

Annual Report

2021/22





Chief Executive's welcome

In a year which marked the 30th anniversary of the Premier Legaue. there is a great deal we can be proud of. Not only do we have Our 30th-anniversary celebrations in a competitive and compelling competition which appeals to fans around the world, we also provide an unprecedented level of support for clubs at all levels of football and communities across the country.

This annual report looks back on our 30th season, the 2021/22 campaign, which was one of the most exciting to date. It culminated in a dramatic final day which saw Manchester City win their sixth Premier League title, and also decided European and relegation places. The entertainment factor was evident throughout the season, with the second-highest number of goals in providing more than ever over the Premier League history.

One of the things I appreciated most was the return of fans following two seasons disrupted by COVID-19. It was great to enjoy electric atmospheres in full stadiums once again as we witnessed recordbreaking attendances. We are committed to ensuring long-term meaningful engagement with supporters and this season we have introduced a new Fan Engagement Standard to build on the existing work undertaken by clubs in this important area.

August 2022 provided an opportunity to look back on the incredible football and iconic players who have lit up the League over the last three decades. It also allowed us to show how clubs at every level from grassroots to the professional game – have benefited from Premier League funding. Through our Trophy Tour we celebrated unsung heroes and those who work tirelessly behind the scenes to help make football what it is.

We are proud of the world-leading investment we give to the wider game and are committed to

"Season 2022/23 got off to a fantastic start and there is huge reason for optimism. We have the best cohort of players and managers we have ever seen, with great competition across the League."

next three years. The strength of the football pyramid in this country is remarkable and as the Premier League's success has grown over the last three decades, so too has our support for all aspects of the game. We continue to work closely with other football stakeholders to ensure funding is distributed in the fairest way possible and to benefit clubs and communities throughout the divisions.

Three decades of Premier League football really has been an extraordinary journey. The League plays a significant role in the economic and social fabric of this country and the entire game has been transformed, with full stadiums week in, week out and new stadium projects taking place all over the country.

We have been lucky to witness some of the best players from around the world, but we have also focused on developing quality Home Grown talent through our Elite Player Performance Plan. Over the last decade this has produced a worldleading Academy system across the professional game. This has seen young, Home Grown players thrive on the domestic stage, help our clubs enjoy success in European competition and have a positive impact on English national teams across the age groups.

Football is a much safer, more inclusive place now, and we encourage respectful behaviour from all fans. Fighting every form of discrimination is a priority and we continue to work hard to address this, while improving opportunities within the game, in line with our No Room For Racism Action Plan

The incredible diversity we have witnessed on the pitch has helped the Premier League become what it is and we are proud of the progress that has been made since the launch of the Action Plan, during which time we have seen our clubs and players show solidarity against racial injustice and all forms of discrimination

We know more can be done to remove barriers, develop pathways and make football more inclusive. and that football will benefit from greater diversity across all areas of the sport.

On the pitch, Season 2022/23 got off to a fantastic start and there is huge reason for optimism. At this moment in time I believe we have the best cohort of players and managers we have ever seen, with great competition throughout the League.

I look forward to seeing the conclusion of what I am sure will be another thrilling Premier League season, which will once again captivate fans all over the globe.



Richard Masters Chief Executive

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Impacting communities

Season 2021/22 timeline

The 2021/22 Premier League season was a remarkable one both on and off the pitch. We look back on some of the key dates of a memorable campaign

Support for the game

Following the renewal of the Premier League's UK broadcasting agreements, a commitment was made to provide £1.6 billion over three years to support the wider game and communities throughout England and Wales.

Economic contribution

A new study by EY highlighted how the Premier League and clubs continue to generate widespread benefits for the economy, society and whole of football, contributing £7.6 billion in value to the UK economy.

LGBTQ+ solidarity



The League and all 20 clubs celebrated Stonewall's Rainbow Laces campaign, demonstrating an ongoing commitment to supporting and promoting LGBTQ+ inclusion.

August

November

December

January

League-wide bans for discrimination

July

Clubs agreed to implement Leaguewide bans for anybody found guilty of discriminatory behaviour, either in person or online.



Return of full stadiums



The Premier League season kicked off with capacity crowds in stadiums. More than 300,000 fans attended matches on the opening weekend, which saw 34 goals scored over 10 fixtures.

Improving coach diversity

The Premier League, FA, EFL, LMA and PFA collaborated to create the Coach Index, providing information and employment opportunities for black, Asian, mixed-heritage and female coaches.

In light of the Omicron variant, the League confirmed new COVID-19 measures for match-attending fans.

Enhanced facility funding for the game

Increased investment of £16 million was made available to fund ground improvements for non-league and women's clubs through the Premier League Stadium Fund.

15 years of Premier **League Kicks**



The League celebrated the 15th anniversary of its flagship community programme, Premier League Kicks, delivered via 90 Premier League and EFL clubs.

Defibrillators for arassroots football



The Premier League continued the rollout of its Defibrillator Fund with an installation at Bedfont Sports Club in London. Christian Eriksen was on hand to provide the latest of more than 1,500 grassroots clubs and facilities with an Automatic External Defibrillator.



Premier League season

Manchester City secured their sixth Premier League title in dramatic fashion, coming from two goals behind to beat Aston Villa 3-2 on a day when eight of the 10 matches had implications for the title, relegation or European places.

Funding women's and girls' football

Increased funding was announced to support FA Women's National League clubs. Along with investment in The FA's Girls' **Emerging Talent Centres,** this took Premier League funding to over £10 million.

February

Show of support

The League and its

clubs showed their

people of Ukraine

support for the

at all matches.

for Ukraine

March

April

May

June

Improving Academy diversity

The South Asian Action Plan was launched in conjunction with Kick It Out to improve pathways for South Asian players in the Academy system.

No Room For Racism



A one-vear progress report on the No Room For Racism Action Plan was published ahead of matches dedicated to No Room For Racism, urging fans to challenge and report discriminatory behaviour.

Five years of Premier **League Primary Stars**



Premier League Primary Stars celebrated five years of using the appeal of football to help children learn in more than 18,600 primary schools.

Prioritising fan safety



Lasting legacy

The 30th anniversary of the Premier League was celebrated with a Trophy Tour highlighting the positive impact of the competition



The Premier League celebrated its 30th anniversary on 15 August 2022. Over 30 seasons, the brilliant football it has produced has captured the imagination of fans all over the globe. This has led to the League providing world-leading levels of financial support for communities and wider football.

The anniversary provided the perfect opportunity to reflect on memorable moments both on and off the pitch over the last three decades. As well as highlighting some of the iconic footballing stories which have made the Premier League the most popular football league globally, the importance of fans was highlighted and unsung heroes connected to football clubs were honoured as the Premier League Trophy embarked on a seven-week tour of the country.

Premier League Trophy Tour

The Premier League Trophy visited clubs at all levels of the game throughout England and Wales which have benefited from Premier League funding. Each club named a Community Captain – one of the many people who have been a part of the Premier League's success and had a positive impact on the lives of people connected to their football club.



Ted Morris (pictured with Jamie Carragher) was named Liverpool FC Community Captain in recognition of his role leading the Liverpool Disabled Supporters' Association.



Iconic stories

Fans around the world debated the greatest on-field moments in Premier League history as the Iconic Stories film series highlighted 10 of the most memorable matches, goals and title triumphs of the 30 years.

These ranged from Steve Bruce's late header against Sheffield Wednesday to set Manchester United on course to claim the inaugural Premier League title, to Arsenal's Invincibles, Sergio Agüero's dramatic late winner to seal the 2011/12 title for Manchester City and Leicester City's fairytale 2015/16 season.

The films provided a snapshot of the drama that has gripped fans all over the world for the last three decades.





Crystal Palace



Michael Lacey, the longest-serving member of staff at the Palace for Life Foundation, was presented with his armband and pennant as Crystal Palace's Community Captain. Michael has delivered football sessions and mentoring to children across south London over the course of 23 years at the charity.

Brentford



England Women's record goalscorer Ellen White attended a primary school girls' tournament hosted by Brentford FC Community Sports Trust to highlight the Premier League's new investment in The FA's Girls' Emerging Talent Centres, launched with the aim of improving player development pathways for women and girls.

PL30 in numbers

4,488

players from

different nations



369m

fans attended Premier League matches

1 → 100

Broadcast partners rose from one in 1992/93 to 100+ by 2022/23-2024/25



invested in charitable projects, wider football support and good causes (excluding parachute payments) since Season 1998/99



The Premier League

Premier League football captures the imagination of fans all over the world, with this popularity driving the revenue invested back into improving all areas of the game

Competitive football, brilliant to watch

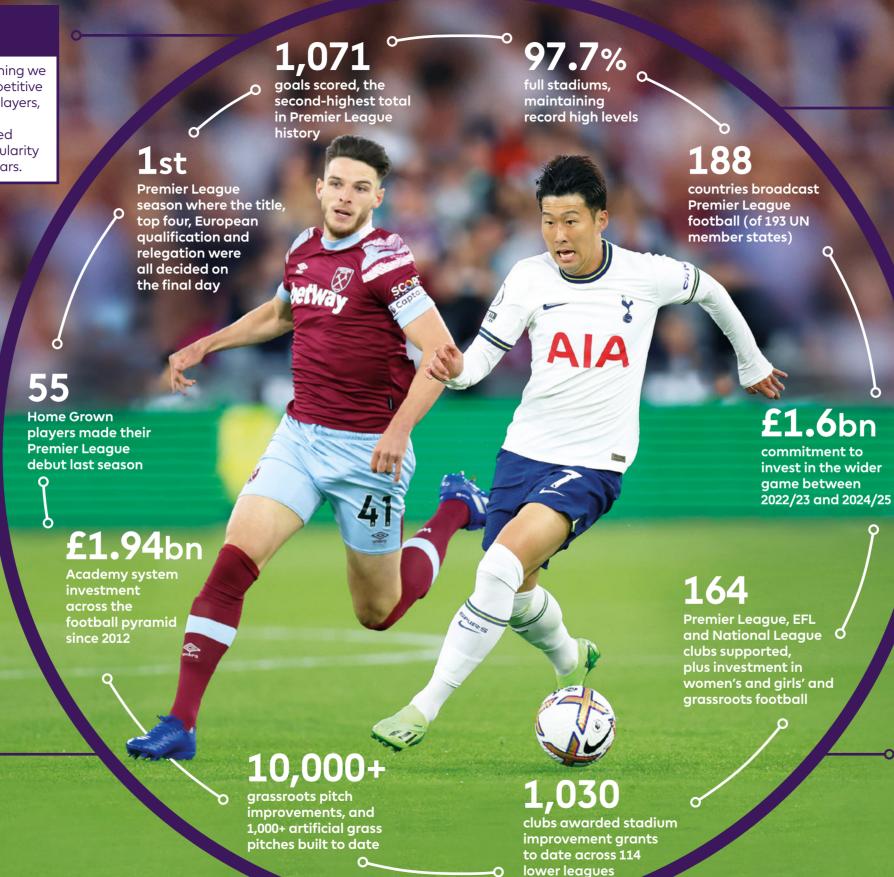
At the Premier League, football drives everything we do. Clubs consistently produce exciting, competitive matches and develop and acquire the best players, managers and coaches in the world. Vibrant Premier League stadiums are full of committed and passionate supporters, while global popularity has increased significantly over the last 30 years.

Premier League success delivers unrivalled support for football

4 Responsible distribution across the game

The positive impact and significant investment from the Premier League benefits clubs across the English Football League (EFL), National League System, women's and girls' football, national supporter groups, grassroots football and community provision connected to all levels of football.

World-leading investment levels include core club payments and funds to underpin Academies throughout the Premier League and EFL. Financial support is also provided for lower-league clubs, stadium improvements, grassroots pitches and programmes delivered in thousands of community venues and schools via Premier League, EFL and National League club community organisations.



2 Passionate fans, everyone's game

Compelling football generates local and global interest, with millions of fans across the country and billions around the world following the mostwatched football league. This profile and popularity enables the Premier League to positively influence people, while attracting investment from broadcasters, commercial partners and sponsors, enabling clubs to keep delivering for fans.

The Premier League and our clubs are committed to promoting equality, diversity and inclusion and tackling discrimination to ensure football is welcoming for all.

Generating income for clubs, supporting the football pyramid

Commercial success enables continued investment in the competition, development of future talent and a level of support to the football pyramid, wider game and communities which is unparalleled in world sport.

Central revenue is distributed equitably to clubs to maintain the competitive balance of the Premier League and support ongoing improvement across club operations.

Figures from Season 2021/22 unless otherwise stated



Sharing success

Revenue generated by the Premier League is redistributed throughout the game, allowing clubs to develop and build for the future

The competitive and compelling football of the Premier League is underpinned by the collective strength and equitable distribution of central revenue - the most equal of any major league in Europe. This supports clubs in developing and acquiring the world's most talented players, as well as building and continually improving stadiums and other world-class facilities, such as training grounds and Academies.

Fifty clubs have featured in the Premier League since its formation in 1992, with Season 2021/22 one of the most competitive campaigns of the last three decades, culminating in unforgettable final-day drama.

In line with increased success, the Premier League and clubs provide a level of support to the football pyramid, community programmes and good causes that is unrivalled in world sport.

						UK (£m)		Interna	tional (£m)	£r	n
	Premier League	Pts	GD r	Live UK TV natches	Equal Share	Facility Fees	Merit Payment	Equal Share	Merit Payment	Central commercial	Total payment
1 (Manchester City	93	73	28	31.8	24.4	33.8	48.9	7.4	6.8	153.1
2	Liverpool	92	68	29	31.8	25.3	32.1	48.9	7.0	6.8	151.9
3 (D Chelsea	74	43	24	31.8	21.1	30.4	48.9	6.6	6.8	145.6
4	Tottenham Hotspur	71	29	27	31.8	23.6	28.7	48.9	6.3	6.8	146.1
5 (Arsenal	69	13	29	31.8	25.3	27.0	48.9	5.9	6.8	145.7
6 【	Manchester United	58	0	28	31.8	24.4	25.3	48.9	5.5	6.8	142.8
7 (West Ham United										
3 (Leicester City	52		16	31.8	14.4	22.0	48.9	4.8	6.8	128.6
9 (Brighton & Hove Albio	n 51	-2	15	31.8	13.5	20.3	48.9		6.8	125.7
10 🥢	Wolverhampton W	51		16	31.8		18.6	48.9			124.5
11 &	Newcastle United		-18	21	31.8	18.6	16.9	48.9			126.7
12	🧏 Crystal Palace	48		16	31.8		15.2	48.9			120.4
13 (Brentford	46		16	31.8		13.5	48.9			118.4
14	Aston Villa				31.8	17.7	11.8	48.9			119.6
15	Southampton			12	31.8	11.0		48.9			110.9
16	S Everton		-23	22	31.8	19.4		48.9			117.2
17	Deeds United	38	-37	22	31.8	19.4		48.9			115.1
18 [8 Burnley	35	-19	12	31.8	11.0	5.1	48.9	1.1	6.8	104.7
L9 🌡	W atford	23	-43	12	31.8	11.0	3.4	48.9	0.7	6.8	102.7
20 [Norwich City	22	-61	12	31.8	11.0	1.7	48.9	0.4	6.8	100.6



Opened by Gareth Southgate in October 2021, the new £20 million Academy at Crystal Palace has six full-size pitches, including indoor and outdoor 3G surfaces and a show pitch with a 500-seater stand. Players across the club's youth age groups benefit from the world-class playing, training and education facilities on a single site.



The 63,000-capacity Tottenham Hotspur Stadium is the latest example of the long-term transformation of Premier League stadiums. A modern, multi-purpose arena widely regarded as one of the best in the world, it was built as part of a regeneration project which has delivered affordable housing, community facilities and supported more than 3,000 jobs in the local area.

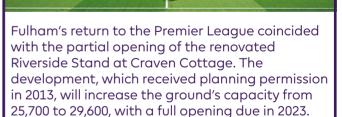
More on Premier League support for grassroots facilities and lower-league stadiums can be found on pages 74-77.

Leicester City training complex



Leicester City's new training complex was officially opened in Season 2020/21 in Seagrave, north Leicestershire. The 185-acre facility is home to 21 playing surfaces, including 14 full-size pitches, and elite-standard sports science and medical facilities. The site has been used regularly by 1,500 members of the local community, ranging from Premier League Primary Stars participants to homeless young adults.

Craven Cottage redevelopment



Of the 50 clubs in the Premier League since 1992, 21 have developed new stadiums, with another four grounds fully redeveloped over that period. The remainder have all renovated and developed facilities.

13

World-leading support across the game

Funding provided by the Premier League to the lower leagues, wider game and communities is unmatched in scale and scope

Premier League success means unprecedented levels of financial support are extended across the football pyramid in England and Wales. This covers the three divisions of the English Football League (EFL), the National League System, grassroots and community football, along with funding for key fan groups and organisations promoting equality and inclusion.

Distributions include solidarity payments paid to all EFL clubs not in receipt of parachute payments and funding to support all 72 National League clubs. Long-term investment in the Premier League's Elite Player Performance Plan has resulted in over £1.94 billion of funding for the Academy system across the football pyramid since 2012.

Two of the biggest sports charities in the world benefit from Premier Leggue investment. The Premier League Charitable Fund distributes grants to professional club community organisations, allowing project delivery in thousands of communities and schools in the regions surrounding Premier League and EFL clubs. The Football Foundation has provided grants for

thousands of new grassroots club facilities and pitch improvements throughout the country. In addition, the Premier League Stadium Fund supports non-league and women's clubs with the cost of improvements to their arounds.

Pandemic relief and recovery

The COVID-19 pandemic had a significant impact on football at all levels, including revenue extensively impacted while matches were played without fans. Despite significant losses and ongoing uncertainty, the Premier League was able to provide COVID-relief packages for EFL clubs, as well as funds to assist National League clubs, the Women's Super League and Women's Championship five areas: during the pandemic. More than 65 leagues, including 1,090 clubs, benefited in total.

Increased commitment – £1.6bn

In light of the damaging impact of the pandemic, in August 2021 the Premier League welcomed the UK Government's confirmation that a three-year renewal of the League's domestic broadcast agreements could take place at the same overall value as the previous three years.



The renewals were crucial in providing stability and certainty to clubs throughout the football pyramid until at least 2025, as existing, unprecedented levels of financial support of around £1.5 billion could be continued over another three-year period.

The renewals saw a commitment to increase funding to 2025, with a further £100 million to be invested in

Further support for EFL clubs

Following the provision of COVIDrelief funds to EFL clubs during the pandemic, in November 2021 the Premier League announced continued additional support for EFL League One and Two clubs to help with their continued recovery from the pandemic. At the same time funding was announced to support clubs in the three National League divisions immediately below the EFL.



The National League System

The National League System will benefit from enhanced solidarity to further aid recovery from the COVID-19 pandemic. A Club Development Fund has also been created, to increase the financial sustainability of National League System clubs, improve the playing experience and enhance connections with the local grassroots community.

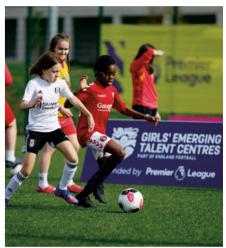
Enhancing community facilities

Additional Premier League funding will go to the Football Foundation for facility development. Following the wide-ranging impact of the Premier League's COVID-19 rescue schemes, the Premier League Stadium Fund will increase for ground-grading improvements within the National League System and the women's football pyramid.

As part of the National Football Facilities strategy's aim to build 400 small-sided spaces, Premier League funding will be used to deliver these facilities in the heart of communities across England.

Women's and girls' football

Premier League investment will go towards the development of women's football at professional and grassroots level, working closely with The FA. This includes support for the Women's Super League, Women's Championship and Women's National League, increasing diversity in the talent pathway and workforce development (see pages 78-79).



Other projects that support the game

Additional support is being provided to a number of football-wide projects, which include the Premier League's work in areas such as antidiscrimination, mental wellbeing and brain health, as well as support for fan groups who receive funding from the Premier League.

An example of the Premier League's work in this area includes funding the provision of Automated External Defibrillators (AED) at more than 1,500 grassroots football clubs and facilities, aimed at helping to save the life of someone experiencing a cardiac arrest.

Boosting the UK economy

An independent study demonstrates the Premier League's economic and social impact

In January 2022, an EY study on Season 2019/20 highlighted how the Premier League and its clubs continued to generate widespread benefits for the economy, society and the entire football pyramid, despite the significant challenges presented by COVID-19.

The Premier League and its clubs drive significant economic activity across the UK, supporting thousands of jobs, creating expenditure across supply chains and generating sizeable tax revenue.

"The League's global appeal continues to be a key factor in driving its economic impact, and the League plays a significant role at the heart of clubs' communities."

Peter Arnold, EY UK Chief Economist





Benefiting society and the wider game

£7.6bn

value added to the UK economy (GVA)





£3.6bn

direct tax contribution (incl £1.4bn from players)



94,000

jobs supported in the UK



840%

growth in economic contribution of Premier League clubs since Season 1998/99

The Premier League and its clubs' annual contribution, based on 2019/20 figures (impacted by COVID-19)

Impact across the UK

97.8%





of the League's economic footprint was located outside of London

21,000



by the Premier League in the North West of England, with an economic impact of £2.1bn driven by the Premier League in the region

150



Premier League, EFL and National League clubs **supported to deliver community projects**

5,250+

grants to 1,030 clubs to improve stadiums and facilities across 109 leagues (since 2000)

Based on Season 2019/20 figures

West Ham United: A pillar of the community

An EY study revealed the positive impact that West Ham United had on the regional economy in Season 2018/19, including:

- The club contributed a total of £300 million in Gross Value Added to the regional economy, both directly and indirectly through its supply chain, job opportunities and the visitor economy. This supported 3,300 local and regional jobs.
- Almost half (45%) of all staff were residents of boroughs local to the club.
- The club invested £5 million into the Chadwell Heath and Rush Green training facilities, and London Stadium.



Broadcast export value and tourism impact

The League's global appeal continues to be a key factor in driving its economic impact.

Broadcast exports reached £1.4 billion in Season 2019/20, almost half of the UK's TV exports and engaged a cumulative global audience of 3.2 billion. The Premier League's export level rivalled the combined exports of the UK's major media broadcasters (including the BBC, ITV, Channel 4, Channel 5, Sky and the independent sector).

The Premier League is therefore an important asset for "Global Britain", with this appeal also helping drive the visitor economy as hundreds of thousands of international visitors travel to the UK each year to watch Premier League clubs. Combined with hundreds of thousands of domestic tourism trips, over £442 million is generated in expenditure in regions across the country throughout the year.



Premier League is the leading British icon

Yonder's British Icon Index is an analysis of 14 institutions, industries and brands and how the public respond to them across 11 international markets. In 2022, the Premier League topped the Index for the third time, outperforming all other icons in combining the qualities the UK wants to project about itself abroad. Although luxury brands such as Rolls-Royce and Jaguar Land Rover continued to perform well across each market polled, it was the global reach of the Premier League which saw it emerge at the top the Index, performing particularly strongly in South East Asia and Africa.

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The football ecosystem

The Premier League and its clubs make an unparalleled financial contribution to the wider domestic game and play an important role in European and world football. Here we highlight some key relationships with the sport's main stakeholders

Domestic



Premier League

The competition organiser of the top division of English football, which runs the executive body owned by its 20 member

The Premier League manages the fixture list, administers the rule book, promotes the League, sells broadcasting and commercial rights and works with partners to make the competition inclusive for everyone. This generates the revenue to put on the best possible competition while helping clubs to develop in all areas. The Premier League provides world-leading levels of support, including funding for clubs throughout the professional football pyramid, National Legaue system, Academies, grassroots and community football.



The Football Association (FA)

English football's governing body, with responsibility for England's national teams, the FA Cup, the FA Women's Super League, Championship and National League, the

National League System, grassroots football, on-pitch disciplinary matters for professional English football, regulating player agents and administering FIFA's transfer regulations. The FA is a member of FIFA and UEFA, representing the English game's interests internationally.

Premier League clubs train and develop players involved with England's national teams and compete in the FA Cup. The Premier Leggue has committed new investment in women's and airls' football and provides long-term partner funding to lower-league and grassroots facilities.



English Football League (EFL)

The EFL organises the second, third and fourth division leagues in English professional football (Championship, Legaue One, Legaue Two) and the EFL

Cup. The Premier Legaue makes payments to all EFL clubs and is a primary funder of their Academies, youth development and community programmes.



National League

The National League organises the fifth and sixth tiers of English football (National League, National League North and National League South).

The Premier League contributes funding to all National League clubs and operates a National League youth, community and facilities fund.









Professional Game Match Officials (PGMOL)

PGMOL is responsible for the training and development of match officials in English professional football. It provides referees and assistant referees for Premier League matches as well as managing the Video Assistant Referee (VAR) system. The Premier League is a joint-funding partner of PGMOL along with The FA and EFL.



Professional Footballers' Association (PFA)

The PFA is the union for all current and former professional footballers and scholars in England. The Premier League is the primary funder of the PFA, contributing to the wide range of programmes, grants and projects it offers to its members, including educational, financial and wellbeing services.



League Managers Association (LMA)

The LMA is the association for current and former professional football managers and coaches in England. The Premier League provides funding support to the LMA to deliver services in several areas including professional education, legal assistance and mental health support.



Chelsea lift the UEFA Champions League trophy in 2021

Supporters



FSA Football Supporters' Association (FSA)

The national, democratic and representative body for football supporters in England and Wales. working to promote, campaign, advise and support on key issues of concern for football supporters at all levels. The FSA works with a range of stakeholders, including leagues, clubs, governing bodies and groups promoting diversity and inclusion. The FSA is a founding member of Football Supporters Europe, which represents supporters across the continent.

The Premier League meets regularly with the FSA and provides core funding for its work across the game.

European



Union of European Football Associations (UEFA)

Competition organiser, including the Champions League, Europa League, Europa Conference League and the European Championship.

Premier League clubs can qualify to compete in UEFA club competitions. UEFA has rules and regulations but these only apply to clubs that compete in their competitions. The Premier League engages with UEFA through the European Leagues. 117 Premier League players featured at UEFA EURO 2020, more than any other league.



European Leagues

European Legaues represents professional leagues with regional political and sports bodies.

The Premier League is on the European Leagues Board, which provides access to relevant UEFA committees and enables it to participate in a range of European Leagues initiatives that support the game across the continent.



European Clubs Association (ECA)

The ECA represents football clubs competing in international competitions with UEFA and FIFA.

Premier League clubs involved in UEFA club competitions are members of the ECA.

Global

FIFA® International Federation of Association Football (FIFA)

FIFA is the world governing body of football and the organiser of competitions, including the FIFA World Cup and FIFA Club World Cup. It sets the international calendar along with regulations for player transfers and player agents, which are in turn administered by The FA in England.

FIFA administers the International Football Association Board, which is responsible for the Laws of the Game that must be adhered to by Premier League players and match officials. The Premier League engages with FIFA through the World Leagues Forum. The Premier League provided 133 players at the 2022 FIFA World Cup, more than any other league.

WORLD LEAGUES FORUM

World Leagues Forum

The World Leagues Forum represents professional football leagues on a global level with political and sports bodies to foster

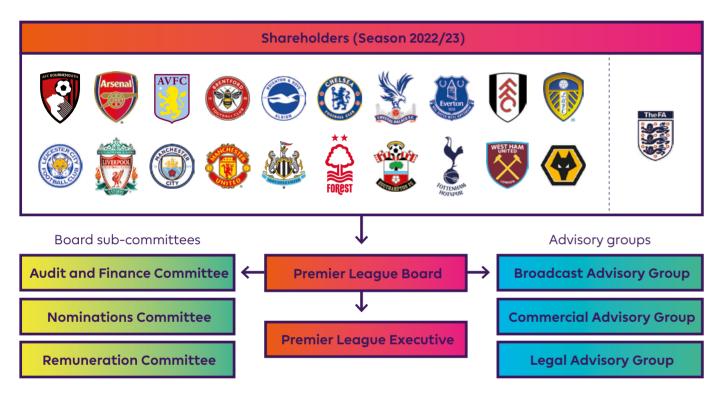
cooperation between them. The Premier League is a member of the World Leagues Forum board and hosted the World Leagues Forum AGM in London in December 2021.

Premier League Chief Executive Richard Masters was elected as the new Chair of the World Leagues Forum in October 2022.

The Premier League's structure and Board

The Premier League is a private company limited by shares. Its shareholders are the 20 member clubs at any given time and The FA, which holds a special share





Structure

Each Premier League club holds a single share, giving them an equal vote on all matters and a right to the distribution of broadcast and commercial revenues.

certain actions can only be taken with its approval, such as the appointment and re-appointment of any directors. At the end of each season, shares are transferred between relegated clubs and those promoted from the EFL.

Board

The Premier League Board (the 'Board') consists of four directors: the Chief Executive, Richard Masters, the current Interim Chair, Peter McCormick, and two Independent Non-Executive Directors (INEDs), Mai Fyfield and Dharmash Mistry. These changes were implemented during Season 2021/22:

- The FA's special share means that Peter McCormick was appointed as interim Chair in March 2022.
 - Mai Fyfield and Dharmash Mistry were appointed as Independent Non-Executive Directors in October 2021. Kevin Beeston, who had been appointed in June 2015, stepped down in February 2022.
 - In July 2022, Alison Brittain was announced as the new permanent Non-Executive Chair, with the role commencing in January 2023.

Board profiles



Peter McCormick

Peter has been involved in the Premier League since its inception. He has been appointed as Interim Chair of the Premier League on two occasions, first in Season 2014/15 and again in January 2022

and will step down in early 2023 upon Alison Brittain commencing her role as Chair. Peter chairs the Premier League's Football Board, Legal Advisory Group and the Premier League Medical Care Scheme Ltd.

Since 2015, Peter has been the Board and clubappointed Premier League Director of The FA, and from 2017 to July 2022, he was Vice Chair of The FA. Most recently, from November 2020 until January 2022, Peter was The FA's Interim Chair. Peter also chairs The FA's Professional Game Board and Panel of Ambassadors and is a member of The FA Board, Council, Football Regulatory Authority, Remuneration Committee, Council Membership and Appointments Committee.



Richard Masters

Richard was appointed Premier League Chief Executive in December 2019 having held the post on an interim basis for a year. He joined the Premier League as Director of Sales and Marketing in 2006 and

was later appointed its Managing Director in 2015.

As Chief Executive, Richard oversees all elements of the Premier League's operations and commercial enterprises and is responsible for the continuing success of the world's most-watched football league. Richard chairs both the Broadcast and Strategic Advisory Groups, which enable the League, together with its clubs, to discuss strategic and growth opportunities, as well as media rights strategies and proposals. Richard is also a member of the Premier League Charitable Fund.

Prior to joining the Premier League, Richard was Commercial Director at the EFL and before that held roles at the World Sports Group and the England and Wales Cricket Board.



Mai Fyfield

Mai was previously the Chief Strateav and Commercial Officer at Sky, responsible for leading strategy and Sky's commercial partnerships across the aroup.

After beginning her professional career working in regulation and litigation for economic consultancy firms, Mai spent nearly 20 years at Sky, during which time she was a key player in the growth and diversification of the business and also led the bidding process for three Premier League rights terms.

An experienced Non-Executive Director, Mai currently sits on the Boards of ASOS, BBC Commercial Holdings, Roku and Nationwide Building Society. Mai also chairs the Premier League's Remuneration Committee.

Mai is a champion of diversity and is passionate about helping women succeed in senior management and board positions.



Dharmash Mistry

Dharmash is an experienced technology venture capitalist, entrepreneur and Non-Executive Director (NED). He started his career at Procter & Gamble before moving to the Boston Consulting

Group. Dharmash then spent eight years in media as Group Managing Director of EMAP Consumer Media and EMAP Performance, the consumer divisions of EMAP plc.

Since 2008, Dharmash has been a technology venture capitalist – as a Partner at Balderton Capital and subsequently setting up the London office of Lakestar, leading investments such as Revolut, Glovo, Infarm, Blockchain.com and LoveFilm and co-founding Blow Ltd, which was sold to Holland & Barrett in 2021. He was previously a NED at the BBC, British Business Bank, Hargreaves Lansdown plc & Dixons plc. He currently sits on the boards of Halma plc and Rathbones plc. Dharmash also chairs the Premier League's Audit and Finance Committee and Nominations Committee.

All appointments were unanimously approved by the Premier League clubs.



Board activity

During Season 2021/22, the Board met on eight occasions scheduled at the beginning of the campaign. There were 29 further meetings to discuss matters which required its immediate attention, the majority of which concerned COVID-related match postponements. As part of the scheduled meetings, the Board's activities included:

- The development and implementation of the new strategy (as part of a wider strategic review).
- Broadcasting, including input on international rights sales processes.
- Commercial matters, including discussions surrounding existing and prospective partners.
- Discussions on the Fan-Led Review of Football Governance.
- Regular updates on safeguarding, equality, diversity and inclusion, company secretarial matters and the review of financial management reports.

Board sub-committees

Under the Premier League's Articles of Association, the Board is able to delegate some of its powers to committees

Audit and Finance Committee					
Members	Main activities and key outcomes				
Dharmash Mistry (Interim Chair)	Review and approval of the Season 2020/21 audited financial statements and review of the draft audited accounts providing challenge in relevant areas				
Mai Fyfield (INED)					
Toby Steele (Managing Director, Southampton FC)	Meeting with the external auditors to discuss auditor report findings				
Rebecca Caplehorn (Director of Football	Recommendation for Deloitte to continue as external auditor				
Administration and Governance, Tottenham Hotspur FC)	Review and approval of the Season 2022/23 budget				

Nominations Committee					
Main activities and key outcomes					
Appointment of two INEDs					
Considered recommendations for					
the new Chief Football Officer					
Agreement of exit arrangements for Chair and the appointment of the Interim Chair					
Management of the recruitment process for the new Chair					

Remoneration committee				
Members	Main activities and key outcomes			
Mai Fyfield (Chair)	Agreement of a 12-month forward agenda for the work of the Committee			
Dharmash Mistry (INED)	Discussion and approval for a new long- term incentive plan for the Executive			
Mike Garlick (Director, Burnley FC) Replaced by Cliff Baty (CFO, Manchester	Agreement of the remuneration for the two new INEDs appointed in October 2021			
United FC) for Season 2022/23	Agreement of the terms and remuneration for the former, Interim			
Paul Barber	and new permanent Chair			
(CEO, Brighton & Hove Albion FC)	Review and approval of a new staff remuneration policy			

All committee members correct as of November 2022

muneration Committee

Advisory groups

To further aid the consultation with member clubs, at the 2021 Annual General Meeting clubs agreed for the Board to formally constitute the Broadcast Advisory Group and the Commercial Advisory Group. These groups functioned throughout Season 2021/22, along with the Legal Advisory Group, and a number of non-permanent groups, such as the Financial Controls Advisory Group, the Strategic Advisory Group and the COVID-19 Response Advisory Group. In each case, the group is chaired by a member of the League's Executive, with all other members comprising club representatives.

Broadcast Advisory Group

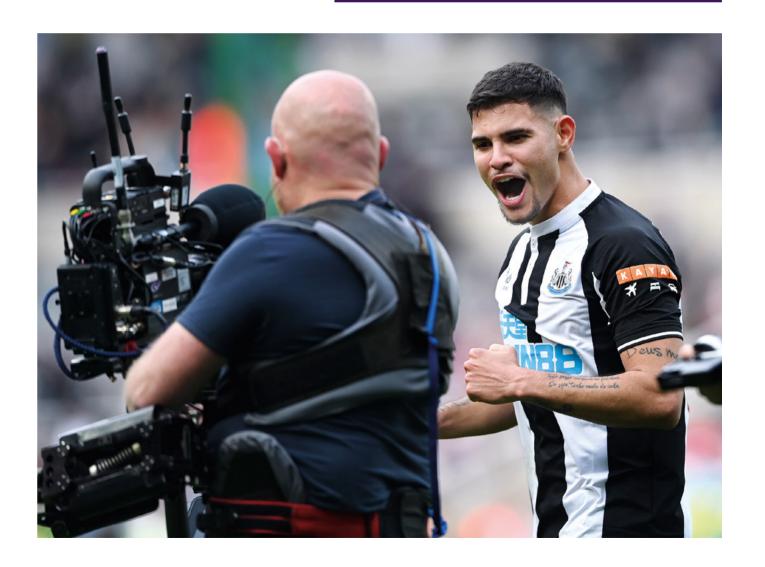
Provides advice and support to the Executive and Board in the development and execution of broadcast media strategy and subsequent recommendations to clubs.

Commercial Advisory Group

Provides advice and support to the Executive and Board in relation to sponsorship and licensing opportunities as well as strategy.

Legal Advisory Group

Provides advice and support to the Executive and Board primarily in relation to proposed amendments to Premier League Rules and other regulations.



Premier League governance review

The Board's commitment to excellent standards of governance is central to the effective running of the Premier League and was reinforced by the adoption of the Wates Principles

In 2021, the Premier League undertook a full governance review using an independent external advisor. This led to a number of recommendations which were endorsed by the clubs. Those recommendations included:

Private Companies (the 'Wates Principles'). The Wates Principles'). The Wates Principles have provided a framework for the Board to monitor corporate governance standards and determine where they can be raised to a higher level across the

The Owners' Charter

The introduction of an Owners' Charter, committing clubs and their owners to the principles of custodianship. This was agreed in principle following the governance review and was signed by all clubs before the start of Season 2022/23.

Owners' and Directors' Test

A full and detailed review of the Owners' and Directors' Test. This comprehensive review has been ongoing since the governance review, with all clubs consulted. Updates were presented to clubs in March, June and September 2022, with the final recommendations expected in 2023.

Wates Corporate Governance Principles

The adoption on a voluntary basis of The Wates Corporate Governance Principles for Large Private Companies (the 'Wates Principles'). The Wates Principles have provided a framework for governance standards and determine where they can be raised to a higher level across the business. The Board believes this approach will in turn result in better engagement with stakeholders and ultimately build trust with clubs, employees, partners, supporters and other valued stakeholders. The governance framework also provides the right environment for the Board to make high-quality and resilient decisions for the longterm success of the competition. An overview of each of the principles is as follows:



Principle One

Purpose and leadership

The Board plays a key role in developing the Premier League's strategy and purpose, in consultation with clubs, and is responsible for its promotion and execution. The Premier League is currently in the process of reviewing its values and the Board is committed to ensuring a healthy working culture exists within the organisation. Staff are given an opportunity to complete an anonymous annual survey with results reviewed by the Chief Executive and agreed company-wide action plans implemented. The Premier League also operates a whistleblowing policy for staff to raise any concerns should they arise.

Principle Two

Board composition

The current composition of the Board offers a wide variety of skills and experience both in the football industry and the wider corporate environment. The Board is committed to ensuring that its composition is diverse and has approved a set of diversity targets. These targets are in respect of both ethnicity and gender and include the business as a whole, with progress against the targets regularly reviewed. Appointments to the Board follow a formal process via the Nominations Committee and require approval from all Premier League clubs as well as The FA.

Due to changes to the Board's composition during Season 2021/22, the Board and the Nominations Committee envisage that a formal evaluation of the Board and its performance will take place once the new permanent Chair is established in post.

Principle Three

Director responsibilities

The Board is ultimately responsible for decisionmaking, with its powers clearly outlined within the Premier League's Articles of Association and within the Premier League Rules. Each of these documents is publicly available and also sets out and clarifies the organisation's relationship with clubs. Directors' duties are set out within either their employment contracts or, in the case of INEDs, their letters of appointment. These include provisions on the disclosure of outside interests, in conjunction with a newly approved conflicts of interest policy, and there are clear processes in place to help identify and address any conflicts of interest should they arise. An assessment of the effectiveness of the Board's Sub-Committees led to new terms of reference created for each Committee (Nominations, Remuneration and Audit and Finance), with membership from both INEDs and clubs.

Principle Four

Opportunity and risk

As the Premier League's strategy moves forward, the Board will continue to engage in discussions around creating value and future opportunities; it will also ensure that the strategy remains relevant within a constantly changing environment. The Board recognises that a renewed focus is required to complement its strategy, and so a review of the principal risks, approach to managing risk and risk appetite will be taking place in the near future. This will include a full review of internal controls across the whole business.

Principle Five

Remuneration

A new remuneration policy providing greater transparency was agreed by the Remuneration Committee and shared with staff, taking effect from 1 August 2022. The policy links individual and company performance to reward. The policy will be regularly reviewed and staff feedback obtained to ensure it remains fit for purpose. In addition, the Board continues to review executive and director remuneration via benchmarking. An equal pay assessment has commenced with assistance from external professional services.

Principle Six

Stakeholder relationships and engagement

Meaningful engagement with stakeholders is recognised across the organisation as a critical consideration in respect of how the Premier League operates. Stakeholders to consider include other football organisations, commercial partners, football supporters and the Government. Regular engagement through meetings, focus groups, advisory groups and committees enables the Board to make considered decisions for the

business, while understanding the wider impact on those groups. Engagement with the workforce takes place through a variety of mechanisms such as staff focus groups, knowledge-sharing sessions and regular updates from the Board on important developments. Staff always have an opportunity to provide feedback or to share concerns in a number of ways, including the annual anonymous staff survey or the whistleblowing process.



The Rules of the Premier League



Each member club and its directors and officials are bound by the Rules which are contained within the Premier League Handbook. These are publicly available on the Premier League's website. Any amendments to the Rules require approval from clubs and can only be passed with a two-thirds majority.

The Rules include:

- Expected levels of conduct by clubs and their officials and processes by which any misconduct will be adjudicated and sanctioned.
- The terms on which the competition is organised.
- The formula under which central funds are distributed to clubs (and relegated clubs).
- Minimum standards of governance and operation in a wide range of areas, from safeguarding and supporter relations to broadcaster access, stadium infrastructure and club Academies.

Club regulation

A key function of the Premier League Board is to manage the operation and implementation of the Rules, ensuring that they are adhered to by clubs and others bound by them.

Where a club or individual bound by the Rules fails to comply with them, there are a range of disciplinary options available to the Board. These include the power to issue fines of up to £100,000, the power to agree sanctions and, where appropriate, to refer the breach to a commission. In 2019, the League moved to an entirely independent Judicial Panel, appointed by an independent Chair (Murray Rosen KC). It is from this Judicial Panel that the Chair selects individuals with relevant experience and expertise to sit on commissions. Where a commission is appointed, it has extremely wide sanctioning powers, including the power to impose significant fines and sporting sanctions.

In advance of Season 2021/22, clubs agreed a range of amendments to the Rules to increase transparency around disciplinary action taken by the Board. Now, where the Board decides to refer a Rule breach to a commission, agrees a significant sanction with a club or a commission takes a decision on a disciplinary matter, in each case it must be publicly confirmed by the League.

To help regulate clubs, the Board has delegated some of its disciplinary powers to the Football Board, chaired by Peter McCormick and containing representatives from the Legal and Football departments. The Football Board's role is to consider a wide variety of regulatory matters and to determine whether there has been a breach of the Rules (and, if so, the appropriate disciplinary action).

The below graphic provides a snapshot of the number of Rule breaches handled by the Board and Football Board during Season 2021/22, and the totals of the fines issued to individual clubs.

Allocation of fines

The monies collected from clubs in relation to financial sanctions are allocated to a specific account with the sole purpose of redistributing that money for the benefit of charitable causes.

Overview of sanctions - Season 2021/22 🛞

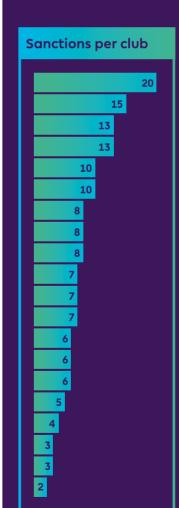


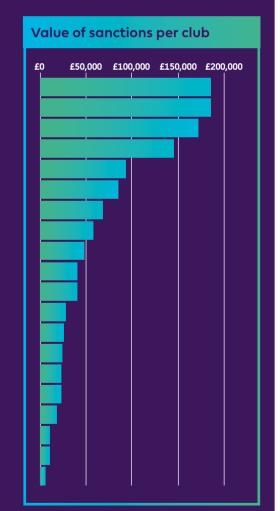
161
ule breaches

131
Fines levied

£1.2m+

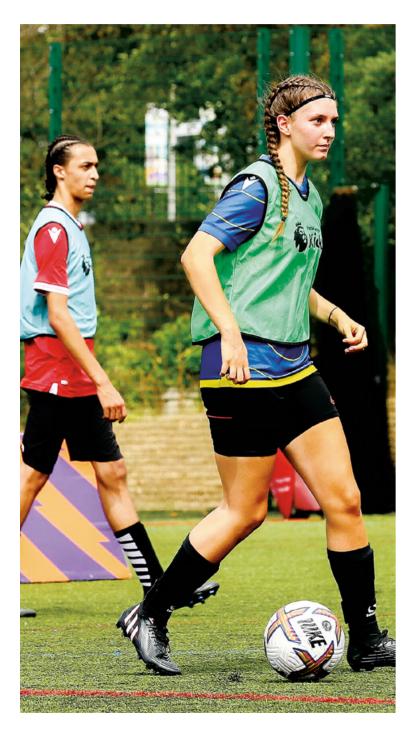
Value of all sanctions levied on clubs (£1,280,500)





Prioritising safeguarding

The Premier League places great importance on safeguarding and believes that everyone has the right to enjoy football and participate in our activities in safe and inclusive environments



The Premier League's safeguarding governance framework is underpinned by legislation, statutory guidance and current best practice. Working closely with other stakeholders, including The FA, the Premier League implements a number of measures to support and monitor club compliance with the Premier League's Safeguarding Standards. These provide a framework to work in partnership with clubs, ensuring that high levels of safeguarding practice are achieved, maintained and regularly reviewed to drive continuous improvement. Examples of important steps taken during Season 2021/22 include:

Embedding a culture of safeguarding

'Working together' underpins the Premier League's commitment and approach to safeguarding. The Premier League and the NSPCC have been working in partnership to empower children and young people involved in Academy football or League-funded community programmes. This includes working together to develop an empowerment programme for children and young people, to help them understand how to recognise abuse and how to speak out or seek support.

The NSPCC also works closely with clubs and their community organisations to provide regular awareness sessions to staff on topics such as online safety, children's mental health and anti-bullying.

The Premier League also sought to further embed a culture of safeguarding within the organisation, implementing an internal initiative appointing and upskilling Safeguarding Champions across key departments. Close work with Premier League partners ensures they are aware of and share the Premier League's commitment to safeguarding.





Academy players are supported on and off the pitch

Independent reviews and audits

Barnardo's Training and Consultancy

Since 2018, the Premier League, in conjunction with the Premier League Charitable Fund, has commissioned Barnardo's Training and Consultancy to conduct annual independent safeguarding audits of each member club and its community organisation. These audits test whether clubs are compliant with the relevant Safeguarding Standards and support them to meet the Standards, making recommendations as to how they can improve their practice.

Good Corporation

The Premier League's safeguarding arrangements are subject to regular independent scrutiny, supporting a commitment to deliver the highest standards and drive continuous improvement. The most recent review undertaken by Good Corporation (GC) concluded in November 2019. Overall, GC determined that the Premier League has effective safeguarding arrangements in place and made several recommendations, most of which related to procedural improvements and staff compliance. The Safequarding Team has been working with colleagues across the business to support and oversee the action taken to address the recommendations. GC was recommissioned to carry out another review during Season 2022/23, focusing on culture, and how safeguarding is embraced

and delivered as a shared responsibility from Board level through to the Executive.

Club support and training

The League's Safeguarding Team has continued to work with clubs to meet safeguarding requirements by raising safeguarding awareness and promoting safer working practices. Regular national training and awareness events have been delivered, as well as training to individual clubs as part of safeguarding support plans.

The Sheldon Review

The Sheldon Review was an independent review into non-recent sexual abuse in football. Following the publication of its report in March 2021, the Premier League has supported its clubs by further strengthening its Safeguarding Standards. This included introducing mandatory safeguarding training for any new Board members within two months of their appointment. In addition to this, the Premier League joined The FA and other football organisations at all levels to support the launch of an ongoing national campaign to ensure everyone understands how to play their part in safeguarding children and young people throughout football.

Working together to protect and empower young people



Erik ten Hag, Manchester United manager



The Football

Season 2021/22 will be remembered as one of the most exciting on the pitch, with numerous initiatives off the field helping improve youth development, player welfare and the diversity of the game

A season to remember

A title race that was decided on a thrilling final day of Season 2021/22 highlighted the competitive nature of the Premier League



Agüero goal that delivered such a dramatic end to Season League crown. 2011/12, Manchester City produced another breath- "In the last five years, winning League season.

at the top from 11 points in mid-January to one by the final at home to Aston Villa to seal the title. With 21 minutes to go they were 2-0 down, before three

Ten years on from the Sergio goals in five minutes brought victory – and a sixth Premier

taking finale to a Premier four Premier Leagues – these guys are legends," manager Pep Guardiola said of his side. He also Liverpool had closed the gap had praise for Liverpool, who finished runners-up by a single point for the second time in four game, meaning City had to win seasons. "Never, ever in my life as a football player and manager have I found a team like them. They make us a better team."

High excitement

Season 2021/22 was the first time the Premier League title, top four, other European places and relegation were all decided on the final day, involving eight of the last 10 fixtures.

Tottenham Hotspur finished with four wins from five games in May, including a 3-0 victory against Arsenal, to beat their north London rivals to the fourth UEFA Champions League spot. West Ham United secured a return to European competition, having been in the running for a top-four finish for much of the season.

A total of 1,071 goals was one short of the all-time League record for a 38-game season, with the 30,000th goal in Premier League history scored by Chris Wood for Burnley.

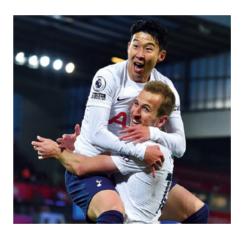
Premier League clubs performed well in Europe, taking four of the 12 slots across the semi-finals of UEFA's three club competitions, with Liverpool finishing runners-up in the Champions League. It was the fifth time a Premier League club had reached the final since 2018/19.



Prolific partners

Tottenham Hotspur's late surge to secure a UEFA Champions League place was down in no small part to the brilliance of Harry Kane and Son Heung-Min. The duo combined for a record 41 Premier League goals by the end of Season 2021/22, overhauling the previous best of 36 set by Didier Droaba and Frank Lampard at Chelsea.

The Tottenham Hotspur forwards are a prime example of the Premier League's strong mix of outstanding Home Grown players and the best talent from around the world. "We are really close," said Son of his partnership with Kane. "We understand each other really well. It's really special."





Two young, Home Grown managers made their mark on Season 2021/22. Eddie Howe had already impressed in the Premier League as manager of AFC Bournemouth and was appointed by Newcastle United's new owners in November 2021.

The club were in the relegation zone at the time, but Howe led them to an 11th-place finish, with only Manchester City and Liverpool earning more points in their final 19 matches.

Graham Potter led Brighton & Hove Albion to their highest topflight finish and points tally as they came ninth with 51 points.

They finished with victory against yet another top-eight side, West Ham United, having recorded wins over Tottenham Hotspur, Arsenal and Manchester United in the final six weeks. Those performances alerted the attention of Chelsea's new owners, with Potter taking over at Stamford Bridge in September.



Brentford's winning start

Brentford became the 50th club to play in the Premier League when they kicked off on the opening day of 2021/22, making an impressive start with a 2-0 win over Arsenal. That wasn't the only memorable result on their way to securing 13th place by the end of the season. Other highlights of their first Premier League campaign included a thrilling 3-3 draw with Liverpool and a 4-1 win over Chelsea at Stamford Bridge.

33

Premier League season awards

Season 2021/22 will long be remembered for the quality and drama of the action that unfolded on the pitch. We take a look at the individuals who made an outstanding contribution across the campaign



Player of the Season



Kevin De Bruyne

APPEARANCES: 30

MANCHESTER CITY MIDFIELDER

Pivotal to Manchester City's title success and provided the assist for İlkay Gündoğan's late winner against Aston Villa that sealed the title. The Belgian also won the prize in 2019/20.

Manager of the Season



BARCLAYS

Jürgen Klopp

WON: 28 GOALS FOR: 94

LIVERPOOL MANAGER

Klopp won the managerial award for a second time in three seasons after his side pushed Manchester City to the wire in a thrilling title race; Liverpool also managed to ao unbeaten at home.

Young Player of the Season



HUBLOT

Phil Foden GOALS: 9

MANCHESTER CITY MIDFIELDER

Retained the award for best player aged 23 or under, becoming the first to win it in successive campaigns. He did so with the same number of goals and assists as he registered in Season 2020/21.

EVERTON GOALKEEPER

Goal of the Season

Salah

Mohamed | VERSUS: MANCHESTER CITY DATE: 3/10/2021

LIVERPOOL FORWARD



Not only did the Egyptian show sublime strength and skill to slalom between four players before drilling home, but he did it in a huge game: the 2-2 draw against Manchester City at Anfield.

Save of the Season

Jordan Pickford



Became the first recipient of this new award for his stunning goalline stop from Chelsea's César Azpilicueta on 1 May. It earned his side a 1-0 win and three crucial points in their battle against relegation.



The two Brazilians shared the award after finishing level on 20 clean sheets, the thirdhighest total ever and only the second time that there has been no outright winner.



Gündoğan claimed this new prize right at the last: in the 3-2 final-day win over Aston Villa that earned Manchester City the title. He scored twice in six minutes after coming off the bench.

Castrol

Golden Boot

Son Heung-Min APPEARANCES: 35 OALS: 23

TOTTENHAM HOTSPUR

Mohamed Salah

APPEARANCES: 35

LIVERPOOL

Cristiano Ronaldo (Manchester United)



Barnes (Leicester), Bowen

Robertson (Liverpool)

(West Ham), Mount (Chelsea),

Most Improbable Comeback

GOALS: 18

Tottenham Hotspur 3-2 v LEICESTER CITY

ATE: 19/1/2022

KING POWER STADIUM

Most Powerful Goal



Fernandinho

17.6KM/H

MANCHESTER CITY



Two new awards, using data from Oracle Cloud Infrastructure's cutting-edge services to determine the winners.

Tottenham's two goals in less than 90 seconds, both of which came in stoppage time, amounted to the standout comeback according to Oracle's analysis.

This stoppage-time strike in a 4-0 win at Leeds United had an average speed of 117.6km/h between the ball leaving his boot and crossing the goalline.



Celebrating 10 years of the Elite Player Performance Plan

the Premier League in Season 2012/13, with the aim of developing a world-leading Academy system in collaboration with clubs and the wider professional game. A long-term plan, it set out to modernise and

The Elite Player Performance Plan was launched by professionalise youth development in English football, supporting clubs in providing the right environment and resources needed to develop more and better Home Grown players, capable of excelling in the most competitive legaue in the world.

10 years of the EPPP, 10 reasons to celebrate

More Academy graduates are progressing through to the professional game



762

more Academy graduates with professional contracts compared to Season 2012/13

In the Premier League, a new group of Home Grown players are breaking through to match the best global talent



Twice as many English U21 minutes in the Premier League vs Season 2012/13



On the global stage and against international peers, our young Home Grown players are the world's best



1st

for average value of U21 players of any nationality (5th in Season 2012/13)

Youth and senior national teams have achieved unprecedented success over recent seasons

Four titles in five years in youth competitions and UEFA EURO 2020 finalists





Our player development offer is world-leading with an extensive and varied games programme



games programme events delivered in Season 2021/22

Young people are developed in safe, caring and trusted environments that are rigorously quality assured



of parents are confident in reporting concerns to their club around safety and welfare



The Academy system puts personal growth at the heart of development



of parents agree that clubs care about their child's development beyond football

Significant value is placed on developing the people around the players

invested in workforce development annually by professional game partners



Fans of clubs at all levels of professional football recognise the importance of their club developing **Home Grown players**



of fans across the EFL think it is important that their club produces Home Grown players

10

Success has been driven by groundbreaking investment in the Academy system

£1.94bn

invested into youth development since Season 2012/13



What has the EPPP achieved?



1. Increased the number and quality of Home Grown players

of professional contracts in the PL and EFL are held by Home Grown players

(3.164 in total, having increased each season since Season 2012/13)

Of the players that participated in EURO 2020, no other league had greater representation further highlighting the quality of the **Premier League**



Premier League players called up more than Serie A and LaLiaa combined

Home Grown players are still able to compete and thrive at the highest level

Home Grown Premier League debutants since the launch of EPPP

1,866 players have featured in the Premier League since 2012/13



were Home Grown players

In the Champions League, no other nations' young players (U21) are better represented

€£s

For four years running, independent analysis has placed English U21 players as the best in the world and the most valuable on average

2. Improved coaching provision

More than



in number of full-time

3. Created more time for players to play and be coached



increase in coaching hours following the launch of the EPPP

5. Positively influenced strategic investment and demonstrate value in Academy graduate for money

transfer fees over the

last 10 years

6. Implemented a system of effective measurement and quality assurance

audited each season







4. Implemented significant gains in every aspect of player development



assess physical progression

All clubs have their Academies

PROFESSIONAL GAME ACADEMY AUDIT COMPANY



United uphold a proud tradition

From the Busby Babes to the Class of '92. Manchester United have a tradition of youth development which endures in the EPPP era

Three decades on from the FA Youth Cup victory of their Class of '92 – that remarkable crop of players including David Beckham, Paul Scholes and the Neville brothers - Manchester United beat Nottingham Forest at Old Trafford in May 2022 to win the competition for a record 11th time and underline their ongoing success in youth development.

There are few, if any, clubs with such a long-standing record for youth products progressing to the first team. Those high standards are reflected by a remarkable run of matches featuring at least one

Academy graduate in every firstteam squad.

That total currently stands at over 4,150 matches, spanning back to 1931, with current graduates including Marcus Rashford, Scott McTominay and Anthony Elanga.

After their latest FA Youth Cup triumph, the club's head of Academy Nick Cox described United's youth set-up as a "family", saying: "We expect our players to act as guardians of the Manchester United culture, spirit and values. To act with integrity and respect."

Cox added that high standards have been maintained over the decades by "all the brilliant people who have done my job before and all the brilliant coaches that have ever passed through. This is a collective effort over time."

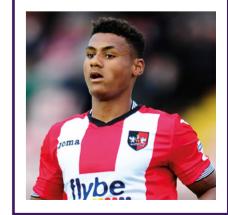
Lower-league launchpad

The Premier League provides significant investment into EFL Academies, supporting their work in developing the next generation of young players.

Exeter City are an example of how this funding benefits lower-league clubs and enables them to produce quality players, with the Premier League providing £1.37 million of Academy investment to the club between 2019 and 2022.

They won promotion to League One in 2022 after a campaign in which 10 Academy graduates regularly appeared in matchday squads. Almost 40 per cent of minutes over the past two seasons have been played by Academy graduates.

The success of the club's Academy since its restructuring in 2006 is also evident from the players who have risen through the youth ranks to become Premier League players, such as Ollie Watkins (below) and Ethan Ampadu.



Developing coaching talent

Premier League initiatives provide structured pathways for current and future coaches, supporting their personal and professional development and enhancing the diversity of the workforce

Elite Coach Accreditation Scheme (ECAS)

ECAS is the Premier League's longestrunning coaching development programme. Launched in Season 2013/14, it looks to support highpotential coaches within Academies through a two-year individualised programme which combines workshops, study visits and tailored mentoring support.

Former Premier League player turned coach Kevin Betsy was one of the first cohort to graduate from the ECAS programme. Betsy said: "ECAS has helped me develop both personally and professionally,

helping me look at coaching in a more holistic way, growing my network and opening my eyes to new opportunities and learning in The former Nottingham Forest and out of the football industry."

Kevin has gone on to hold senior youth coaching roles at Fulham, Arsenal and for England, with a recent spell as the first-team Elite Heads Of manager of Crawley Town at the beginning of Season 2022/23.

Professional Player to Coach Scheme (PPCS)

The PPCS is a joint programme run in collaboration with the Professional Footballers' Association Charity

(PFAC), and the English Football League (EFL). It aims to increase the number of ex-players from underrepresented groups transitioning into full-time coaching roles within the professional game. The scheme provides coaches with a 23-month development programme and fixed-term employment with an EFL club. There are currently 12 coaches on the scheme.

"This scheme will make huge strides in opening doors and breaking down barriers," said Jon-Paul Pittman while on a placement with Exeter City. "Having someone like myself in this position, it's going to normalise black coaches in football."

and Wycombe Wanderers player has since moved to a full-time role with Forest Green Rovers, where he is the lead U18 coach.

Coaching (EHOC)

The EHOC programme was launched across all 92 Premier League and EFL clubs in Season 2016/17. It was designed to enhance the quality of coaching provision across the professional game by supporting a sustainable

system and approach to clubowned coach development. Each head of coaching receives individualised developmental support facilitated through training, targeted experiences and mentorina.

Luke Hobbs, Arsenal's Head of Academy Coaching, spoke about the importance of the EHOC Programme: "The support that each coach needs to be a good coach, to be a good people manager and to look after everything else is incredibly important."

Football Leaders

Launched in Season 2021/22, the Football Leaders Programme is run in partnership with the League Managers Association (LMA). It is an individualised personal development programme for home-developed coaches and managers in English professional football. It is designed to improve individuals' leadership, coaching and career planning, and supports coaches working across the Premier League, Sky Bet Championship and Women's Super League.

Coach Index

The Coach Index is an online selfregistration system which launched in Season 2021/22 to provide greater visibility of personal and professional development opportunities within professional football for coaches from underrepresented groups. The Index has been developed with The FA, EFL, LMA and PFA to support the Football Leadership Diversity Code (FLDC) and the coaching pathways workstream in the Premier League's No Room For Racism Action Plan. There are currently 270 coaches registered on the system.

"The Coach Index is more than just an online self-registration exercise.







It directs coaches to opportunities to help them develop both personally and professionally," said Darren Moore, Chair of the Premier League Black Participants' Advisory Group and first-team manager at Sheffield Wednesday.

Elite Referee Development Plan (ERDP)

The ERDP launched in Season 2021/22 and is a strategic plan that has been designed to establish a new global standard in match officiating performance and development.

Managed by the Professional Game Match Officials (PGMOL), but funded and supported by the Premier League, the plan looks to address immediate developmental priorities and is designed to transform the coaching and performance support that the current elite workforce receives. This includes working to improve the delivery of VAR, implementing a modernised, holistic matchofficial assessment and supporting the improvement of future performances of match officials both individually and as a group.



Coach Inclusion Diversity Scheme (CIDS)

CIDS was launched in Season 2020/21 as part of the Premier League's No Room For Racism commitment to support coaching pathways for under-represented groups. The programme provides black, Asian, mixed heritage and women coaches with the opportunity to take part in a twovear development programme and fixed-term placement at a Category One club.

Nicole Farley (pictured) is one of the coaches taking advantage of the work placement, having become West Ham United's first female Academy coach. "If it wasn't for CIDS, people maybe wouldn't know that I could do this," she says. "I am good enough, but this brings it to life. This programme is initiating change and it really resonates with me."

Investing in wellbeing

The Premier League is committed to supporting the welfare of Academy players throughout the football pyramid





The Premier League is taking the lead on ensuring the wellbeing of players in its clubs' Academies, as well as investing in the welfare of young players at English Football League (EFL) clubs.

Since Season 2017/18, the Premier League has run two development programmes within Academies to support U16 players and young professionals who are without a contract for the next season.

Each programme delivers an elite training experience that provides players with football and elite performance preparation, personal development workshops and guidance on their next steps inside and outside of football. In Season 2021/22, these programmes were expanded to collaborate with the EFL and support more players in the U16 to U21 age groups.

A three-year commitment of aftercare support has been put in place for all players released from clubs for the professional development phase (U17 to U21 age groups). This includes guidance on further and higher education opportunities, careers advice, alumni networks and the provision of mental and emotional wellbeing support.

As of Season 2022/23, there is a requirement for all Academies to have a full-time member of staff responsible for player care. To enable EFL clubs to fulfil this requirement, the Premier League is providing £2 million per season to help fund the staff salaries.

The Premier League's Futures Programme is a new 12-month programme for current and former Academy players with the aim of supporting careers in football beyond playing the game. The programme was launched in May 2022 with an initial pilot cohort of eight men and four women, all formerly part of Premier League, EFL or WSL Academies and aged 18 to 23. The programme also has a specific focus on improving the diversity of the workforce.

David Rainford, Premier League Head of Education and Academy Player Care, delivers a talk to Academy players

Player engagement

Providing players with the support and resources they need to look after themselves and others

create an environment in which professional footballers can handle pressure and thrive; this includes guidance on a range of issues, including mental health. Players can access help in a number of ways, notably through the independent player helpline and the Premier League Player App. The League also engages directly with players through a regular forum with all club captains.

Player App

The Premier League's personalised Player App offers round-the-clock access to important information. Wellbeing resources include physical and mental health support and the concussion protocol, while rules on issues such as anti-doping and gambling are among the educational resources.

Developing life skills

The Life Skills and Personal Development programme offers age-specific workshops for Academy and first-team players, parents, care and accommodation providers, and club staff. The programme covers a variety of topics, including delivery from The FA on anti-doping, betting integrity and agents. The Professional

The Premier League aims to Footballers' Association (PFA) covers emotional wellbeing. equality, diversity and inclusion, Further topics include:

Mental and emotional wellbeing

The League works with a number of charities including If U Care Share and Sporting Chance to focus on mental health and

plus dual careers and transition.

Player voice

The Premier League hosts a forum with the 20 club captains, taking their views into account and acting on them. One recent example was agreeing when players would take the knee during Season 2022/23, a decision reached by the captains after consulting with their teammates. Player and Parent Voice initiatives have been embedded within Academy environments, including examples such as parent focus groups and player leadership groups. These have helped shape club processes and policies to create a more inclusive and positive environment.

Premier League Player App For your playing career and beyond. To get your unique login code or for further support email us at: VAR & LOTG Explainers Preparing for the Future Wellbeing & Support

lifestyle, addiction awareness and education on how behaviours can develop into unhealthy coping mechanisms.

Preparing for the future

Players are encouraged to explore interests outside of football to enhance their personal development and support postretirement prospects.

Equality, diversity and inclusion

Partner work includes Kick it Out delivering equality workshops. Plus, Stonewall educates players on LGBTQ+ identities as well as why, from a sport psychology perspective, being yourself is key to performance.

Safequarding and healthy relationships

Lime Culture runs workshops on aspects such as consent, sexual harassment and bullying. The aim is to raise player awareness on healthy relationships and safeguarding.

The Player App provides a wealth of information and guidance

"We have seen good progress in tackling discrimination and creating more opportunities for players and coaches from under-represented groups."

Darren Moore, Sheffield Wednesday manager and Chair of the Premier League's Black Participants' Advisory Group



Everyone's Game

The Premier League benefits greatly from diversity on and off the pitch. The League and clubs are committed to making the game more inclusive and fighting all forms of discrimination



Ongoing action against discrimination

During Season 2021/22, the Premier League published a one-year update on its No Room For Racism Action Plan, which was launched in February 2021. The report showed that progress was made in a number of key areas.

The plan outlines a series of specific commitments to create greater access to opportunities and career progression for Black, Asian and other minority ethnic groups in football, as well as actions to eradicate racial prejudice. Progress was made during the first 12 months of the Action Plan, which built on the existing work carried out by the League and clubs to tackle discrimination and embed equality across all areas of the game.

Developments included new programmes to enhance coaching

pathways for under-represented groups, a focus on improving diversity of the workforce and the Premier League's continued efforts to tackle discriminatory abuse both online and at matches.

Tackling discriminatory abuse

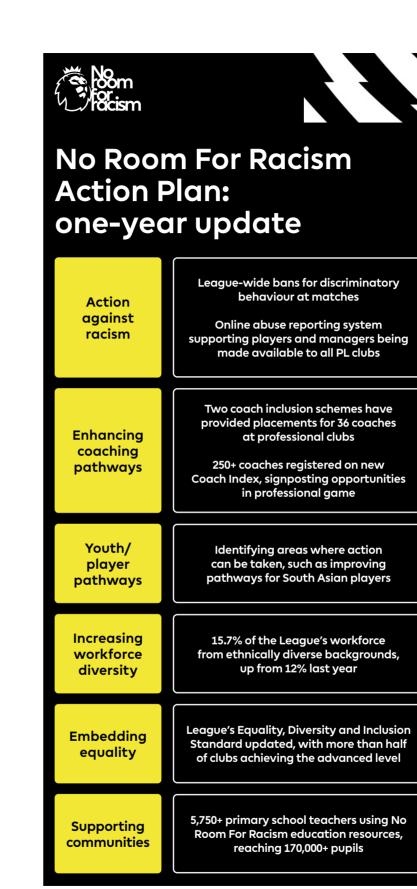
At the start of Season 2021/22, Premier League clubs agreed to enforce new League-wide punishments, including bans, for individuals found to have behaved in a discriminatory or abusive manner towards any club employee, player, match official. matchday steward or supporters Regular No Room For Racism attending a Premier League match. This covers behaviour conducted in person or online.

Since June 2020, the Premier League has supported players, managers and their families who

receive discriminatory online abuse by investigating reported incidents and taking legal action where appropriate.

In March 2022, the League announced it had opened more than 400 investigations. One of these was supporting former Brighton & Hove Albion striker Neal Maupay, who reported the threatening and abusive messages he received on Instagram, resulting in a man in Singapore being prosecuted and convicted.

matchdays throughout the last four seasons have delivered strong messages to fans attending games and to those watching around the world, urging them to take action by reporting any forms of discriminatory behaviour.



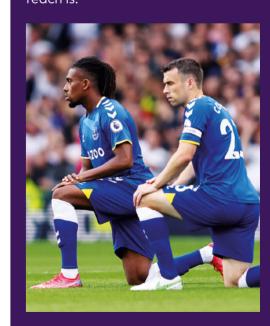
^{*}All figures correct as of March 2022. A two-year update will be published during Season 2022/23

Taking the knee

Ahead of Season 2022/23, Premier League club captains reaffirmed their commitment to fighting racism and all forms of discrimination. Having taken the knee before all matches for two seasons, the players decided to do so at specific moments during the campaign, amplifying the message that racism has no place in football or society.

As well as the opening match round of the season, it was gareed that players would take the knee during No Room for Racism match rounds, Boxing Day fixtures after the World Cup, Premier League matches on the final day of the season and before the FA Cup and EFL Cup finals.

Aston Villa defender Tyrone Mings emphasised the importance of taking the knee in educating people, saying: "Any time I think that players are doubting the impact it is having, go and speak to teachers who are having to answer difficult questions from students who are asking them what it means and see how far the reach is."



Promoting inclusion

The Rainbow Laces campaign highlights the year-round efforts being made by the League and clubs to make football welcoming to the LGBTQ+ community



The Rainbow Laces campaign during Season 2021/22 encouraged fans to speak up on behalf of LGBTQ+ people, with the League and clubs using their reach and appeal to help people engage in meaningful conversations and show the importance of allyship.

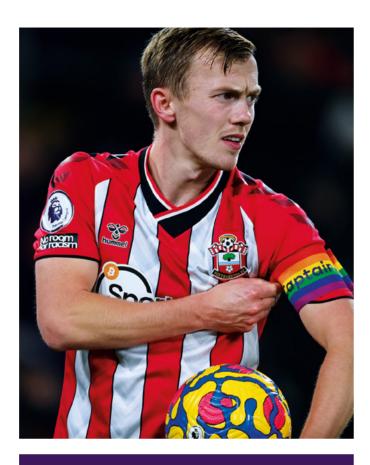
As well as support for Rainbow Laces at matches, new education resources were launched through Premier League Primary Stars to empower schoolchildren to tackle bullying and offensive language, with a number of Premier League players discussing the importance of acting as allies.

Among them were Crystal Palace goalkeepers Jack Butland and Chloe Morgan. Butland expressed his belief that an openly gay player would be welcomed in the Palace dressing room.

"We'd be extremely supportive," Butland said. "I look around the changing room and we're so diverse anyway. If that was to happen here, it would be a great opportunity to really make a stand."

In partnership with Stonewall, the League works with its clubs to celebrate and promote LGBTQ+ inclusion. This is underpinned by significant work across all areas of its business to improve policies and practices, including reporting measures and pastoral care, along with staff training, player care across all age groups and education programmes for young people.

Clubs work hard to create an inclusive environment, from the atmosphere and experience at their stadiums to the many projects they run in their communities.



Driving conversation

Tottenham Hotspur defender Ben Davies sat down with club performance psychologist Helen Richardson-Walsh during the Season 2021/22 Rainbow Laces campaign.

They discussed how the work the club does is important in making sure football is inclusive for all.

"I am incredibly proud to be part of a club where equality and inclusion is at the heart of everything we do," said Davies. "Campaigns such as Rainbow Laces help raise awareness and spread the message that football is everyone's game."

Richardson-Walsh added: "If we are to really drive meaningful change, we must start conversations with those around us, call out discrimination when we see it and make commitments to welcoming the LGBTQ+ community to sport."

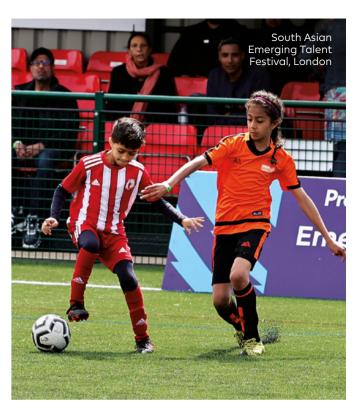
Improving pathways

The Premier League works with partners to make the game accessible to everyone

South Asian Action Plan

In April 2022, the Premier League launched the South Asian Action Plan alongside Kick It Out. with the aim of supporting more British South Asian players into the Academy system. The new initiative supports one of the key pillars of the No Room For Racism Action Plan, improving player pathways and diversifying the workforce within the professional game. The South Asian Action Plan is initially focusing on players entering the Academy system in the U9 to U11 age groups, when most boys join a club. This work will include analysis and research to better understand what the current barriers to entry are for South Asian players.

Increasing South Asian representation within the Academy workforce is another key component of the plan, as well as providing



equality, diversity and inclusion education sessions for existing talent ID and recruitment professionals.

In May, South Asian Emerging Talent football festivals took place in London and at Leicester City's training ground, enabling the League, coaches, clubs and communities to engage with South Asian communities and families.

Partnerships to support inclusion



The Premier League remains a long-term supporter and primary funder of Kick It Out. This continued partnership supports

the organisation's work to tackle discrimination and promote inclusion in the game, focusing on supporting people from under-represented and minority communities. Kick It Out undertakes a wide range of work, from campaigning and advocacy to developing opportunities for training and education. It also works with a range of partners on reporting discrimination within the professional and grassroots game.



Level Playing Field

The Premier League continues to fund and support the work of Level Playing Field, which campaigns and advocates

to bring about an inclusive experience for all disabled supporters on matchdays and non-matchdays. Level Playing Field works in collaboration with clubs and Disabled Supporter Associations to develop proactive and sustainable relationships between fans and their clubs. It also provides clubs with a range of support, from advice on improving their stadiums to delivering training focused on disability inclusion.

Promoting diversity

The Premier League Equality, **Diversity and Inclusion** Standard supports clubs to embed and develop equality, diversity and inclusion across all areas of their operations

The Premier League Equality, Diversity and Inclusion Standard (PLEDIS) was announced in April 2021 and builds on the work carried out through the Premier League Equality Standard, which launched in 2015. It mandates greater accountability for longterm and measurable progress, including the publication of annual progress reports. Clubs are provided with a clear framework to achieve three levels of the Standard: Preliminary, Intermediate and Advanced.

The aim is to create club-wide change and covers all areas of activity, including each club's role as an employer, matchday operations, Academy, first team, Club Community Organisation (CCO) and fan engagement. As clubs work through each level, they develop and implement actions, set and work towards aspirational targets, measure progress, demonstrate and assess impact and, ultimately, move towards being exemplars in equality, diversity and inclusion (EDI) delivery and impact.

The PLEDIS is closely aligned with The FA's Football Leadership Diversity Code, ensuring a collaborative approach to tackling underrepresentation. All areas of equality are incorporated, including mental health and wellbeing. Clubs use data and insight to identify key EDI priority groups where under-representation needs to be addressed, or where special emphasis needs to be placed.



"We have seen the provision of education materials, enforcement action to confront discrimination online and in stadiums, inclusive community programmes and commitment to opportunities for under-represented groups."

Paul Cleal, PLEDIS Panel Chair

Throughout Season 2021/22, clubs were supported through hybrid network gatherings, regular e-communications and a suite of unique, PLEDIS-specific training sessions. These included content around EDI strategy and delivery planning, inclusive recruitment, use of data and insight, and learning through equality reviews.

In April 2022, a new Independent Assessment Panel was recruited to assess clubs against the PLEDIS framework. The Panel's role is to verify that the requirements of the PLEDIS

Committed to equality

Leicester City are a great example of how clubs embed equality in the culture of an organisation

Leicester City were awarded the Advanced Level of the PLEDIS in February 2021, with the club's consistent and considered progress since achieving the Intermediate Level in 2016 commended by the PLEDIS panel.

Leicester went to great lengths to embed equality in the culture of its entire operation, while innovative work in retail and the participation of players and high-profile personnel was also recognised.

The club's Chief Executive Susan Whelan expressed her pride at the achievement. "Football clubs are important pillars of the community with a responsibility to drive positive change," she said. "Aligned to that, we are dutybound to ensure that we embed equality, diversity and inclusion practices across our work practices and the way we live our lives.



"With this support from the Premier League, our own commitment to equality has been strengthened year-on-year through the hard work of our staff, our supporters and our community. The targets

and actions taken by the club have become embedded into our culture and we were incredibly proud to achieve the Premier League's Advanced Level award for our commitment to equality."

have been met and to provide advice and high-level recommendations to help clubs further develop their EDI work. It is made up of independent experts from a range of disciplines and backgrounds, all of whom have significant experience at a senior, strategic level in progressing EDI within organisations.

Panel Chair Paul Cleal commented: "In the last year we have seen more clubs join the programme and advance through its levels. We have seen the provision of education materials, enforcement action to confront discrimination online and in stadiums, inclusive community programmes and commitment to opportunities for underrepresented groups in all aspects of the clubs' operations."

In August 2022, a total of 27 clubs, including all 20 Premier League clubs, were engaged with the PLEDIS. Clubs relegated to the English Football League (EFL) can remain on the PLEDIS pathway and work towards the next level. They receive the same level of support and guidance as Premier League clubs.

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Encouraging positive mental health

The Premier League is committed to promoting mental wellbeing throughout clubs and communities

In 2020, the Premier League joined other football organisations in signing the Mentally Healthy Football Declaration, committing to making mental health a key priority at all levels of the game.

Ongoing work by the League to promote positive mental health includes support for players, fans and communities.

Dedicated mental health sessions each season and the implementation of mental health and emotional wellbeing plans in club Academies have become part of Premier League rules. So has the requirement for a dedicated member of staff to be appointed to support club mental health needs and champion relevant initiatives at Board level.

Every leading (Category 1) Academy is now required to have a full-time player care lead dedicated to support players' mental health, while the League works closely with partners, including the NSPCC, to support clubs and their community organisations to provide regular

TO Emirates EN BETTER

Opening up about mental health

During Season 2021/22, the Premier League continued its 'Inside Matters' series of content focused on mental health and developed a three-part series featuring Capital FM DJ Roman Kemp and former Arsenal defender, now Academy manager, Per Mertesacker. The series saw Roman and Per discuss the emotional wellbeing support available to young players within the Academy system, the importance of talking about mental health, and their own mental health journeys having lost close friends to suicide.

sessions to staff on topics such as online safety, children's mental health and anti-bullying.

This activity forms part of the League-wide Premier League Equality, Diversity and Inclusion Standard (PLEDIS), which requires clubs to demonstrate effective leadership and accountability across mental health and wellbeing both for those within clubs and their communities. Premier League community programmes support this action too. Premier League Primary Stars education resources are available for free to all primary school teachers across England and Wales. These include activity packs linked to wellbeing and physical activity to support positive mental health.

Whole-club approach to mental health: Southampton FC

Southampton FC have introduced a dedicated mental and physical health and emotional wellbeing strategy that sits at the heart of their club. It touches every part of the organisation of over 400 staff and outwards into the supporter base through their community arm, Saints Foundation. The strategy focuses on raising awareness of mental health and delivering extra resources to support those who may require it, including training more than 20 new mental health first-aid responders. The leadership of the club has taken responsibility under the strategy, from the Managing Director downwards, to



ensure the emotional wellbeing of everyone at the club is a key priority. Southampton FC have worked alongside staff at the League to drive change, with Kim Mundy, Southampton FC's safeguarding and regulatory manager, saying: "The Premier League is holding us to account and saying this is a really important area and you need to focus on it. The Premier League gives us the opportunity to share good practice and that's what's really important. I really like the fact that the clubs are not competitive; we might be on the pitch but certainly not in this space."

Newcastle supporting fans to speak up

Newcastle United Foundation's 'Be A Game Changer' campaign is encouraging men in the North East to open up about how they are feeling and address mental health. Supported by funding from the Premier League and Professional Footballers' Association, it has now helped more than 800 men look after their physical and mental health through wellbeing activities, including workshops, walking football sessions, NHS health checks and sporting competitions like the football programme 'MAN vs FAT'. The 'Be A Game Changer' social media channels are another way in which the Newcastle United Foundation brings together like-minded people and provides a space for them to talk directly about mental health issues. "Mental health is a difficult subject for a lot of us, and it takes a very brave person to reach out to someone else and talk about their feelings. Campaigns like 'Be A Game Changer' are so important to break down existing barriers around mental health, and encourage people to speak out if they are struggling."

Shola Ameobi, Newcastle United Foundation trustee and Premier League Black Participants Advisory Group member



The Fans

The return of fans to stadiums in record numbers during Season 2021/22 brought back the atmosphere for which the Premier League is renowned. The League and clubs work hard to ensure the match-going experience is positive for all, while engaging with fans worldwide



Fans return in record numbers

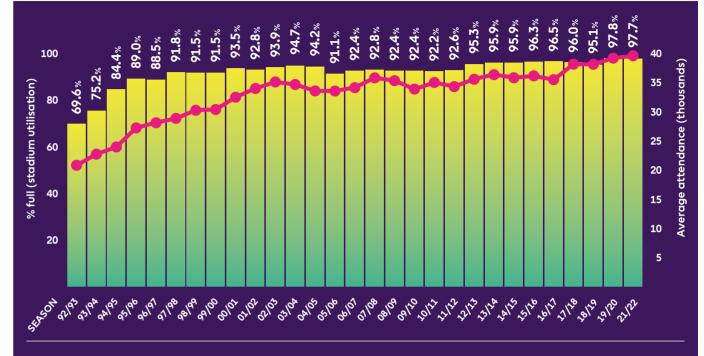
Following 18 months of matches played predominantly behind closed doors, there were recordbreaking attendances at Premier League matches in Season 2021/22 With fans not able to attend matches for the majority of Season 2020/21 due to the COVID-19 pandemic, there was a feeling of optimism at the start of last season as supporters celebrated a new campaign by filling stadiums across the country.

The Premier League and clubs developed matchday protocols in order to help keep everybody attending a match safe. Fans were required to comply with a Code of Conduct, encouraging good health behaviours to help prevent the risk of spreading COVID-19, while ongoing communication with supporters ensured they were aware of the health and safety protocols in place at stadiums.

Close collaboration between the Premier League, clubs, Government, fan groups, local authorities and emergency services - and the adaptation of guidelines according to the latest Government advice - ensured that capacity crowds remained in place throughout the season.

Record attendances





A thrilling Season 2021/22 was played out in front of a record number of fans in stadiums. Total attendance across the 380 matches was 15.2 million, the first time this number has surpassed the 15 million mark.

The average attendance for the season across the 380 matches was a record 39,950, which was 89 per cent higher than the

average for the inaugural Premier League season (1992/93) Grounds were fuller than they have ever been, with the average utilisation of stadiums at 97.7 per cent of capacity.

There were more than 500,000 club season-ticket holders in Season 2021/22, an increase of 24 per cent compared to Season 2004/05.

Season 2021/22 supporter statistics



aged

total attendance



average attendance



New commitments for supporters

Premier League clubs agreed a series of new League-wide measures and important commitments for supporters in 2022, including the implementation of a new Fan Engagement Standard

Supporters are essential to clubs and the success of the game. Having welcomed the Government's Fan-Led Review of Football Governance, the Premier League continues to work with clubs and wider stakeholders to address and take action on many of the recommendations.

The Fan Engagement Standard

In November 2022, clubs unanimously agreed to introduce the Fan Engagement Standard (FES) to reinforce League and club commitments to ensure long-term meaningful engagement with supporters. The FES builds on existing work undertaken by clubs, with the framework establishing a clear required standard for fan engagement, as well as supporting the promotion and sharing of good practice.

The FES puts structures in place to foster consistency across the League, improve transparency and ensure fans have a greater voice. In approving the new FES, each Premier League club has agreed to a series of commitments including:

- A Fan Advisory Board with the primary purpose of engaging in discussion, exchanging information and securing feedback from a fan's perspective. The Fan Advisory Board will be a consultative body representative of club supporters.
- A nominated Board-level official responsible for fan engagement measures and initiatives at each club, including the publication of an annual Fan Engagement Report.
- All clubs are now required to publish a Fan Engagement Plan from January 2023 and, thereafter, at the start of each season, setting out their proposed action and activities for the rest of the season. This will include a list of all Heritage Assets that it regards in scope for fan consultation.

Away-ticket price cap

The Fan Engagement Standard is the latest in a series of steps taken by the League and clubs to improve the fan experience and communications between clubs and supporters. This includes the

continuation of a £30 cap on awayticket prices - first introduced in Season 2016/17 - which will remain fixed until at least 2025 (totalling nine consecutive years). Recognising the crucial importance of supporters in generating the best possible atmosphere, clubs unanimously backed the inclusion of the away-ticket price cap in

Expansion of fans funding

time in June 2022.

Premier League rules for the first

The Premier League Fans Fund supports fan groups across all levels of the game on projects to strengthen the bond between their clubs and the communities that surround and support them. This fund will be increased in size and scope, and will be opened to support fan-facing projects outside of the Premier League to further support the pyramid.

In addition, the Premier League has committed to greater and longerterm funding for the Football Supporters' Association so that they can further assist fan groups and campaign on their behalf. The Premier League also continues to provide significant core funding to groups such as Kick It Out and Level Playing Field in support of their crucial respective work to tackle discrimination and promote

inclusion, as well as to champion an inclusive experience for all disabled supporters.

The Premier League has also confirmed that it will give more resource and support for the Independent Football Ombudsman to hear and resolve complaints from fans.

Everton's inaugural Fan Advisory **Board**

The development of the Premier League Fan **Engagement Standard was** initially endorsed at the Premier League AGM in June 2022. In the same month, Everton became one of a number of Premier League clubs who have announced a Fan Advisory Board. Four members were elected through an independent fan vote, with six members democratically nominated by supporter groups making up the Everton Stakeholder Steering Group. The club's own survey had already identified that 91 per cent of respondents supported the creation of a committee or custodian group to help advise on key fan-related matters. The Fan Advisory Board will meet regularly with Everton's hierarchy and be consulted on long-term strategic issues.

Licensed standing

Four Premier League clubs partnered with the Government and Sports Ground Safety Authority (SGSA) to take part in safe-standing trials from January 2022. Chelsea, Manchester City, Manchester United and Tottenham Hotspur started using rail seating for the second half of the season, with each of the licensed clubs partnering directly with the SGSA on specific modifications to their grounds.

Brentford and Wolverhampton Wanderers are among the clubs to have offered designated licensed-standing areas for home and away fans from the start of Season 2022/23. The Premier League will continue to monitor progress with clubs and the SGSA to ensure good practice is shared with all clubs who may be considering the development of licensed standing areas.



Love football, protect the game

New measures and stronger sanctions were introduced ahead of Season 2022/23 to address the increased anti-social and criminal behaviour at football grounds

The Premier League, FA and EFL united to underline the importance of a safe matchday environment and introduced a new set of actions backed by the Football Supporters' Association to target dangerous, illegal and anti-social activity. This includes entering the pitch without permission, carrying or using smoke bombs or pyrotechnics and throwing objects – as well as drug use and discriminatory behaviour.

Together, the football organisations have implemented:

- An automatic club ban for anyone who enters the pitch and those identified carrying or using pyrotechnics or smoke bombs. Bans extend to parents or guardians accompanying children who take part in these activities.
- Enhanced search regimes and increased use of sniffer dogs at grounds.
- Partnerships with clubs, players and managers, the Government, broadcasters, the police and social media platforms to discourage the further growth or acceptance of these behaviours.

All identified offenders will be reported by clubs to the police and prosecution could result in a permanent criminal record. The FA is also enforcing



"The League fully supports club and football-wide bans for offenders. It is the minority who are behaving unacceptably and they risk ruining the matchday experience for the vast majority of fans."

Richard Masters, Premier League Chief Executive

a tougher charging and sanctioning policy for clubs, which will reinforce these measures.

The strong and collective approach reflects how seriously the Premier League views this issue and the severity of the risks. Nobody should be intimidated or assaulted in their workplace. The pitch must remain safe for players, managers and match officials, just as the stands should be for supporters.



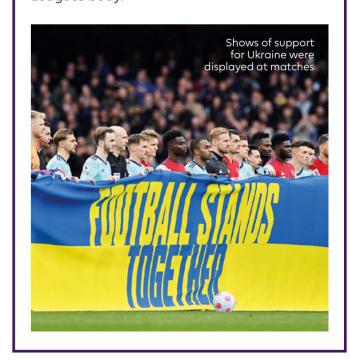
Solidarity with Ukraine

The Premier League and our clubs stood together to support the people of Ukraine following the Russian invasion

A show of solidarity with Ukraine was visible at all Premier League matches between 5 and 7 March 2020, as captains wore special armbands in Ukraine's colours and a moment of reflection took place before kick-off at every game. 'Football Stands Together' messaging was displayed on giant screens, LED perimeter boards and across League and club social channels. Banners were also held up by the players before the games.

The agreement with the League's Russian broadcast partner was terminated with immediate effect and a £1 million donation was made to the people of Ukraine, with clubs carrying out numerous initiatives of their own to demonstrate their support and raise funds.

The Premier League also contributed €500,000 to help the Ukrainian league continue, as part of a €2.3 million package from the European Leagues body.



Entertaining audiences at home

In Season 2021/22, the Premier League's UK broadcast partners brought their superb coverage and in-depth analysis of one of the most exciting seasons to 61 per cent of the total domestic TV audience



Domestic broadcast statistics 2021/22

live matches saw audiences of over 1 million viewers

million individuals watched Premier League football in the UK

Third-highest reach total on record –
only behind the two seasons impacted
by COVID-19 (when significantly more
matches were broadcast)



Across its 128 live matches Sky Sports recorded its second-best season in terms of number of unique individuals watching, while also registering its third-best season in terms of average live audience. 3.73 million viewers watched Manchester United v Liverpool in Season 2021/22, Sky Sports' fifth-highest match audience in its 30 years of broadcasting the Premier League.



BT Sport's delivery of **52 live matches** saw it record its **second-best ever season in terms of unique individuals watching.** Liverpool v Tottenham Hotspur drew the broadcaster's **fifth-highest audience of all time**, and its **second-highest outside of COVID-affected seasons**.



In its third season as a Premier League broadcaster, Amazon Prime Video reached more unique Prime members than any previous year, streaming 20 live matches from December to March, with Manchester United v Arsenal becoming its mostwatched match ever.

B B C SPORT

Audiences for the BBC's flagship Saturday evening Match of the Day programme increased by 10 per cent on Season 2020/21. BBC iPlayer saw a record 57 million requests for Match of the Day and Match of the Day 2.

Most watched worldwide

The Premier League consolidated its position as the world's most popular football league in Season 2021/22

The Premier League has become the most popular and most-watched football league globally thanks to the world-class players and managers who consistently deliver captivating football in full stadiums with passionate fans.

In Season 2021/22, over 300,000 hours of football and over a quarter of a million programmes aired globally that were dedicated to the Premier League. The Premier League drew a cumulative global TV audience of over 3 billion.

As a percentage of the global population, the only football competition with higher interest is the FIFA World Cup (35% for the World Cup and 32% for the Premier League).

The Premier League is therefore a core component of the media projection of the UK around the world and a major contributor to the positive image and soft power of the UK.





Broadcasting **Premier League** football around the globe

Premier League Productions produces and distributes the Premier League's international programming, including live match coverage

Premier League Productions (PLP) is a partnership between the Premier League and global sports, events and talent management company IMG, which distributes live match coverage and supporting content to the Premier League's 112 international broadcasters.

To help deliver that, PLP is home to the largest single football production, distribution and service team in UK broadcasting, employing over 200 people. It is also one of the most advanced and highly connected television hubs in Europe.

PLP distributes all 380 Premier League matches each season globally. It also produces a variety of other content including live studio programming starring legends of the Premier League past and present, magazine shows, timeless documentary content, as well as

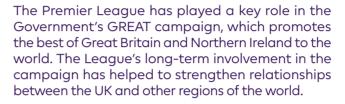




Premier League fans are entertained anywhere, any time on any platform. In total, PLP produces 3,800 hours or 160 days' worth of unique content each season, and provides a stateof-the-art content management system giving broadcasters full digital access to the Premier League's rich 30-year archive.

PLP's service allows broadcasters to showcase Premier League football globally by supplying world-class, innovative content and services. This supports the Premier League's significant overseas broadcast rights earnings and makes a positive contribution to production digital and social output so that standards within the sports market.

Boosting overseas relationships



In March 2022, the League and the GREAT campaign held a watch party in New York to demonstrate how the UK unites the world and welcomes diverse perspectives. The diversity on the pitch in the Premier League was highlighted, with players from 120 different nationalities featuring since 1992. Local fans were able to enjoy an immersive Premier League experience, including the chance to meet legendary players, see the Premier League Trophy and try traditional matchday food and drink.

The Premier League has also partnered with the British Council, a cultural arm of the Government, to deliver



its flagship international development programme Premier Skills. This supports the development of community coaches and referees, using football as a tool to engage with and develop the skills of young people around the world.

To date, Premier Skills has trained over 32,000 grassroots coaches and referees, benefiting over 1.7 million young people in 29 countries, including India, China, USA, Indonesia and Nigeria. The partnership also offers English language resources for learners and teachers of English with free, compelling learning materials, drawing on football-based content from the most exciting football league in the world.

The programme draws upon the global appeal of the Premier League and the expertise of the League and its clubs in delivering community programmes, alongside the British Council's global network and track record of international programme delivery.

Anti-piracy

The Premier League has developed one of the world's leading broadcast anti-piracy programmes. This combines best-in-class technological solutions with legal remedies to target all levels of the piracy ecosystem around the world, blocking and removing illegal streams and pursuing innovative and deterrent actions against pirate suppliers of Premier League content. Working with broadcast partners and authorities during Season 2021/22, the Premier League:

BOOT ØUT PIRACY

Undertook anti-piracy initiatives and actions in 40 countries, including the Boot Out Piracy campaign across South East Asia



Seized domains and compelled the removal of Premier League content from pirate websites that collectively had amassed over 350 million global visits



unauthorised Premier League live streams



Secured an order confiscating £1m of criminal gains from a convicted pirate supplier previously sentenced to over seven years in prison

Decade of **Premier League Mornings** with NBC

Season 2022/23 marks the 10th year of collaboration with NBC Sports as the exclusive broadcast partner of the Premier League in the United States. During that time, Premier League Mornings have become a fixture for fans based in the US, who wake up early at



Over the last four years, NBC Sports and the Premier League have held a series of Premier League Mornings Live events across the United States. These have visited cities including New

coverage.

York, Washington DC, Austin, Los Angeles and Philadelphia, with more than 50,000 fans attending to enjoy a unique matchday experience centred around live match screenings in the company of Premier League legends including Alan Shearer and Ian Wright.





Promoting youth development internationally



The 2022 instalment of the Premier League Next Generation Cup featured an eightteam tournament involving five Premier League youth teams and three U21 Reserve League finalists from India and South Africa.

This year's competition was the first to stage two regional cup tournaments in the UK, with Stellenbosch FC from South Africa and West Ham United winning the Midlands and London groups respectively.

The Next Generation Cup supports the player development journey as just one element of the long-standing partnership and Mutual Cooperation Agreement between the Premier League and Football

Sports Development Limited (FSDL), part of the Hero Indian Super League. This supports the development of the local game, with other services including elite coaching and referee development.

"This event builds on our continued work with the Hero Indian Super League to support the development and growth of football in India," said Premier League Chief Executive Richard Masters.

"It also provides a brilliant opportunity for young players from the leagues to meet and compete against each other, learn about each other's cultures and develop both on and off the pitch."

Working in partnership

Premier League partners have global reach and engaged with fans in 40 countries during Season 2021/22

Two decades of support

Barclays celebrated 20 years of partnership with the Premier League during Season 2021/22, as well as announcing a three-year extension as the League's Banking Partner to the end of 2024/25. Will Brass, Premier League Chief Commercial Officer, said: "Barclays has always been a fantastic partner of the Premier League. Together we share an ambition of creating opportunities at all levels and ensuring everyone is welcome to enjoy the game."

Internationally, Barclays has helped to bring American fans closer to the action by running a social sweepstake to reward cardholders in the US with the ultimate Premier League weekend. Lucky winners were flown to the UK to enjoy a Q&A and dinner with former Liverpool striker Michael Owen and a tour of the Tottenham Hotspur Stadium, before capping off the weekend with a hospitality experience to watch Arsenal vs Everton on the final day of Season 2021/22.

Rewarding loyal fans

Premier League partner Budweiser has been rewarding loyal fans for their ongoing support. Following the March 2022 Goal of the Month competition, they surprised Indian content creator Shweta Choudhury with a signed shirt from Cristiano Ronaldo. Shweta was recognised for her work inspiring a generation of girls in India to pursue their sporting passions.



Encouraging fans to connect

As well as sponsoring a range of Premier League season awards, Castrol has been engaging fans both in the UK and abroad in Europe, China, South East Asia, Latin America and the Middle East. Initiatives have included giveaways of Premier League hospitality tickets, footballs and official team shirts, with campaigns encouraging international fans to connect with the game by sharing their most memorable and creative football moments on social media.



Connecting with fans digitally

The Premier League's global fanbase is growing thanks to innovative content across League and club digital channels

Digital reach

In Season 2021/22, the **Premier League received**

6.5bn

video views (up 98% year-on-year)

1bn 23m

across all digital media channels

► YouTube 3.3m

subscribers

7.2m

Record year for Fantasy Premier League

4

(0)61m followers

52m

2.1bn

website visits and **34bn** page views

For 20 years, Fantasy Premier League (FPL) has provided over 32 million people around the world with the opportunity to put their own managerial skills to the test.

FPL managers select a virtual squad of 15 from an in-game budget of £100 million, with points scored according to how their players perform in Premier League matches.

The competition was played by a record number of people in Season 2021/22, with 9.1 million managers representing an 11 per cent increase on the previous campaign.

The global appeal of the game was evident once again, with 71 per cent of FPL managers living outside the UK.

For many, the enjoyment of FPL comes through mini-leagues set up between friends, family members and work colleagues. International broadcast partners also run leagues and cups, with prizes on offer to promote the game in their region.







HALL FAME

Eight legends were inducted into the Premier Hall of Fame in 2022. They joined the inaugural inductees from 2021: Thierry Henry, Alan Shearer, David Beckham, Dennis Bergkamp, Eric Cantona, Steven Gerrard, Roy Keane and Frank Lampard. Inductees are decided by a combination of votes from the Premier League Awards Panel and a public vote, with more than two million fans having their say in the first two years.

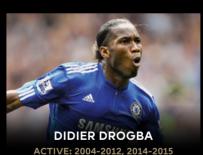
















ACTIVE: 2011-2021

Enthralling ePL season

The fourth season of the ePremier League (ePL) brought together some of the best EA SPORTS FIFA players to represent all 20 Premier League clubs, with Norwich City ultimately crowned Champions when it was all over.

Since the competition began in 2019, the tournament has seen highly skilled gamers compete against each other on the popular franchise. The 2021/22 finals were televised live in the UK by Sky Sports; they were also made available to viewers around the world on Premier League channels, and shown by the League's international licensees.

EA SPORTS also introduced No Room For Racism branding into the FIFA 22 video game, not least by including a specially designed kit (pictured above).



Wider Football and Communities

The success of Premier League football has allowed the League to provide unparalleled levels of funding for communities and the wider football pyramid

World-leading scale and reach of support



The Premier League has invested approximately £2.2 billion in charitable projects, wider football support and good causes since Season 1998/99. Annual investment has continued to increase over the past decade. This world-leading level of support underpins delivery via clubs throughout the football pyramid, and in tens of thousands of community venues and schools across **England and Wales.**

Club community support

164

football clubs eligible for support to deliver community programmes:



4,680+

emplovees in club community organisations, one of the largest charity networks in the country







League



League

National scale



500,000+



people in community projects directly supported annually by the Premier League



female

from ethnically backarounds

users at Football Foundation sites



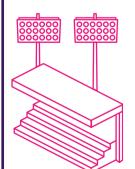
9,287

grassroots teams supported by grants in Season 2021/22



schools are engaged in Premier League Primary Stars (84% of all primary schools in England and Wales)

Facilities, grassroots and lower-league support



10,000+

grass pitches and 1,000+ artificial grass pitches since 2000

5,250+

Premier League Stadium Fund grants for improving lower-league grounds



clubs in 56 leagues across both the men's and womens' game supported in Season 2021/22

International reach



coaches and referees trained in 29 countries since Premier Skills began in 2007, benefiting 1.7 million young people

Funding positive work for the entire game

Long-term Premier League investment has underpinned the development of two of the largest sport charities in the world





The independent Premier League Charitable Fund (PLCF) and Football Foundation charities receive Premier League investment to facilitate farreaching impact via community and facilities arants. The EFL Trust and National League Trust also receive support for core costs and grants for the charities of clubs in those leagues to invest in their structure and community delivery.

Premier League Charitable Fund

The PLCF was formed in 2010 to create positive sporting, health, personal and education outcomes for children, young people and the wider community. The PLCF distributes Premier League and partner funding, including Professional Footballers' Association (PFA) support. More than 100 charitable organisations linked to Premier League, EFL and National League clubs are supported by the PLCF and over 1.9 million people have benefited from involvement in inclusive community programmes.

Premier League in the PLCF has more than tripled in a decade, with a three-year budget in excess of £100 million to the end of the 2021/22 season. Funding supports community-based programmes including Premier League Kicks, Primary Stars and Inspires. With over 4,680 employees in Club



networks.

Before the PLCF awards grants, a Capability Code of Practice (CCOP), developed in collaboration with the PLCF, PFA and EFL Trust, provides a rigorous governance standard for club charities to meet, including safeguarding Annual investment from the and finance requirements. A comprehensive package of training and workforce development also ensures continuous improvement of the network.

Football Foundation and **Premier League Stadium Fund**

The Football Foundation has delivered thousands of grassroots

football pitches and facilities since 2000, thanks to funding from the Premier League, The FA and Government. Together with local partner contributions, more than £1.9 billion has been invested in grassroots football.

The Premier League Stadium Fund awards capital grants to lower-league clubs to support improvement of their stadium facilities for players, supporters and officials. Funded solely by the Premier League and delivered by the Football Foundation, grants are available to clubs who play in Steps 1 to 6 of the National League System, Tiers 1 to 4 of the Women's Football Pyramid and clubs promoted into the English Football League.

Supporting the football pyramid with funding and infrastructure

Premier League support for the wider game ranges from solidarity and youth development payments to grants for fan initiatives, community programmes and grassroots facilities. These pages show examples of support for infrastructure development across the lower leagues and women's football, which has increased via the Premier League Stadium Fund.

Premier League Stadium Fund

To date, the Premier League has funded more than 5,250 ground improvement grants to 1,030 clubs across 114 leagues, including the EFL, National League system and women's football. The Premier League Stadium Fund, previously known as the Football Stadia Improvement Fund, has contributed over £182 million towards projects including the installation of new stands, clubhouses, floodlights, turnstiles, provision for disabled supporters and safety improvements. In Season 2021/22, the Premier League increased its funding by providing grants to non-league and women's clubs for work on projects designed to bring communities together and enhance economic sustainability through the new Club Development Fund. The League also provided 155 grants totalling £1.1 million for ground repairs through the Storm Relief Fund.



Wrexham – National League



opened fan facilities funded by the
Premier League at Wrexham AFC. A
Premier League Stadium Fund grant of
£400,000 built two new viewing platforms
for disabled spectators, increased
wheelchair capacity and improved
toilet and catering facilities. This follows
£236,000 the club received in 2014
from the Premier League to improve
its changing areas, floodlights, pitch
maintenance and accessible facilities.

Blyth Spartans - National League North



Blyth Spartans have benefited from more than £200,000 of Premier League funding for covered stands, new seats, turnstiles, a pitch perimeter barrier and disabled supporters' viewing area. Newcastle United's Dan Burn returned to his hometown to see how the investment has transformed his former club.

"Funding from the Premier League has allowed us to develop the ground to the standard it's at now, which we think is one of the better grounds in our league." Blyth Spartans Chairman Tony Platten

Long Eaton United – Northern Premier League

Long Eaton United have received almost £500,000 from the Premier League for developments including a new stand, an irrigation system, a hospitality area and changing rooms.

"We have benefited from several Premier League grants over the years, which have helped with a number of stadium developments."

Long Eaton United Director Nick Dargan



Ground improvement grants to

1,030

114

different leagues



Lewes FC – Isthmian League Premier and Women's Championship



Lewes FC received £750,000 for a new pitch, allowing both the men's and women's teams to begin Season 2022/23 with a state-of-the-art playing surface.

"The Premier League has helped us by funding this brand new carpet-hybrid football pitch. There's no way we could ever have done that off our own back and this is a game-changer for us in the way we are professionalising our women's set-up."

Maggie Murphy, Lewes FC Chief Executive

Improving grassroots facilities

Funding for grassroots football facilities across England and Wales has been a core component of the Premier League's wider football support since 2000, when it became a founding partner in the Football Foundation, alongside The FA and Government

Premier League and partner funding has contributed to the delivery of over £1.9 billion of facility investment in communities across England and Wales through the Football Foundation. More than 22,000 grants have been provided to develop projects including more than 1,000 artificial grass pitches and 10,141 grass pitch improvements, as well as over 1,300 changing pavilions.

The Nest

Norwich City Community Sports Foundation began work in 2014 to purchase land for a community hub. With funding support of almost £2 million including from the Premier League via the Football Foundation, a multipurpose community hub known as The Nest has been built. More than 110,000 people have used The Nest's facilities, which include an LED floodlit 3G stadium, high-quality grass pitches, residential and catering facilities, and a large community hub building.





West Way Sports Hub

The West Way Sports Hub project in Lancashire opened in September 2021 after being awarded a £650,000 Football Foundation grant as part of a £2.7 million project to build a new floodlit 3G pitch and improve existing grass pitches. As well as being used by five local community clubs and Chorley Ladies FC, the site hosts regular disability sessions, 10 women's teams and walking football sessions for older players.

MP for Chorley Lindsay Hoyle (pictured above at the Hub's opening) said: "It is wonderful to see the new West Way Sports Hub opened as this will provide outstanding sporting facilities for local people. With new changing facilities, a 3G pitch and improved grass pitches, I am sure that local sports clubs and participants will take full advantage of the West Way Sports Hub."





NUCASTLE

Just a five-minute walk from Newcastle United's St. James' Park, the world-class NUCASTLE community hub facility was opened by club legend Shola Ameobi in March 2022, supported by a £2 million grant from the Football Foundation. Combining sport and education facilities, the hub has been used by more than 50 secondary schools from the region since its opening in March 2022.

Premier League Defibrillator Fund

After Christian Eriksen suffered a cardiac arrest while playing during UEFA EURO 2020, the Premier League pledged to fund the provision of Automated External Defibrillators (AEDs) at grassroots football clubs

and facilities. Working in partnership with the Football Foundation and The FA, more than 1,500 sites were able to benefit from this investment. The AEDs are accessible, if required, to an estimated 1.5 million people per season.



Fabrice Muamba and Anthony Taylor attend a defibrillator installation at Altrincham FC

77

Investing in women's and girls' football

Building on existing support and programmes, the Premier League has committed to an additional £21 million over the next three years to help develop women's and girls' football. This investment includes £10.5 million for the Women's Super League and the Women's Championship, alongside £10.5 million for the grassroots game.

Supporting the FA Women's National League

The additional funding includes £3 million to deliver the new FA Women's National League strategy, supporting 74 clubs at that level of the women's football pyramid.

Baroness Sue Campbell, The FA's Director of Women's Football, described the launch of the strategy as "game-changing for the women's football pyramid".





Improving pathways in girls' football

A new network of 67 Girls' Emerging Talent Centres has been created thanks to Premier League investment of £5.25 million. Working in partnership with The FA, this will offer thousands more talented girls the opportunity to progress in the game. With a focus on diverse communities, the number of girls within the talent pathway will more than double from the current 1,722 to 4,200 by the end of Season 2023/24.

"The women's game has so much potential for growth, and working with the Premier League and their experience of developing talent and delivering community programmes is hugely exciting."

Kay Cossington, Head of Women's Technical, The FA



Developing the workforce

New investment of £2.25 million is being provided to deliver a workforce development strategy in partnership with The FA. The strategy will focus on providing young people with the skills they need to progress into professional and volunteer roles within the women's and girls' game.

The strategy will build on existing community work that has seen young people progress from Premier League programme participants to full-time club employees.

Improving club facilities

In addition to the £21 million being made available, the Premier League has continued to support facility development in the women's game. Since the start of Season 2020/21, the Premier League has invested £2.25 million in ground developments for Women's Super League and Women's Championship clubs. Additional funding of £1.65 million has also been made available for clubs playing in the FA Women's National League to enable them to make adjustments to their stadiums that improve the quality of the playing and spectating experience.

With the majority of women's football pyramid clubs groundsharing with clubs in the National League system, many have benefited from the Premier League Stadium Fund more than doubling in size in Season 2022/23.

Premier League Kicks

From participant to full-time coach, Najma Shariffu's story shows how Premier League investment off the pitch can change lives. Najma started at West Ham United Foundation's Premier League Kicks programme 11 years ago while at school, and with the support of Foundation coaches, overcame her anxiety about interacting with people she didn't know. After volunteering, Najma became a full-time coach in 2017, helping mentor the next generation. To mark the 15-year anniversary of Premier League Kicks, Najma was chosen as West Ham's Local Legend, and was presented with her own Panini card.



"Premier League Kicks has really given us what we needed in terms of engaging with and creating a safe environment for boys and girls from the local area."

Joe Lyons, Chief Executive Officer, West Ham United Foundation

Inspiring young people within communities



The Premier League's national community programmes have been helping hundreds of thousands of young people across England and Wales since 2006

Club community organisations across the Premier League, EFL and National League are supported to deliver - giving unparalleled scale and reach via the network created.

Premier League Kicks

Widely recognised as one of the best and most established programmes of its type in the world, Premier League Kicks celebrated its 15-year anniversary in Season 2021/22. It was formed in partnership with the Metropolitan Police with the aim of involving young people in regular physical activity, to help create safer and more inclusive communities. To date, almost half a million participants have benefited.

Free weekly football sessions and educational workshops support young people aged 8 to 18 in some of the country's most deprived communities. As part of an inclusive approach, the programme has increased its focus on engaging girls and disabled young people. Former PL Kicks participants include Premier League players Marcus Rashford, Raheem Sterling, Declan Rice and Wilfried Zaha.



Premier League Kicks

108,000+

participants last year

900,000+

hours of free sessions

supported to deliver

1,500+

venues – over half in the top 30% most deprived communities **38**%

from ethnically diverse backgrounds

21,000+

volunteers

of the workforce are former participants



Premier League Primary Stars

Launched in 2017. Premier League Primary Stars uses the appeal of professional football to support pupils in the classroom, the playground and on the sports field. In 2022, the programme celebrated its fifth anniversary. Over 1,000 schools took part in national competitions, with U11 mixed and girls' tournaments culminating in a final at Watford FC's Vicarage Road.

The programme inspires children aged 5 to 11 to be active and develop important life skills with over 640 curriculum-linked activities. This supports teachers in building their pupils' confidence in key areas, including PSHE, Physical Education, Maths and English.

More than 58,000 teachers have registered for free downloadable lesson plans and 84% of primary schools in England and Wales have engaged in the programme.



Premier League Primary Stars

105

clubs delivering sessions

18,600+

schools engaged to date

1,000+

schools participated in national football competitions

participants in PE/sport sessions during Season 2021/22, totalling more than 1 million since the programme began

children engaged through digital resources per year

"Our pupils really connected with the No Room For Racism resources. The football and the sport context, as well as the popularity of the players and clubs, helped make the tricky topic more accessible for everyone."

Year 6 Primary School Teacher, Leicester



Positive outcomes within communities and schools

The Premier League funds programmes which use the power of football to strengthen communities across the country

Premier League Inspires

Premier League Inspires was launched in 2019 and creates life-changing opportunities for young people who have been identified by their schools as needing extra support to engage with activities, helping them to develop the personal skills and positive attitudes needed to succeed in life.

Using the power of football, the programme helps to prepare 11- to 25-year-olds for further education and employment

through a series of face-to-face mentoring sessions, workshops and social-action projects. The Premier League has invested more than £9.8 million into the programme, through the Premier League Charitable Fund. Clubs throughout the leagues work in partnership with local schools to create a tailored programme to meet their pupils' needs.





Premier League Inspires

18,000+

young people engaged

635

school

44

PL and EFL clubs involved

Sustainability challenge

The annual Premier League Inspires Challenge helps young people learn about some of the challenges facing their football club and community, exploring ways to overcome these issues. In Season 2021/22, participants were empowered to develop environmental sustainability social-action projects in their local communities and at their football clubs.





Premier League and PFA Community Fund

The Premier League and PFA Community Fund has enabled professional football clubs across England and Wales to deliver projects responding to local needs for the last 13 years.

The Fund invests in projects developed by Premier League clubs' charities and in partnership with other local organisations. These partnerships, combined with the engagement of players, have led to positive outcomes in a wide variety of areas including: adolescent mental health, LGBTQ+ inclusion, adult physical health, social isolation in older people, supporting people with dementia, sporting and employability provision, and targeted youth engagement.

Premier League and PFA Community Fund

64,900

nique participants engaged in

131,800+

sessions

1,000 different venues to date

39%

emale

31%

from ethnically diverse backgrounds

Improving opportunities for girls

On International Women's Day, the Premier League celebrated stories of fans, community participants and inspiring women working in football to demonstrate how the Premier League and our clubs are working to promote gender equality in the game.

Brighton's Albion in the Community (AITC) girls' football project is funded by the Premier League and the PFA, and provides more opportunities for girls who want to play football across Sussex.

Lexi, a weekly attendee of coaching sessions, said: "It really helps me because the coaches all know what I'm capable of, so they know exactly what to teach me."

Nathan Casselton, AITC women and girls' development officer, added: "The Premier League and PFA have been brilliant. We've definitely seen a massive increase in participation levels."



"I can't stress enough how important the pathway is for women and girls to be able to see where they can go and where they can develop within the game. When I started playing, there was nothing like this."

Fern Whelan, former Brighton and England defender and PFA Women's Football EDI Executive



Season 2021/22









































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