



10 years since Nottingham Forest dropped out of England's top flight

himself victim of a high-profile snub for an international job. Clough once memorably said that the FA thought he would want to run the show if given the England manager's job. "That was shrewd, because that's exactly what I would have done," he said.

A similar thought may have occurred to Gordon Smith and the SFA last summer when Davies' name came up.

"In terms of Scotland I just felt it wasn't for me, the process and what was taking place, just wasn't for me," he said. "So I decided to pull myself out of the running for it. It was a personal choice. Going to a club in Scotland was never something I was serious about. I always made it clear that my intention was to go down south again, because I did have unfinished business in the Premier League. I wanted the opportunity to try to get a club to that level again, then try to compete financially with the big boys in the Premier League. I feel that is my next challenge."

It is a challenge he knows well. Twice his Preston side lost out in the play-offs, before he finally made it to the promised land with Derby. If his connections there led to a paltry 8% of Forest's fans saying they wanted him to be appointed, a couple of early wins have only illustrated how quickly things can turn around.

"When I took over at Preston I was 'Billy Who?'," Davies said. "It was a case of 'we don't want this guy to be in charge at Preston North End, he's not a big enough name'. At the end of that season I was the greatest thing since penicillin. At the end of the next season I was even bigger than penicillin. I go to Derby and it is the same: 'We don't want this guy, he is not a big enough name or whatever'. By the end of that season Derby County's resources and financial position had improved dramatically. So I am happy to be Billy Who at Forest."

The only problem is that unlike the days of Clough's back-to-back European Cup wins in 1979 and 1980, success in England is as much about finance as football. Forest went into the weekend only four places off the bottom of the league table, and must first learn to compete with Championship big spenders such as Birmingham and Reading before they can dream of making headway in the Premier League. Davies has signed a three-and-a-half year deal, but the average lifespan of a Championship manager is just 13 months.

Much will depend on his relationship with chairman Nigel Doughty, a man with a reputation for interfering on the playing side. Having only replaced his countryman, Colin Calderwood, on January 5, first up is assessing the squad and trying to persuade his chairman to move quickly to strengthen it.

"Even before I came here, I always had great admiration for the chairman of this club because you never see him, he is not after the fame, he is not after the publicity," Davies said. "He is a mad Nottingham Forest fan and has put a lot of money into this club, he has employed me as a football manager to make football decisions, and that is the contract I have signed. He can do whatever he likes, it is his ball, it is his money."

So can the goal be reached? "Nobody thought we would achieve it at Preston," Davies said. "Nobody thought we would achieve it at Derby and nobody thinks we will achieve it at Forest. Watch this space."

EAST MIDLANDS MEN

BRIAN CLOUGH
Derby County:
1967-1973

Nottingham Forest:
1975-1993
Took Derby to the 1971-72 league title, and after a hiatus at Brighton then Leeds would go on to make Nottingham Forest the best team in Europe.

DAVE MACKAY
Nottingham Forest:
1972-73

Derby County:
1973-1976
Scottish international hard-man had his first year as a full-time football manager at Nottingham Forest, then returned to Derby after Clough's resignation. Took Derby to the 1975 league title before being sacked in 1976.

JOHN MCGOVERN
Derby County:
1968-1974

Nottingham Forest:
1975-1982
Montrose-born midfielder who followed Clough from Derby to Leeds United and then to the City Ground.

BILLY DAVIES
Derby County:
2006-2007

Nottingham Forest:
2009-
Forest's new manager was sacked by Derby after a poor start to the 2007-08 campaign saw them take just six points from their first 14 matches.

KRIS COMMONS
Nottingham Forest:
2004-2008

Derby County: 2008-
Scottish international angered fans at the City Ground when he agreed to a Bosman move to Derby County last summer.



DERBY COUNTY v NOTTINGHAM FOREST
FRIDAY, SETANTA SPORTS 1, 7.45PM

The murky methods of Fifa's man in Nigeria

THE INSIDER ANDREW JENNINGS



A LIGHT will be shone tomorrow on how one of the bosses of world football does business. Amos Adamu, a member of Fifa's 24-man executive committee, will be in a Nigerian courtroom demanding a stupendous £2.3 million in damages from a newspaper that published allegations about what happened to a fistful of sponsors' money.

The English FA's Lord David Triesman would do well to send an observer to learn about the ways of Dr Adamu (he has a PhD in PE) whose vote must be solicited in the campaign to stage the 2018 World Cup.

When Adamu launched his libel action 15 months ago he was the all-powerful Director General of Nigeria's National Sports Commission. Nigerian President Yar'Adua had decided to take an interest in how Adamu has been running sport for the last two decades. He'd had a letter from his new sports minister complaining that sport was 'moribund,' sponsors wouldn't part with money because of the 'perception of corruption' and it was all the fault of the 'incompetent' individuals who've held sport 'in a stranglehold.'

The recommendation? Sack Dr Adamu. But that wasn't all. Nigeria will stage Fifa's Under-17 championships later this year and Adamu was overseeing the organising committee. As the axe hovered Adamu placed some calls and his friend, Fifa vice-president Jack Warner, controller of youth tournaments, trumpeted "there cannot be changes in the committee now."

Warner was ignored. When President Yar'Adua heard that Dr Adamu wanted \$300m of taxpayer's money for the Under-17 tournament he exploded. Adamu hurriedly reduced the budget to \$70m but on November 7 last year it was full time and a red card for the Fifa man. Yar'Adua dismissed him.

Now Adamu, unwanted in his own country, has more time to spend on Fifa activities. But with little track record in football he's been sidelined onto the women's, technical and stadium committees, and is available for courting by countries seeking his World Cup vote.

Adamu can look forward to being wooed by billionaire shopping-mall operator Frank Lowy, who is vigorously pushing Australia's bid. In the queue trying to find out how to make Amos amiable will be England, Spain and Portugal, Holland and Belgium, Qatar, Japan and maybe a few Russian oligarchs. They'll be studying what puts a smile on Adamu's face. He's little-known outside West Africa but in the Great World Cup Race, his vote matters every bit as much as those of fellow executive committee members like Michel Platini, Franz Beckenbauer and Jack Warner.

Adamu was in charge in the 1990s when Nigeria hoped to stage Fifa's World Youth Championship. Nigeria's style of

doing business was set by dictator General Sani Abacha who stole the government, then billions in cash, and would have taken more if his combination of Viagra and prostitutes, resulting in cardiac arrest, hadn't terminated his cruel reign in 1998.

According to local media the 1999 youth tournament was awash with corruption. What hasn't been disclosed until today is that Fifa got their share.

In late 1998 they sent a 'fact finding' mission to Nigeria. I was tipped off that as they left Nigeria their hosts pressed bundles of money on them. I'd heard that a number of junior blazers, including press spokesman Markus Siegler trousered \$30,000 apiece. Not true, squeaked Markus. He assured me that he and the other bag carriers had only got \$10,000 and they'd donated it to charity. The delegation was led by Fifa chiefs Jack Warner from Trinidad and African football boss Issa Hayatou. What had they got? Markus said he didn't know.

Last week I emailed questions to Warner and Hayatou. They haven't replied.

The Nigerian media claims millions vanished from Nigeria's next big-ticket sports budget, the 2003 All-African Games. Adamu was in charge and reporters say there's never been a final audited set of accounts. One veteran recalled last week, "it was an event that delivered more medals in fraud than sport."

Asked about that budget, Adamu emailed to me, "I would like you to see the audited books." But a government spokesman said there had been an

£2.3m Damages Dr Adamu is seeking from a Nigerian newspaper

investigation following public complaints and he wasn't aware that a final audit had been approved.

Nigerian civil servants aren't allowed foreign bank accounts. But every member of Fifa's ExCo has one in Zurich, managed by officials. Into it goes their \$100,000 a year fees plus the \$500 a day they get every time they leave home. That's topped up with generous expenses. Members don't have to produce receipts; they whack in whatever sum they can think of - and Sepp Blatter authorises payment.

Has Dr Adamu told his taxman back in Nigeria? I emailed him a short list of questions - 254 words. Hours later he replied with 368 words telling me he couldn't reply for another 10 days because he wasn't at home. In fact he was in Zurich for the World Player of the Year awards. I emailed him a second time about the Fifa money but he's not responded.

There's also concerns about who paid for Adamu's bundle of World Cup tickets in 2006. Fifa spokesman Andreas Herren revealed, "we do not consider it an irregularity that the FA of the country that the association official is from pays for his tickets as this is a common procedure with other associations." Dr Adamu is adamant he paid for his tickets.

When Adamu joined Fifa's elite powerbrokers in 2006 a cheeky BBC reporter in Lagos asked him, "How will you convince a sceptical public that you didn't bribe your way onto Fifa?" Magisterially, Adamu responded, "Corrupt people go to jail, not Fifa."

He added, "Fifa does not condone corruption."

priority because I had spent five years working basically 24/7. So it was important to take that time out and spend time with them. It is all about getting back in at the right time with the right people and I think I have done that at Forest.

"I don't think I have ever been outspoken; I think I have an opinion. A strong opinion, a belief. I think that's what comes when you get brought up through Govan, in the way I have, in a working class family who taught you great integrity and scruples. I won't be a yes man in any circumstances, and I am not driven by money. I am driven by success and very passionate and committed to my job and when you work that way you are very difficult to deal with.

"But the same goes for [Jose] Mourinho, [Sir Alex] Ferguson, [David] Moyes, Clough, even Wayne Rooney. The one thing in common that they've all got is that they are all allegedly difficult to work with, allegedly difficult to deal with or difficult to handle. But there is another common denominator. The best ones all tend to have that in their make-up."

The comparisons with Clough don't end there. Like Davies, Clough was a committed socialist, and also found