

# The COBBOLD Family History Trust

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## TRIBUTE TO SIR BOBBY ROBSON (1933-2009)

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Bobby Robson, as he then was, managed Ipswich Town Football Club from 1969 to 1982. During that time the club won the FA Cup and the UEFA Cup. He was appointed by John Cobbold and throughout his tenure at Ipswich the two Cobbold brothers, first John and then Patrick were Chairmen.

### Daily Telegraph obituary, 1<sup>st</sup> August 2009

“The club that was to prove the making of him was Ipswich Town, which appointed him manager in 1969. A few years earlier, it had unexpectedly risen to prominence with Ramsey at the helm, but since he had become the England coach it had reverted to being a small-town side presided over benignly by the Cobbold family. It was a set-up that allowed Robson to find his feet and then, working mostly with young players and almost no funds, to turn Ipswich unto one of the best sides in Europe”.

### Sunday Telegraph, Roy Hattersley, 2<sup>nd</sup> August 2009

“During his 13 years at Ipswich, the unfashionable East Anglian club became a major force in European football. Robson had played for England in 42 internationals, but his place in the football hall of fame was won as a manager”.

### Sunday Times, Hugh McIlvanney, 2<sup>nd</sup> August 2009

“Vindication of the conviction that he was equipped to be an outstanding manager came in a prolonged flood over more than a dozen years at Ipswich, where the FA Cup and the Uefa Cup were won and the provincial team’s supporters were thrilled by league form that twice earned the runners-up place in the top division”.



Caption: Robson: his record as England manager is surpassed only by Ramsey’s

### ‘Sir Bobby Robson Living the Game’ by Bob Harris (2003)

“When we won John Cobbold had a bottle of champagne and when we lost he had two bottles of champagne. That was his civilized way of looking at defeat. He was a remarkable guy, an outstanding fellow.”

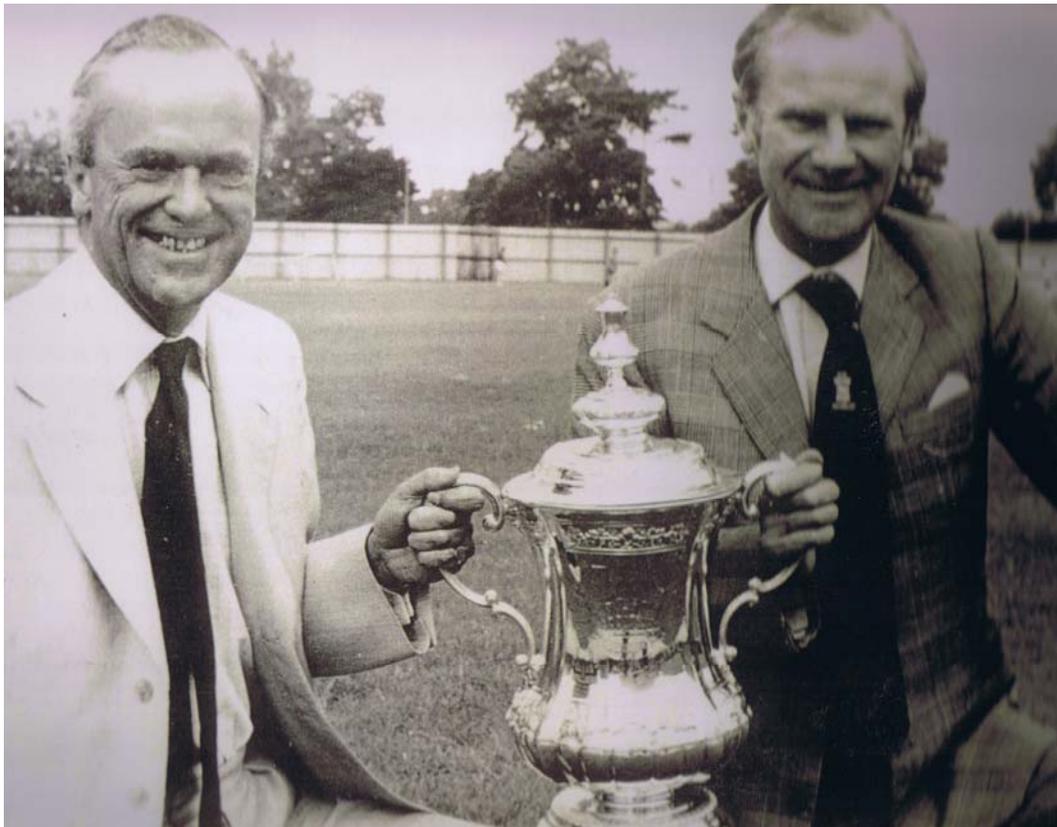
**'Bobby Robson, My Autobiography' 1998**

“ In January 1969, two days after I had submitted my application, I was summoned to meet the affable chairman John Cobbold, Harold Smith and Ken Brightwell at the Great Western Hotel in London. I liked Mr John, as he was always known, straightaway but he could see my concern when he told me that they would prefer to dispense with the formality of a contract. ‘Don’t worry,’ he promised, ‘that means at least two years at this club.’”

**'Bobby Robson, My Autobiography' 1998**

“Mr John and his brother Patrick, who later had his spell as chairman, took everything in their stride and were never flustered or angry. The only time they ever recognized a crisis was one day when they discovered that the boardroom was short of Sancerre. When the club clinched a big sponsorship deal John Cobbold addressed the gathered media: ‘It has been suggested that we will squander the Sponsors’ money on wine, women and song. That is absolute nonsense. We do not do a lot of singing at Portman Road.’”

Bobby Robson and the Cobbolds needed each other in about equal measure. They enjoyed each other and rewarded each other in the same way. The Cobbold Family History Trust is proud to pay tribute to a fruitful, endearing and memorable partnership.



Caption: John, left and Patrick Cobbold with the FA Cup.