



Surrey author's unexpected journey to global football goodwill

5 December 2025



If you had asked Surrey-based accidental author Stephen Johnson twenty years ago whether he would one day write a ten-book children's series, sponsor a grassroots football kit in East London, and end up backing a trophy for "the worst team in the world" in Micronesia, he says he would have laughed. Yet life, he reflects, has a habit of surprising you.

Johnson, who has lived in the Epsom & Ewell area for many years, says the whole adventure began almost by accident, from the writing to the football involvement. His children's picture-book series *Berry Town* did not begin with a long-held dream but with a workplace bet. "I'd been telling a colleague that anyone can achieve anything with enough persistence," he recalls. "He challenged me to write a book. I told him books take years, so he said, 'Fine, write a children's book.' Challenge accepted."

The idea took shape around characters inspired by fruit. Years earlier, Johnson had pitched a fruit-based TV concept that was dismissed on the grounds that "kids aren't interested in fruit", but the idea stuck with him. When the challenge arrived, he created the *Berry Town* community, beginning with Mrs Straw, a character he describes as having "very Hyacinth Bucket vibes". Illustrator David Leonard joined after Johnson scoured the internet for artists willing to take on the unusual brief with a modest budget. "David just got it," he says. "My sketches needed rescuing, and his flat, colourful artwork brought the whole world alive."

There were some early hiccups, including a character name that had to be changed after a reviewer pointed out an unfortunate slang meaning. "That one needed fixing straight away," Johnson admits. "You never forget moments like that."

Before *Berry Town* ever reached Micronesia, it first made its mark in East London. In 2009, Johnson sponsored a full kit for Senrab FC, a grassroots club renowned for producing future Premier League players. The shirts featured bespoke artwork of two *Berry Town* characters, the Boysen Twins. "I was doing well at the time and wanted to give back," he says. "Helping kids felt right." Many of the young players still remember "the *Berry Town* kit", and several were given copies of the books — one child telling him it was the first book they had ever owned. "If you can support kids in football and in reading, you do it," Johnson says.

But the most surprising chapter unfolded 7,000 miles away in Pohnpei, Micronesia. Johnson came across an article about two British men, Paul Watson and Matt Conrad, who travelled there to coach what was widely considered the worst football team in the world. "I loved their ambition," he says. "I contacted them and asked if I could help."

He ended up sponsoring the *Berry Town* Cup — awarded to the runners-up of the Pohnpei Premier League. The main trophy had already been sponsored, so he took the next one available. Only later did he realise the league was often improvised, with teams struggling to assemble due to travel costs. "But none of that mattered. I just wanted to help," he says. He also sent copies of the books to local schools, where they became unexpected resources for children learning English.

More than a decade later, Johnson rediscovered the original artwork, drafts, and even the formal sponsorship certificate tucked away on an old computer. "It was labelled 'Old Projects, *Berry Town*'," he says. "I opened it all up and smiled. I'd forgotten how much heart went into it." Sharing the story with his football-mad 13-year-old son brought new joy. "He loved it," Johnson says. "He started researching Pohnpei, asking



questions. It became this lovely bonding moment.”

Although Johnson believes *Berry Town* “has had its time”, he is considering releasing the books digitally, probably for free. “Why not let the world enjoy them?” he says.

What began as a playful dare became a decade-spanning adventure involving creativity, kindness, international football, and a legacy that travelled far further than its author could ever have imagined.

Sam Jones - Reporter



Photo: International FC, being awarded the Berry-Town.com Pohnpei Premier League Runners-Up Cup