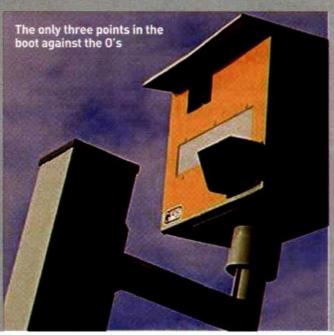
me out just north of Peterborough.

"Well at least someone will be taking three points back to Rochdale tonight," said Dingle, the speed camera guru.

"Very funny!" I replied through gritted teeth. "My fine is going on your petrol money."

An awful end to a disappointing day.

As always gentlemen it was a pleasure – until we passed Peterborough!



Scrutator

Ever since the World Cup in the summer and the infamous Frank Lampard 'goal' that never stood, the media has been awash with debate over the use of video technology in the game.

We haven't escaped this debate and Keith Hill has found a number of incidents that have gone unfairly against Dale this season, including dreadful decisions in both of our televised matches.

Radio phone-ins on the subject produce all manner of opinion and conjecture with there being pros and cons to every solution put forward.

For me, the game has got to concede some ground to video evidence, as supporters nationwide are becoming increasingly exasperated at a game where it seems cheats can prosper. Many other sports have embraced the introduction of technology already, with cricket certainly benefitting from the use of Hawkeye and the snick-ometer.

However, with cricket you are invariably dealing with fact – either the batsmen did touch the ball or he didn't; he was run out or he wasn't. There is rarely a grey area in cricket, which might be due to the fact it is played at a much slower pace than football.

I am always amused when watching Match of the Day to see the studio pundits view an incident half-a-dozen

We would get to the point of fans distrusting certain panellists and the media witch-hunt would be redirected from the referee to the panel.

times from half-a-dozen different angles and still disagree over whether a tackle was a red card or a yellow, or whether it was a penalty or it wasn't. Football, by its nature, doesn't embrace fact as warmly as it does opinion and by that rationale, TV evidence during matches can probably never happen.

The only determinable fact in football is did the ball cross the line? Tennis had this problem for years, but now uses technology to assist the line judges and it has improved the game and stopped McEnroe-type outbursts from players.

It must surely be a relatively easy task to introduce technology at all professional venues to help decide if the whole ball has crossed the line – any line. This can then determine fact and not opinion.

Part of the problem for referees (especially in the Premier League) comes when they award penalties. Did he dive? Sadly too many players think it is entirely acceptable to con a referee and certain players get a reputation for it to the point when they don't get the decision, even when it is clear it was a penalty.

Adam Le Fondre fell into this category in his later days at Spotland. I recall him being through on goal away at Shrewsbury when he was brought down and the referee waved play on. I thought to myself then that had that been Dagnall, we'd have got the spotkick.

But, as stated earlier, pundits often cannot agree having watched the replay, so there is little point halting a game only for a panel of ex-players to disagree amongst themselves! We would also get to the point of fans distrusting certain panellists and the media witch-hunt would be re-directed from the referee to the panel. In other words you might be moving the problem one station further down the line.

For me, there should be a Monday Panel who sit, like the Pools Panel, and dissect every professional game looking to weed out the cheats and those who like to indulge off the ball.

Call it a Big Brother approach, but the diving player in the 93rd minute who won a penalty should be hauled over the coals in a name and shame exercise. Examples like Joey Barton punching Blackburn's Pedersen off the



ball last week should earn review a situation an immediate three-match ban. Players who feign we should steer clear from assault to get an opponent encouraging our referees to sent-off should also incur a halt proceedings before ban. And so the list can be drawing a square with their Panel actually looks for.

All this won't change the result, so it could be argued there is no point doing it after the game has finished. But I would argue this approach could reduce significantly the attempted cheating which of supporters. often produces the clamour for TV evidence which so many people think is inevitable at some stage.

Breaking a game up in midflow is impossible. Take the penalty we conceded at Orient, when the ref blew up as Nicky Adams was starting a counter-attack. How do you restart the game? It also transpired that the video camera hadn't caught the judging from the radio incident clearly, so the panel phone-ins and forums all wouldn't have had much to go on in any case and even then it would have been down to opinion.

So for me, a break in play to

is impossible to implement and drawn as to what the Monday fingers to the gantry each time they are unsure about something.

> The goal line technology is an entirely different subject though; easy to use, instant correct decisions and fair play to both teams and sets

The Monday Panel would be a far more controversial aspect of the game to implement, though. And even once the dust had settled, it would still come down to opinion 50% of the

The powers that be need to come up with some decisions soon, though, as over the country, fans are beginning to get impatient for the old motto of "may the best team win" starting to ring true at 4.50pm on a Saturday.







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During late Summer/Early Autumn 2010 we are planning to construct a brand new (near full size) indoor pitch. This would primarily be used for training purposes by Professional/Semi Professional clubs but will be available for hire by the hour.

The Soccer Factory offers 'Dale supporters reduced rates to play on production of their season books or a match day programme containing this advert.

You can contact us on 01706 659111.

Our current opening times are 09.30hrs to 23.00 hrs, 7 days per week, 365 days a year.

ramme Vault

OFFICIAL MATCHDAY PROGRAMME ROCHDALE A.F.C. O T

Rochdale v Swindon Town Saturday 4th February 1984 Canon League Division Four





SCEN



CANON DIVISION FOUR 300 SATURDAY 4th FEBRUARY Kick-off 3,00 p.m.



DALE v SWINDON TOWN

ROCHDALE AND SWINDON WERE EXPERIENCING DISAPPOINTING SEASONS WHEN THEY MET AT SPOTLAND ON THE FIRST SATURDAY OF FEBRUARY 1984.

Dale, without a home victory since mid-October, were 21st in the table, while the Robins hadn't won in seven league matches and had slipped down to 16th place as a result.

MANAGER'S NOTES

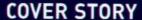
Dale manager Jimmy Greenhoff penned very brief notes which didn't disclose too much about his thoughts about recent games or his plans for the fixture against Swindon.

He did, however, refer to a recent addition to his first team squad.

In these games (v Crewe & Reading I have introduced Sean Reid who is with us under the Youth Opportunities Scheme, I feel some clubs take lads like this on just to give them a job. but this shows this is not the case at Spotland."

Unfortunately Greenhoff couldn't spell Reidy's Christian name right, but he was right to highlight him as the combative midfielder went on to make almost 300

appearances for the club.



The same design adorned the cover of all Dale's programmes throughout 1983/84 and while many other clubs were starting to use action photos, we were still stuck in an age where an artist's sketch was deemed sufficient.

Indeed, the drawing of the two players was a familiar graphic from that era and kept cropping up on adverts in magazines like SHOOT and Match Weekly.

This was the first season the Football League was sponsored, so the Canon League logo started a trend that is continued by nPower today.

SUPPORTERS' CLUB

The Dale Supporters' Club was quite a thriving little community in the early-1980s, with stalwart committee men like Henry Conroy and Colin Smith at the forefront of its activities.

Unfortunately, it was felt the future of the Supporters' Club was in jeopardy due to the unwillingness of other fans to help out.

'Several appeals have been made before for help, yet no-one has approached us, wrote Smith.

This has left some of the committee feeling very bitter about things. Unless we get more help, people will resign and this could lead to the supporters' club folding.

New ideas are needed and we badly need to spread the workload."

To assist with this it was announced that Dave Crossley, who is probably reading this page, would be taking bookings for the coaches to away games.

PAGE FILLER

With Swindon apparently not providing a team photo or player profiles, the editor had to come up with a page filler.

Under the title PICTURE SCENE, he gave us images of four Dale players (Steve Conroy, Stuart Thompson, Les Chapman and Bob Oates), together with brief profiles.

It was a rather odd and pointless choice of page, but no doubt it was a last-minute decision.



FOCUS ON SWINDON TOWN

Visiting teams didn't get much coverage in Dale programmes of that era, although the amount afforded to Swindon was probably the lowest of the low.

The Robins just got a paragraph at the top of page seven which told us when they were formed, which divisions they had played in and which trophies they had won.

I would imagine there was a breakdown in communication between the two clubs when it came to supplying information, as most other programmes from that season at least contained the visitors' team photograph.

WHAT HAPPENED?

Despite the teams' lowly positions, they actually produced a thrilling game of SIX goals and THREE penalties in front of a woeful crowd of 1,297.

Simon Gibson gave Swindon a tenth minute lead, only for Dale to fight back with goals from Ian Griffiths (12) and Dave Thompson (15).

Alan Mayes made it 2-2 with the game's first penalty on 32 minutes, but Dale were back in front five minutes into the second half when Vernon Allatt scored from the spot after a foul on Stuart Thompson.

However, Swindon and referee George Tyson weren't finished and when Ian McMahon was penalised for a challenge in the area ten minutes later, Mayes converted again to make it 3-3.

MATCH SPONSORS

lain Johnstone does a magnificent job attracting all manner of sponsors to Dale these days, but it must have been a thankless task for Commercial Manager Brian Johnson in 1983/84.

Just four league games had match sponsors, but every game did have a matchball sponsor. Some of the names make interesting reading, especially those that are still in existence today.

The Sun Hotel in Littleborough were ball sponsors at the Chesterfield fixture, while Ron Chalker [Wholesale Greengrocers] sponsored the Bristol City match.

Alas, a pub that supplied the matchball on two

occasions (v Chester & Bristol City) is sadly no longer with us. The Forresters Arms on Bury Road was the establishment in question, but their premises were later replaced by the offices of Rochdale Online.

MATCHBALL SPONSORS 1983-84

DIVISION FOUR CREWE ALEXANDRA: Oswald and

READING: Ormerods Oils (Bury)
NORTHAMPTON TOWN: Reynard Bakery
HARTLEPOOL UTD:: S. Butler, Swindon
CHESTERFIELD: G. Rowe (Sun Hotel)

CHESTER: Forresters Arms, Bury Road STOCKPORT COUNTY: Rochdale Youth

LESQUE
HEREFORD UTD.: Rochdaie Wholesal
Grooper
BRISTOL CITY: Forresters Arms
HALIFAX TOWN: D. Kay, Newspent.

Rooley Moor Road
DONCASTER ROVERS: West Pernine A.F.L.
PORK CITY: Williams & Glyns Bank
DONCASTER UNITED:
WHNDON TOWN:
MANSFELD TOWN: Rochdale Intermedia
A.F.L.

TRANMERE ROVERS: Reynard Bakery BLACKPOOL: Apex Steeplejacks BURY: Trustee Savings Bank ALDERSHOT: TORQUAY UTD.: Walls Electrical

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TELFORD: Williams & Glyns Bank
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TELFORD: Nationwide Building Societ
(Rochdale)

Player Sponsors



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B.A. Kilpatrick



Home: B.A. Kilpatrick Away: B.A. Kilpatrick

Away:

Away:



Josh Lillis Home: B.A. Kilpatrick Away: B.A. Kilpatrick



Matty Edwards Brinks Jewellers

Away:

Brian

Away:

[Norway]



Scott Wiseman Home: Rochdale Supporters Team

ECCA Bingo



Joe Widdowson Home: Kath Campbell - Good Luck in your first season at Dale Away:



Barry-Murphy Home: Ronan O'Driscoll



Gary Jones Home: rochdaleafc.com



Home: Bright Spark Away: JEM Fire Pumps Ltd

Craig Dawson



Jason Kennedy Home: D.M. Buckley Away: Reidar Haugland



Akpa Akpro Home: Hartwood Toolmaking Services

Jean-Louis



Chris O'Grady

Home: David & Simon

Bottomley



Away: Peter Oliver



Away: JEM Fire Pumps Ltd



Anthony Elding Home: Jeff Hankes (USA)



Home:

Away:



Home: Graham Chadwick

Marcus Holness





Joe Thompson

Home:

Away:

Away:





Chris Brown

Home:

Away:



Callum Byrne Home:





Jack Redshaw

Home:





Reece Gray

Home:



Alan Goodall

Home: Mavis Shellard

Away:





Away:



Away:



Helio Andre

Home:



Josh Thompson

Home: Saddleworth Physiotherapy Clinic

Away:



Matty Done Home:

Away:



Away:



Commercial News

MATCHDAY DINING OPTIONS

We have a number of dining options available at our home match against Charlton Athletic on Saturday 4th December.

These include Executive Box Packages ranging from £350 to £775 and lounge dining which starts at £22 for Season Ticket holders.

All these packages can be booked by calling lain on 01706 753581.

MONEY FOR OLD PHONES



'Money For Your Phone' are our latest partners and for every phone recycled through them the club will receive a payment.

Phones can be dropped off at the Club Shop or you can go online by clicking the link from our homepage and arrange everything there. They also offer a fantastic upgrade service which means you can change your handset mid-contract for a newer or different model.

MASCOT PACKAGES

Why not have your son or daughter lead the teams out on match day with our mascot package?

They will enjoy the pre-match period with the players in their brand new kit before leading the lads out at 2.55pm onto the pitch. Also included in the £175 cost are family tickets and photographs as a memento of a really special day.

Please contact Gina on 0844 826 1907 for further details.

Dale AFC School of Motoring

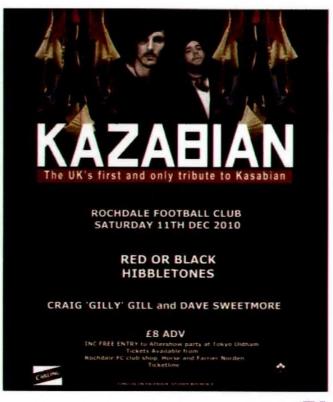
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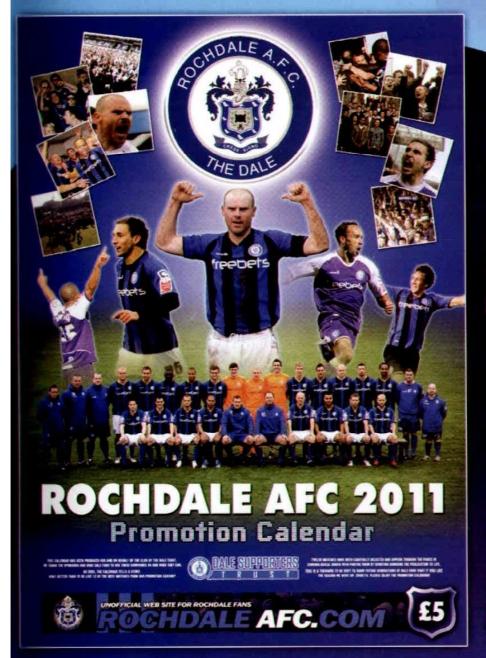


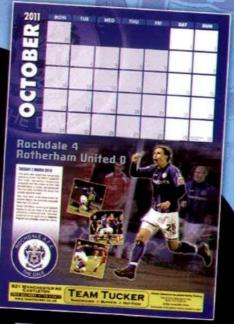


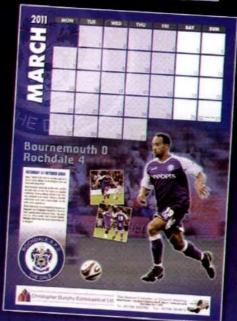




ROCHDALE AFC 2011 PROMOTION CALENDAR







The Dale Trust are pleased to announce that the 2011 Promotion Calendar is expected on sale in the Club Shop any day now and on the terraces at Peterborough on 10th December!

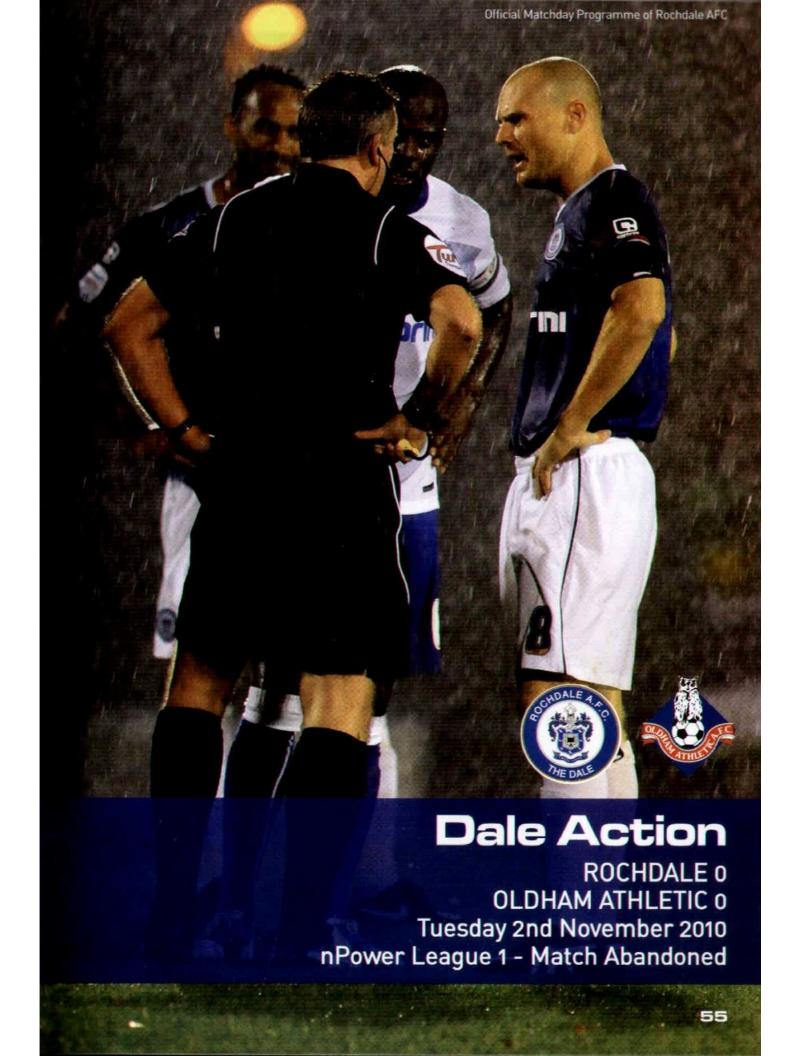
The theme for the calendar is Dale's 2009/10 promotion season. **TWELVE** pivotal matches from last season have been chosen to provide a lasting memory of a fantastic campaign. These matches are re-lived in chronological order.

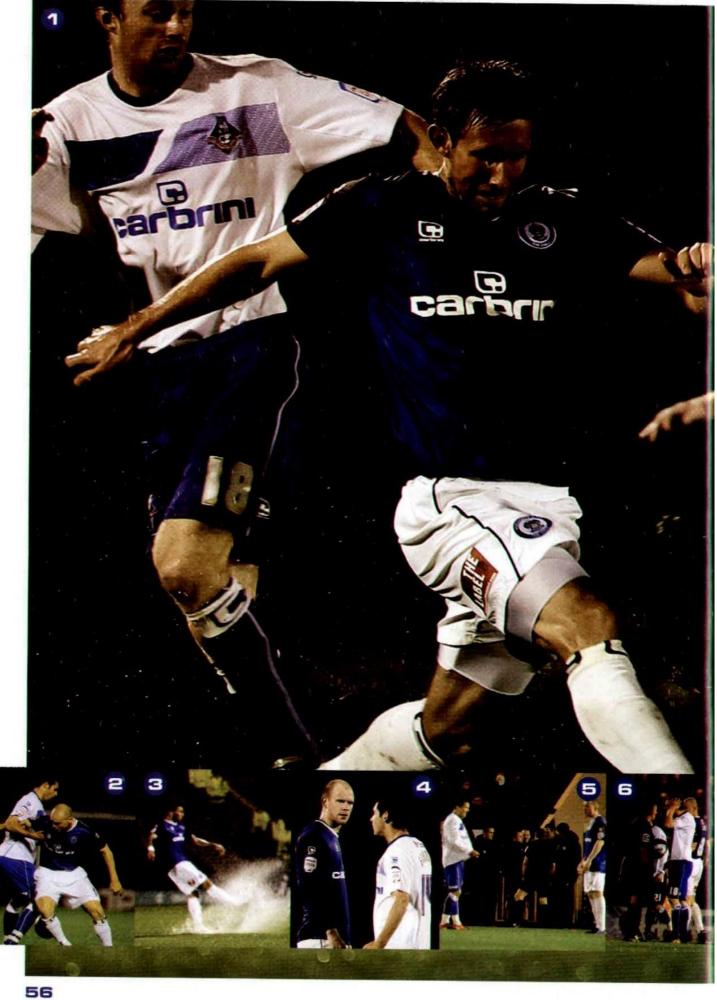
Once more, local businesses have sponsored the calendar, which will again be on sale at just £5.













Dale Action





ROCHDALE 0
OLDHAM ATHLETIC 0
Tuesday 2nd November 2010
nPower League 1
Match Abandoned

- 1 Craig Dawson glides through the water to stretch for the ball
- 2 Gary Jones loses sight of the ball
- 3 The farce of the situation is shown as Anthony Elding shoots for goal
- 4 Jason Kennedy and Dean Furman wonder if the match will continue
- 5 Referee Tony Bates discusses the weather situation with both benches
- 6 Chris Taylor and Gary Jones hear that the match is to be abandoned
- 7 A drenched Marcus Holness applauds the fans
- 8 Referee Bates leaves the field, wondering if the game should have started

Pictures 1, 3, 4, 7, & 8 courtesy of Rochdale Online [www.rochdaleonline.co.uk]

Pictures 2, 5 & 6 courtesy of Oldham Athletic

Match Statistics

GOALS:

Rochdale: None

Oldham Athletic: None

Rochdale: Lillis, Wiseman, T Kennedy, J Kennedy, Holness, Dawson, Adams, Jones,

Elding, O'Grady, Barry-Murphy

Oldham Athletic: Brill, Lee, M'voto, Hazell, Black, Jones, Stephens, Furman, Evina,

Taylor, Tounkara

Att: N/A

Referee: A Bates (Staffordshire)

Match Reviews



KEITH HILL ROCHDALE MANAGER



"The referee made the right decision because you do not want to be judged on a result that could have gone either way because of the condition of the pitch.

"It was quite obvious it wasn't playable; it was becoming a farce and he was right to protect the players.

"It was the right decision, but probably made at the wrong time. Whether or not the game should have started is the only question that you could point in the direction of the match officials. He gave it a go. Was he right to do so? I'm not sure."



PAUL DICKOV OLDHAM MANAGER



"There was the forecast for more rain and it was the right decision Everybody could see the ball was holding up.

"If it had been called off two hours earlier it would have saved the fans a lot of bother in coming to the ground and getting soaked through.

"The most disappointing thing for us is that the pitch didn't change from when we got there at 6pm.

"The referee said 'I am going to have to call it, as it is a farce'. We said 'we know that, as it was like that already'."

What The Media Said



Latics' eagerlyawaited first league derby against Rochdale for 36 years was called off after only eight minutes.

It was clear from the kick-off the surface was

unplayable and referee Tony Bates soon called a halt to the proceedings.

First he consulted both captains and then the rival managers before signalling an end to the game.

It was clear from the start that the conditions would have a massive part to play in the outcome of the game.

Ritchie Jones had the first attempt at goal inside the opening 15 seconds, a shot which keeper Josh Lillis had difficulty holding low down.

Rochdale had their only chance in the fourth minute following a back pass from Dean Furman which failed to reach keeper Dean Brill.

Anthony Elding nipped in and beat Brill with a shot which trickled narrowly wide.

It was evident at this early stage that the game would not finish and referee Bates quickly came to the conclusion that it could not continue.

Source: www.oldhamathletic.co.uk

Observer

Rochdale manager Keith Hill was focusing on the silver lining after Tuesday's derby against Oldham at Spotland was washed out.

The game was postponed seven minutes in when referee Tony Bates called an early halt to proceedings with the ball barely running across the sodden surface.

While Dale chief Hill questioned the timing of the official's call he was in full agreement with the decision to postpone.

As well as protecting both sets of the players, it also meant the Spotland pitch remained unscathed ahead of the scheduled FA Cup first round clash against FC United.

Heavy rain throughout the afternoon made the surface unplayable, the ball barely running across the turf and posing a serious threat to the players.

Both sides had chances to score during the brief encounter and both opportunities were down to the state of the pitch.

Anthony Elding seized on a back pass from Dean Furman which fell comically short of goalkeeper Dean Brill, the Dale striker sending his angled shot wide of the post.

Soon after, Craig Dawson attempted a similar pass to Josh Lillis and once again the ball fell short, Oumare Tonkara close to capitalising.

Source: Rochdale Observer



Dale's youth team played Bradford City in the FA Youth Cup sponsored by E.ON on Wednesday 3rd November at Valley Parade, where they were unfortunately defeated 4-2. We caught up with boss Chris Beech who gave his views on the game.

This was a fantastic venue and the opportunity to progress in the FA Youth Cup. Initially the lads were caught in the headlights and this really upset our general rhythm. Full credit to Bradford City for how they started the game and going two goals up so early in the match gave us a real predicament.

"After the initial first 15 minutes I thought we settled down and moved the ball around and grew into the game. We became the dominant force, bringing the game back to an equal footing at 2-2, and began the second half with even more incisive play. However, Bradford stood strong and for all our dominance we didn't get the breakthrough.

"This is in turn became our Achilles heel, with Bradford scoring against the run of play and before we re-grouped they did it again a minute later. With Michael Roche being sent-off and playing a 3-1-1-4 for the last ten minutes, Bradford created quite a few chances as we took major risks trying to respond.

"Overall for 60 minutes we played very well, but for the lads starting a game like that and losing concentration while in the ascendency in the second half are harsh lessons we have to respond to.

"This is only the third game we have lost in 12 months, so a positive response is what we are looking for."

Dale: Andrews, Watson, Jacobs, Bell, Fagbola, Roche, Murray, Allen, Gray, Abadaki, Andre; Subs: Bentham, Leigh, Minihan, Mehmet, Masirika.





Rochdale Observer

Brian Barry-Murphy

The Voice of Spotland caught up with midfielder Brian Barry-Murphy who spoke to us for the first time since his summer move from League Two outfit Bury.

An excellent start to the campaign has helped the settling in period for the Irishman and despite the disappointing exit from the FA Cup, 'BBM' is enjoying life at Spotland.

"It has been very exciting so far. We got off to a very good start and although the last few weeks haven't brought the right results as far as we are concerned, I'm thoroughly enjoying playing football for Rochdale.

"Opposition teams are definitely giving us more respect now than when we first started the season because they have seen the way we play and our style of football. They perhaps understand our style and we have been working on adjusting the way we play so we don't become too predictable.

"I think we have been guilty of perhaps over-committing when we are attacking and then getting caught on the break. Performances have been good and the manager has been working on ensuring our defensive strategies are a lot better so when we are in attack we don't concede goals. We are

players and the management. I think for the most part we were very disappointed with our performance because it is the only time I believe we just didn't play to the level we are capable of playing at. That said, you can't take anything away from FC United. Credit to them and they probably deserved to win the game on the night."

Last Saturday's game at
Hillsborough was a trip down
memory lane for Barry-Murphy
who enjoyed a spell at the club
from 2003. However, memories of
yesteryear soon erased as the
first whistle blew as the afternoon
turned to frustration.

"We are getting a lot more possession than we thought and teams have been breaking against us and causing us problems, but we are working on that aspect of our game"

"I think the results spoke for themselves early on and I believe it is inevitable you aren't always going to get things your own way all the time. We have had a couple of setbacks and the FA Cup was very disappointing for the players, management and supporters, but we have to look ahead and kick on because our performances on the whole have been quite good."

Perhaps you could put the excellent start to the season Keith Hill and his side have had to the promotion momentum from last season or Dale simply being the unknown quantity of the division. However, for Brian, he believes it's a mark of respect from opposition teams who realise Rochdale are a footballing team and cannot be taken too lightly.

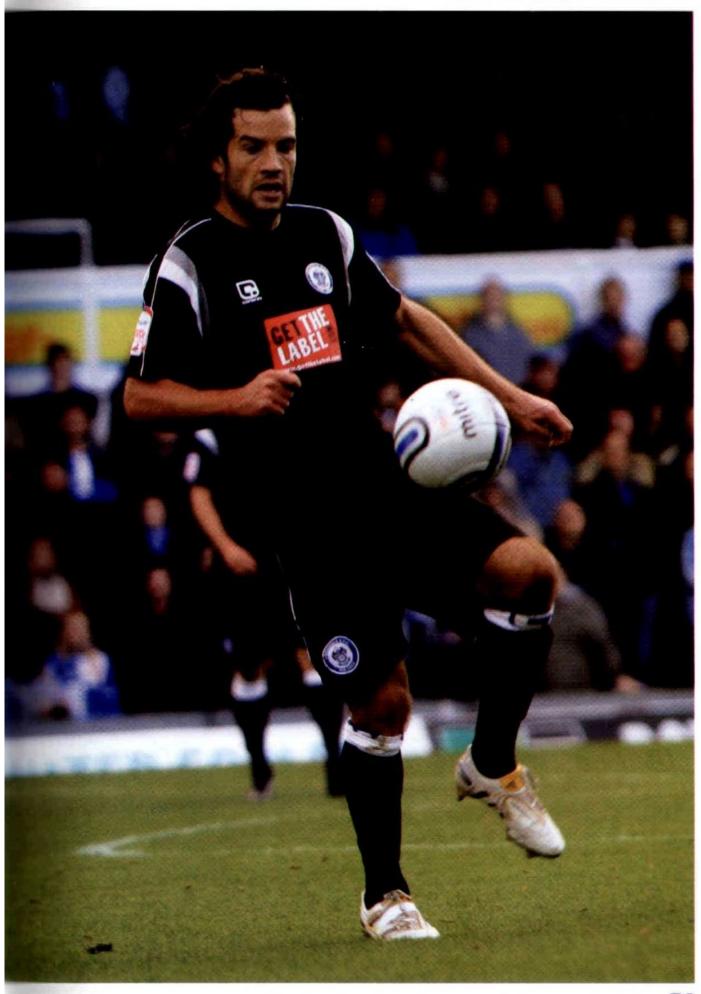
getting a lot more possession than we thought and teams have been breaking against us and causing us problems, but we are working on that aspect of our game."

The early FA Cup exit was a huge disappointment to everyone connected to the club, none more so than to the players and management. The midfielder said if anyone believes the players don't care about results they should have gone into the dressing room after the game and to training the following week.

"We all took it quite hard to be honest. It was a very tough week in training because we all felt we had let everyone down, including ourselves. I know the supporters were hurting, but so too were the "I enjoyed the occasion and I thought we played vey well for long spells of the game. They seemed to score out of nothing really and that changed the course of the game from that point; it was very frustrating.

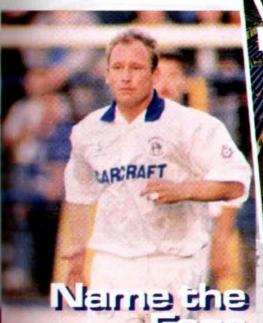
"We created chances and I was sure Joe Thompson's effort was going in because he seemed to do everything right. When he went through and lifted the ball over the 'keeper, I thought at the time it was a brilliant finish. I couldn't believe it when it drifted wide because it looked for all the world it was going to go in.

"Despite the frustration of recent weeks we all know that good performances will eventually turn into good results and I'm sure those good results aren't far away."





Quiz Time...



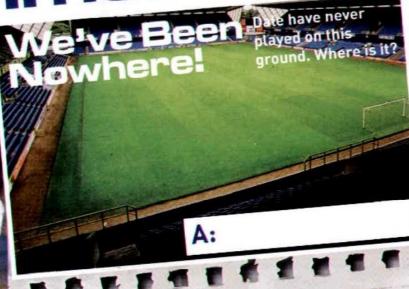
The player pictured appeared for both Date and Swindon in his career. Who is it?

A:

MISSING LINKS



- 1. PM_____
- 2. IM ____
- 3. MF____
- 4. LC ____
- 7. DT
- 0. BD____
- 9. LL____
- 10. JS ____
- 11. PH____



Name the Trivia Test.

Five trivia questions, all about team

- 1. Which are the only two English league teams with predominantly green home shirts?
- 2. Which former top flight team had a brown away kit in the late-1970s?
- Scunthorpe are well known for wearing claret and blue kits, but they changed to which colours for several seasons in the 1970s?
- 4. As well as Dale, which other club is wearing blue and black shirts this season?
- 5. Which European club's kit was inspired by them seeing Notts County's shirts?



Load of Shirt

This shirt has been seen in action against Dale. Which team is it?

A:

Football in the Community

Telephone: 01706 643836

Email: keith.hicks@rochdaleafc.co.uk

Welcome today for the clash against our friends from Swindon, who have hopefully had a good trip north.



KICK IT OUT DAY

Another successful activity saw teams from Sandbrook Community School and Hamer Primary School visiting the club for the game against Dagenham & Redbridge. As well taking part in the half-time challenge match, they welcomed both sets of players onto the pitch and displayed the One Game, One Community banner at half-time.

This was the climax of the KICK IT OUT weeks of activities to promote the fantastic work undertaken by Premier League and Football League clubs all over the country.



OCTOBER HALF-TERM SUCCESS STORY

There was a bumper turn out at the three venues with 120 boys and girls taking part during the week.

It was a fantastic turn out despite the present climate and for the kids at the Soccer Factory there was the added bonus of a visit by two Dale stars, Joe Widdowson and Helio Andre, who presented prizes to award winners.

I'm sure everybody really enjoyed themselves and this was due to the hard work and enthusiasm of the Community Staff, with numbers again reflecting the popularity of these highly successful activities.

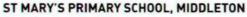
Award winners: SOCCER FACTORY

Most Improved: Lucas Dowd, Alex Dowd

Star Performers: Brandon
Sutcliffe, Charlie Healey-Clements

Skills Winners: Jack Collins, Max Megson, Ethan Brierley

Personalities: Oliver Thompson, Ciaran Sherry



Most Improved: Dylan Harrison Star Performers: Joel Booth Skills Winners: William Houten Personalities: Spencer Townsend

LITTLEBOROUGH COMMUNITY SCHOOL

Most Improved: Aaron Sutcliffe, Ben Jones Star Performers: Kane Hoyle, Lewis Easforth Skills Winners: Christian Dodd, Josh Jones Personalities: Izzak Schofield, William Hanna

All attenders received a Rochdale AFC goodie bag and free ticket for today's match.

Venues have now been arranged for the Christmas Special Fun Courses at Soccer Factory and Littleborough Sports Centre.

Week 1: Monday 20th - Thursday 23rd December Soccer Factory, Royle Barn Road, Rochdale (Near Tesco) Littleborough Sports Centre, Calderbrook Road, Littleborough

Week 2: Wednesday 29th & Thursday 30th December Soccer Factory, Royle Barn Road, Rochdale (Near Tesco)

Interested people should contact Keith Hicks on 01706 643836.

I look forward to seeing you all again next week when the re-scheduled match against Oldham Athletic takes place, hopefully with better weather.

Again, we will be running activities to promote the Health Launch, so look out for health workers giving away loads of goodies.

Keith Hicks















FOOTBALL IN THE COMMUNITY ATTRACTIONS 2010/11

DALE 4 ALL IEQUALITY IN THE COMMUNITY)

Dale 4 All is the brand created by Rochdale AFC to encourage all communities within the borough to engage with the club and community activities.

It will encompass campaigns that look to eliminate discrimination, i.e. 'Kick Racism out of Football' and promote opportunities for people with disabilities.

To achieve this, Football in the Community Trust has drawn up an action plan for equality that will create an environment free from fear of discrimination or abuse across all activities looking to ensure that Rochdale AFC is representative of the diverse community of the borough.

ROCHDALE AFC SATURDAY CLUBS

Spend a day at Spotland watching Dale play and take part in organised activities

Itinerary:

Meet at Community Office

12.00 - 2.00 Coaching/5-a-sides

2.00 - 2.30

Lunch provided by McDonald's Take seat in WMG Stand for match

(Specially reserved section)

All supervision through out the day is provided by Football in the Community Staff Only £9.00

BIRTHDAY TREATS

Have a party to remember at Rochdale AFC with up to 20 of your mates

You provide the food, we do the rest! (Alternatively, McDonald's meals on request)

- Session involves warm-up and team games, plus 5-a-sides and a tour of Rochdale AFC (supervised by Community Staff Coach)
- Use of Studds Bar for the party for two hours
- Autographed Rochdale AFC ball for birthday boy or girl
- Goodies bag
- Parties are arranged from Monday Thursday: 4pm 6pm

ONLY £60.00 - AMAZINGLY GOOD VALUE

FOOTBALL COACHING SESSIONS FUN & COACHING CLUBS AT SOCCER FACTORY (NEAR TESCO)

SATURDAY & SUNDAY FUN & COACHING SESSIONS

10.00am - 12.00pm

Sessions by FA qualified coaches Fun sessions involving coaching/games/5-a-sides Only £3.00 per session

TINY TOTS COACHING SESSIONS

(Age 4-6) Mondays: 4.00pm - 6.00pm Only £3.00 per session

BUDDING STARS COACHING SESSIONS

[Age 7-9] Tuesdays: 4.00pm - 6.00pm Only £3.00 per session

LITTLEBOROUGH SATURDAY CLUB

Littleborough Community School, Calderbrook Road, Littleborough 5-a-sides throughout the morning 10.00am – 12.00pm every Saturday Just turn up and play 5-a-sides all morning supervised by a qualified staff member

All boys and girls are put into appropriate age groups Only £3.00 per session (No booking required)

SIDDAL MOOR SATURDAY CLUB

Siddal Moor Sports College, Newhouse Road, Heywood 10.00am – 12.00pm every Saturday For boys and girls aged 6+ Coaching & 5-a-sides Only £3.00 per session (No booking required)

HOLIDAY COACHING COURSES

Held at EVERY half-term holiday throughout the year

Venues at located at:

Rochdale AC 5-a-side Complex Littleborough Community School St Mary's Primary School, Middleton Siddal Moor Sports College, Heywood (Subject to alteration, plus other venues to be arranged where possible)

We believe that flexibility is important, so we offer a range of packages

3/4/5 day Courses

Half days (10.00am - 12.30pm) or full days (10.00am - 3.00pm)

Come down and enjoy yourself at one of the popular courses, which cater for beginners to talented players.

Children will be placed into groups of similar ages.

Prices are very affordable and prove excellent value for money.

5 day full course
5 day half course
4 day full course
4 day half course
5 day half course
6 day half course
6 day full course
7 day full course
8 day full course
9 day half course
10 day half course
11 days
12 day full course
12 days
13 day half course
14 day full course
15 day full course
16 days
16 days
17 days
18 days
18

Discounts for families or for attending more than one course Each day, all attenders are coached in different aspects of football and also take part in skills competitions followed by 5-a-sides. Ground tours are arranged plus, when available, Rochdale's AFC superstars are invited to sign autographs and chat to attenders. Awards in each age group are presented at the end of the week to: Most Improved Attender/Skills Winner/Star Performer/Personality Free tickets to Rochdale AFC home matches

PROMISING PLAYERS ARE INVITED TO THE CENTRE OF EXCELLENCE

On The Road



CARLISLE UNITED V ROCHDALE

Tuesday 23rd November 2010, Kick-off 7.45pm nPower League 1



Ground: Brunton Park
Telephone: [01228] 526237
Manager: Greg Abbott
Current League Position: 4th
Colours: Blue shirts, white shorts,

white socks



HOW TO GET THERE

Head west along the M62 and then take the M61 until it joins the M6 just South of Preston. Continue northbound on the M6 until junction 43 where you take the first exit off the roundabout (s/p A69). Continue along the A69 until you pass the ground on your right-hand side.

PARKING

The streets off Warwick Road as you approach the ground often have parking spaces, as does Warwick Road itself, although it may be an idea to turn round and face back

towards the M6 before parking. There are also parking spaces near the away turnstiles on the club car park, which can be found by taking the first right immediately after Brunton Park into Victoria Place and then turn first right onto St Aidan's Road.

AWAY FANS SECTION

Dale fans will be seated at the usual end of the East Stand where, bizarrely, the stand extends further than the length of the pitch.

PRICES

Adults £15, Seniors (65+) £11, Juniors (aged 11 to 17) £8, Child (aged 10 and under) £4, Child (aged 6 and under) FREE

These prices are for tickets bought in advance. Matchday prices will rise by £2, although under-7s will still be free.

The ticket office at Spotland has a number of tickets for sale for this match up to 5pm on Monday.

Carlisle's matchday programme costs £3.00.

OUR RECORD THERE

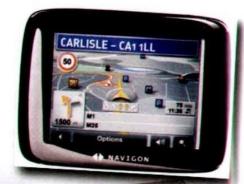
Dale have played 51 previous games at Brunton Park in all four competitions, emerging victorious 13 times, with Carlisle winning on 29 occasions.

From August 1998 to September 2002 we actually won six consecutive games there, but our last three visits have all ended in defeat.

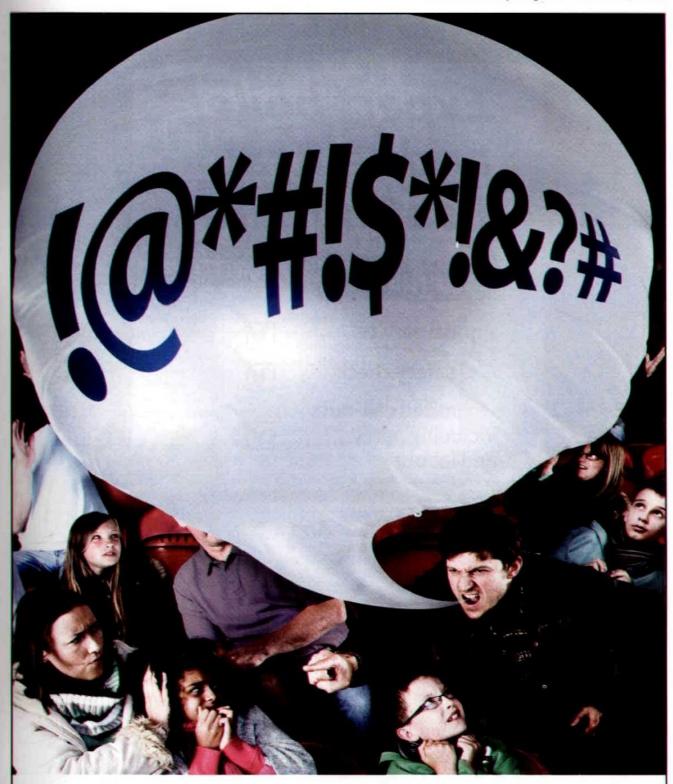
The most recent of those was on New Year's Eve 2005 when Dale were beaten 2-1 despite taking a first half lead through Blair Sturrock.

DALE TRAVEL CLUB
Departure Time: 5.00pm
Fares: Adults £19, Juniors £15

For full details or to reserve your seat, ring the Club Shop on [0844] 826 1907.







SAY NO TO BAD LANGUAGE IN OUR FAMILY AREAS

Show some respect for our younger fans.

Pledge your support at: www.enjoythematch.co.uk





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League One Round Up

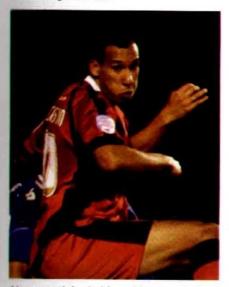


Jason Birch brings us an irreverent look at life in League One ...

An old adversary of Dale's is back plying his trade in League One.

Former Stockport striker Liam Dickinson has joined Walsall on an initial one-month loan from Barnsley, having struggled to command a regular first team place for the Tykes this term.

Dickinson (pictured) was voted Stockport's 'Player of the Season' back in their 2007/08 promotion campaign, scoring 21 goals in 32 starts, five of those I painfully remember being scored against us!



Not surprisingly his achievements that season attracted the interest of clubs in higher divisions and in the summer of 2008 Dickinson moved to Derby County for a fee of £750,000.

Incredibly, despite the fee paid, the 25year-old didn't make one appearance for the Rams and was instead loaned out to three different clubs

Walsall manager Chris Hutchings knows Dickinson from his time in charge as caretaker-manager at Derby and brings him to the Bescot Stadium in the hope he will score goals to move the Saddlers away from the bottom spot they currently occupy.

Southampton are set to miss out on a potential £10m windfall should Tottenham Hotspur decide to cash in on star asset Gareth Bale, having scrapped a 25% sell-on fee two years ago.

Bale joined Spurs in the summer of 2007 for an initial fee of £5m, with an additional £5m in add-ons depending on appearances and honours.

There was also a clause guaranteeing Saints 25% of any sell on fee if Bale should be transferred, but when Southampton got into financial difficulties the following year, they renegotiated the deal for the Welshman.

Southampton agreed to accept a further £3m from Tottenham and forego the £5m in add-ons, also scrapping the sell-on fee.

This means they lost out on £2m in the original deal, but with hot-property Bale now valued at over £40m, more significantly they have also missed the chance of a possible £10m windfall!

The Johnstone's Paint Trophy has reached the semi-final stage and it's turned out to be an all League One affair.

The Northern section draw sees Tranmere take on Huddersfield and Carlisle versus Sheffield Wednesday. The Southern section draw sees Brentford host Charlton, with Bristol Rovers playing Exeter.

Tranmere have reached this stage of the competition by default. Despite having lost their first round encounter to Accrington, the Merseyside club were reinstated when Stanley were disqualified for fielding a suspended player in their match.

Can Tranmere capitalise on their brushstroke of good luck and make it all the way to Wembley for the final?

League leaders Brighton & Hove Albion have suffered a setback following news



that on loan winger Kazenga LuaLua (pictured) will be sidelined for 10 weeks after breaking an ankle in the 3-1 defeat at Hartlepool last Saturday.

LuaLua had joined the Seagulls from Newcastle in September on a four-month loan deal and in his nine league appearances to date has scored four goals. He had come to be regarded by manager Gus Poyet as a "special talent" and his "match-winner", but with his loan spell at a premature end will Brighton's superiority be tested by fellow promotion contenders?

TODAY'S OTHER FIXTURES

nPower League 1
Brighton & HA v Bristol R
Charlton Ath v Yeovil T
Colchester U v Hartlepool U
Dagenham & R v Oldham Ath
Huddersfield T v Exeter C
Leyton Orient v Bournemouth
MK Dons v Sheffield Wed
Notts Co v Tranmere R
Plymouth A v Brentford
Southampton v Peterborough U
Walsall v Carlisle U

Appearances

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Player	10/11 League		10/11 Other		Dale Career League		Dale Career Other		Dale Career Total		Overall Career		
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Wiseman	9	I	4		77	1 3	0	- 15 mm	86	1	148	2	NAME OF

Quiz Answers (from page 63)

MISSING LINKS

Paul Malcolm, Ian McMahon, Mike Fielding, Les Chapman, Bill Williams, Keith Hanvey, Dave Thompson, Barry Diamond, Les Lawrence, John Seasman, Paul Heaton

NAME THE FACE

Derek Hall

LOAD OF SHIRT

Chesterfield

WE'VE BEEN NOWHERE

The New Den (Millwall)

TRIVIA TEST

- 1. Plymouth & Yeovil
- 2. Coventry
- 3. All red with white trim
- 4. Gillingham
- 5. Juventus



Statistics

LEAGUE 1 TABLE 2010/11 Brighton 15 13 6. 17 Charlton 20 14 6 28 Bournemouth 8 Huddersfield MK Dons Peterborough 20 Sheff Wed Southampton Oldham Exeter 13 15 -3 Hartlepool 15 **Bristol Rovers** 13 -7 Rochdale Levton Orient Brentford 13 Plymouth 13 13 -6 16 3 12 **Notts County** Dag & Red Yeovil 16 2 11 15 -13 15

LEAGUE 1 ATTENDANCES 2010/11

ELAGOLIA	LICIOAN	CL3 2010/	10.0
TEAM	HIGHEST	LOWEST	AVERAGE
Bournemouth	6823	5501	6214
Brentford	6543	4544	5286
Brighton	7348	6474	6933
Bristol R	8226	5541	6173
Carlisle	6578	3744	5570
Charlton	18949	13155	15684
Colchester	6011	3637	4345
Dagenham	4195	2005	2663
Exeter	7401	5146	5715
Hartlepool	4084	2552	3063
Huddersfield	14769	12344	13378
Leyton Orient	5535	2963	4219
MK Dons	11280	7034	8042
Notts Co	11355	5210	7904
Oldham	7723	3806	4614
Peterborough	10116	6136	7343
Plymouth	7916	7048	7503
Rochdale	6121	2650	3587
Sheffield W	23081	16520	18802
Southampton	26289	17857	20742
Swindon	11087	7679	8964
Tranmere	7270	4512	5149
Walsall	4580	3172	3700
Yeovit	5927	3364	4619

League 1 Statistics 2010/11

Best Home Win

5-1, AFC Bournemouth v Peterborough U., 14/8/10

Best Away Win

5-0, Sheffield Wed. at Hartlepool U., 28/8/10

Highest Aggregate

9 goals

5-4, Peterborough U. v Swindon T., 16/10/10

Most Goals in a Match

3 - Brett Pitman (AFC Bournemouth) v Peterborough U., 14/8/10

3 - Jeff Hughes (Bristol R.) at Dagenham & R., 18/9/10

3 – Gary Madine (Carlisle U.) at Hartlepool U., 28/9/10

3 – Josh McQuoid (AFC Bournemouth) v Walsall, 13/11/10

Leading Scorers (all competitions)

11 goals - Josh McQuoid (AFC Bournemouth)

11 goals - Gary Madine (Carlisle U.)

11 goals - Craig Mackail-Smith (Peterborough U.)

10 goals - Bradley Wright-Phillips (Plymouth A.)

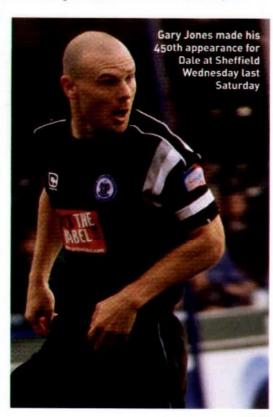
10 goals - Charlie Austin (Swindon T.)

Highest Attendances

26,289, Southampton v Bournemouth, 2/10/10 23,081, Sheffield W. v Dagenham & R., 7/8/10 21,727, Southampton v Plymouth A., 7/8/10

Lowest Attendances

2,005, Dagenham & R. v Exeter C., 21/9/10 2,256, Dagenham & R. v Tranmere R., 28/8/10 2,287, Dagenham & R. v Bristol R., 18/9/10



Rochdale AFC 2010/11 Fixtures & Results



2010

					Away	Starting Play	213				
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HARTLEPOOL UNITED	D 0-6	1	14	3706	551	Lillis	Wiseman	Widdowson	1 Kennedy	Holness	Dawson
Barnsley (CC1)	W1-0		-			Lillis	THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.		The state of the s	THE RESERVE TO SERVE THE PARTY OF THE PARTY	Dawson
Brighton & Hove Albion	D 2-2	2	16				The state of the s		THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.	The second second	Dawson
COLCHESTER UNITED	L1-2	2	19								DAWSON
Birmingham City (CC2)	12-3	W. 1879									Dawson
Brentford	W 3-1	5	12			STATE OF THE PERSON NAMED IN	Marie Control of the last of t	- DUSTRONG TO THE PARTY OF THE		III. SEMENDER STORY	Dawson
Port Vale (JPT1)	L1-2	t Pira		2442	136	Lillis	Wiseman	Goodall	DONE	Holness (60)	J Thomp
ER											
Southampton	W 2-0	8	9	18169	539	Littis	Wiseman	Widdowson	J Kennedy	Holmess	Dawson
WALSALL	W3-2	11	5	3174	331	Lillis	- ALTERNATION -		O WILL SANDLES AND THE PARTY OF		Dawson
Milton Keynes Dons	D1-1	12	5	7034	462	Lillis		THE PERSON NAMED IN COLUMN 2 I			Dawson
PLYMOUTH ARGYLE	D1-1	13	6	3294	436						DAWSON
HUDDERSFIELD TOWN	W3-0	16	4	6121	3174	Littles	J Thompson	Goodall (68)	J KENNEDY	Holness	Dawson
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Bristol Rovers	L1-2	16	12	5872	343		SCHOOL STATE OF THE PARTY OF TH				Dawson
DAGENHAM & REDBRIDGE	W3-2	19	9	2650	112		Wiseman				Dawson
Leyton Orient	L1-2	19	13	4880	362	Littis	Wiseman	Widdowson [71]	J Kennedy	Holness	Dawson
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FC UNITED OF MANCHESTER (FAC1)	L2-3	100	100	7048	3170	1364	Wiseman	Widdowson	I Kannady	Holnace	DAWSON
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Key
Home Games: BOLD BLUE CAPITALS
Time of Substitution (45)
Player Booked Player Sent Off Goals Scored O'GRADY 2



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Next at Spotland

OLDHAM ATHLETIC

Saturday 27th November 2010, Kick-Off 3.00pm nPower League 1



MANAGER: Paul Dickov CURRENT POSITION: 11th COLOURS: White shirts, blue shorts, white socks

Oldham's form since the abandoned match at Spotland 18 days ago has swung from one extreme to the other.
They firstly went out of the FA Cup following a 3-2 defeat at Accrington, a result described as a "disaster" by Chief Executive Alan Hardy.
However, this was followed up by last Saturday's 1-0 home win over promotion-chasing Huddersfield, which delighted manager Paul Dickov.
"I wanted a positive reaction and

I wanted a positive reaction and I am absolutely delighted with the players who showed great character," he said.

"We believe when we play on the front foot, as we did today, we are a match for anybody." With a maiden league fixture at Dagenham today and a home game against poor travellers Exeter on Tuesday, Latics could return to Spotland next weekend once more among the promotion places.

THEIR LAST VISIT

Discounting the abandoned game at the start of this month, Oldham won 5-1 on penalties when they visited Spotland in the first round of the Carling Cup in August 2008.

The teams had failed to find a goal in 120 minutes of trying, but Latics were by far the happier side as they played most of that time with ten men after Craig Davies had been sent-off for hitting Tom Kennedy.

Prior to that, the last completed league meeting at Spotland was back in February 1974 when Oldham won 3-1. Keith Hicks opened the scoring for Latics

with his first career goal.

TRIVIA TIME

Dale haven't beaten Oldham in league action since March 1962! On that occasion, goals from Louis Bimpson, Ron Cairns and Doug Wragg led us to a 3-1 win, but the eight league meetings since then have produced four draws and four Latics' victories.



KEY MEN

PURMAN A South African born midfielder, Dean has experience from spells with Chelsea and Rangers earlier in his

career.





CHRIS
TAYLOR
A native of
Oldham and
boyhood
Latics' fan,
Chris has
made more
than 200
appearances
for the club
over the past
five seasons.

DALE STEPHENS On loan at Spotland last autumn, Dale is now established in Athletic's midfield and is their regular penalty-taker.





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Squad Check



ROCHDALE AFC

Colours: Blue & Black Shirts. White Shorts, Blue Socks

- 1 Josh Lillis (GK)
- 2 Scott Wiseman
- 3 Joe Widdowson
- 4 Marcus Holness
- 6 Brian Barry-Murphy
- 7 Jason Kennedy
- 8 Gary Jones
- 9 Anthony Elding
- 10 Jack Redshaw
- 11 Matty Done
- 12 Alan Goodall
- 14 Jean-Louis Akpa Akpro
- 15 Joe Thompson
- 17 Bobby Grant
- 18 Josh Thompson
- 19 Chris O'Grady
- 21 Matty Edwards (GK)
- 22 David Flitcroft
- 23 Tom Kennedy
- 24 Chris Brown
- 25 Callum Byrne
- 26 Craig Dawson
- 28 Matt Flynn
- 29 Nicky Adams
- 31 Ryan Jones (GK)
- 32 Chris Oldfield (GK)
- 34 Helio Andre
- 35 Reece Gray



SWINDON TOWN

Colours: Red Shirts, Red Shorts, Red Socks

- 1 David Lucas [GK]
- 2 Scott Cuthbert
- 3 Michael Rose
- 4 Jonathan Douglas
- 6 Paul Caddis
- 7 Jon-Paul McGovern
- 8 Simon Ferry
- 9 Vincent Pericard
- 10 David Prutton
- 11 Michael Timlin
- 12 Phil Smith (GK)
- 14 Sean Morrison
- 15 Kevin Amankwaah
- 16 David Ball
- 18 Alan O'Brien
- 19 Lecsinel Jean-Francois
- 20 Thomas Dossevi
- 21 Alan Sheehan
- 22 Matt Ritchie
- 23 Nathan Thompson
- 26 Jakub Jesionkowski (GK)
- 31 Billy Bodin
- 32 Charlie Austin
- 34 Will Evans

MATCH OFFICIALS

Referees

Mr M Brown [East Yorkshire]

Assistant Referee:

Mr KW Haycock [West Yorkshire]

Assistant Referee:

Mr J Hull (Cheshire)

Fourth Official:

Mr J Hunt (County Durham)

NEXT HOME GAME

OLDHAM ATHLETIC

Saturday 27th November 2010 nPower League 1 Kick Off: 3.00pm

THE VOICE OF SPOTLAND

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The views expressed in The Voice of Spotland are not necessarily those of the Editor or the club