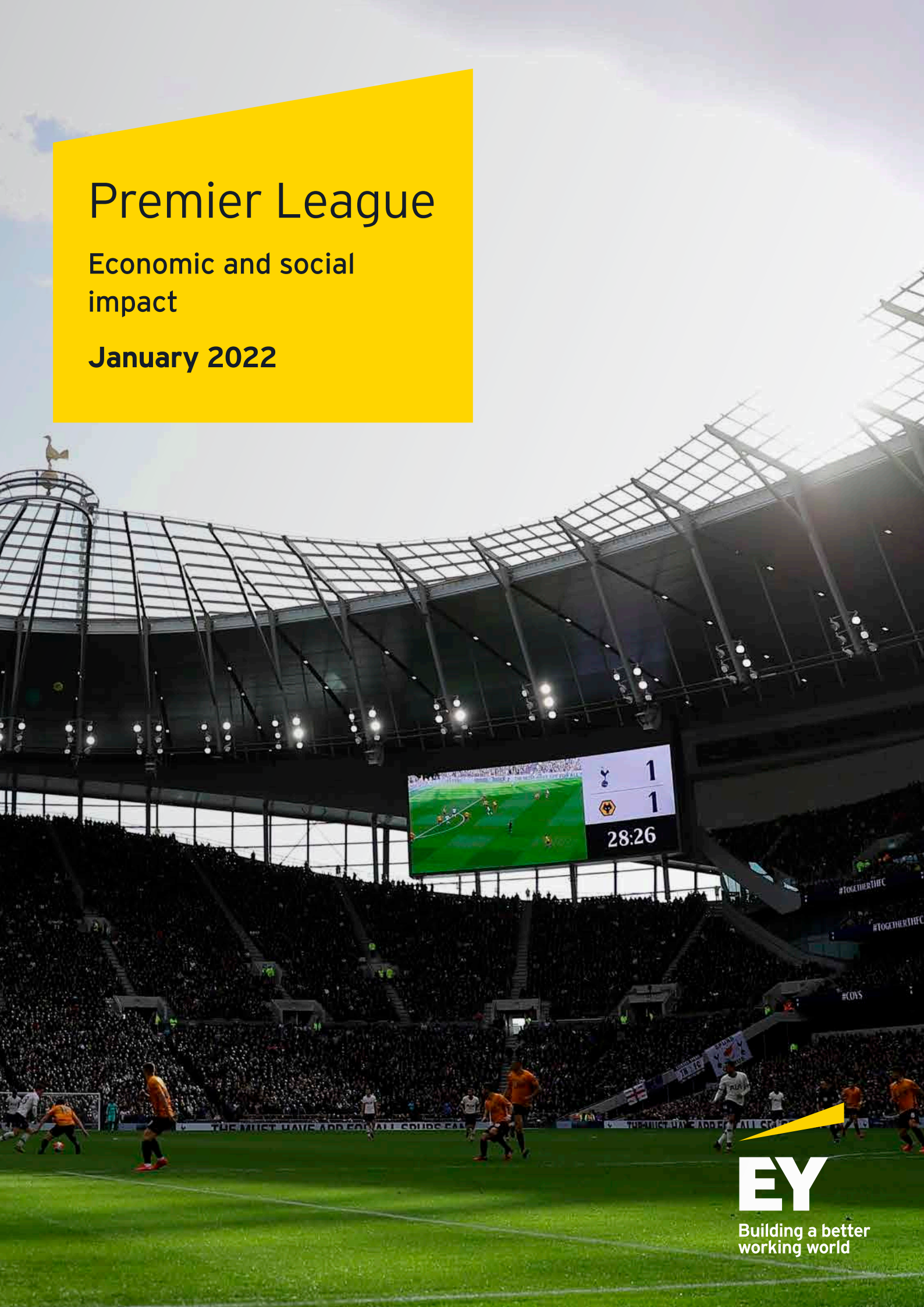


Premier League

Economic and social
impact

January 2022





Disclaimer

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Executive summary

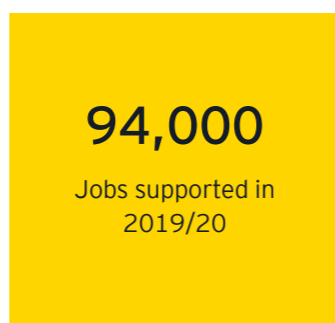
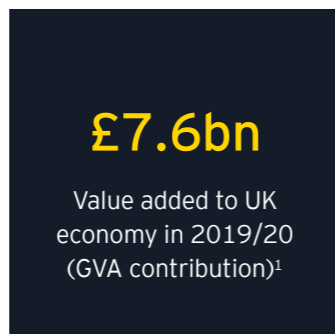
The popularity and commercial success of Premier League football creates significant economic and social impacts, enables a wide range of community programmes across the country and enhances the global perception of the UK.

Since its inception in the 1992/93 season, the Premier League and its clubs (the 'League') have achieved considerable success, establishing a strong global reputation for high-quality and entertaining football, as well as delivering substantial economic and social impacts.

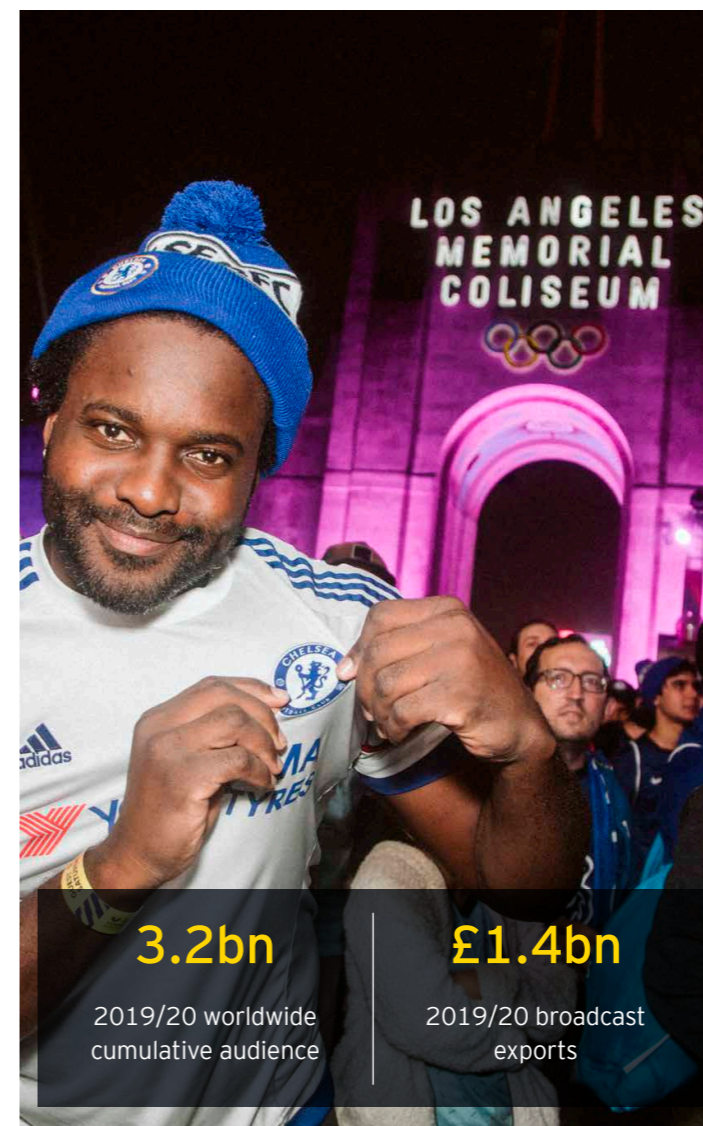
Economic impact

The Premier League's significant contribution was felt across England in 2019/20, with all nine major regions represented by at least one Premier League club, and 72% of the League's economic impact occurring outside of London. The Premier League's impact has increased over time, including a 50% increase in tax contributions since 2013/14.

In a typical season, Premier League clubs have over half a million season ticket holders and the highest stadium occupancy rate across Europe. Each season, 43 million people watch the Premier League on TV in the UK alone.



Global appeal



Global interest in the Premier League continues to grow; in 2019/20, the cumulative global viewership (3.2 billion people) was double that of the UEFA Champions League. The League's committed global fanbase drives its commercial success, particularly through broadcast and sponsorship income.

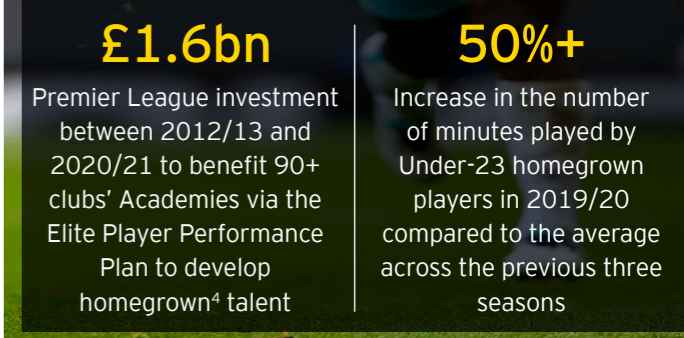
The Premier League's 2019/20 international broadcast revenues totaled £1.4 billion, accounting for the largest share of the UK's audiovisual exports and nearly matching the combined total achieved by the BBC, ITV, Channel 4, Channel 5, Sky and the independent sector.²

This makes Premier League football 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.

Developing homegrown talent

The Premier League and its clubs have made significant investments into Academies throughout the Premier League and English Football League (EFL) to develop homegrown playing talent, while securing some of the world's top players through transfers.

The Premier League and its clubs' £1.6 billion investment in the Elite Player Performance Plan (EPPP) from 2012/13 to 2020/21 has benefitted over 90 clubs' Academies across the football pyramid.³ The strength of the Premier League's approach to homegrown player development and acquisition is evident in the success of Premier League clubs in European club competition, the representation of Premier League players at international level, and the England team's positive performances at recent tournaments, notably EURO 2020.



² UK TV Exports Report – PACT.

³ Data provided by the Premier League.

⁴ UEFA rules determine that a player is deemed homegrown if they have been registered at a club for at least three seasons prior to their 21st birthday.

Support for the football pyramid

Premier League support extends across the football pyramid in England and Wales, including all levels of the EFL, National League System and community football. This support includes solidarity payments distributed to all EFL clubs not in receipt of parachute payments and all 66 National League clubs. In addition to this, parachute payments are paid to EFL clubs recently relegated from the Premier League.

In addition to maintaining current levels of financial support of around £1.5 billion over another three-year broadcast period, a further £100 million of funding for the football pyramid and wider game will be invested across 2021/22 to 2024/25. This follows the Government's approval of an extension to the Premier League's domestic broadcast rights deals on the same terms. This will include additional support to the National League system; the women's and girls' game; community football facilities; EFL clubs; and projects that help the wider game.

£455m

15% of 2019/20 central revenue contributed to support the football pyramid and local communities

138

EFL and National League clubs supported by the Premier League via solidarity and parachute payments

Supporting communities and wider football

The Premier League funds 150 Club Community Organisations across the Premier League, EFL and National League to deliver programmes in schools and communities. The programmes aim to build stronger communities and promote positive sporting, health and education outcomes for children and young people.

This includes funding distributed via the Premier League Charitable Fund (PLCF), which celebrated its 10-year anniversary in 2020. As one of the biggest sports charities in the world, the PLCF invests over £33 million annually to support community provision to benefit regions across the country where football clubs are based.

The Premier League is committed to supporting investment in facilities across the football pyramid and wider game. The League is the sole funder of the Football Stadia Improvement Fund which assists non-league and women's clubs with the cost of improvements to their grounds. By October 2021, the Premier League had provided more than 5,100 grants, with total investment to date at almost £164 million.

The Premier League is also a funding partner of the Football Foundation, which has awarded more than 20,400 grants worth over £770 million to improve grassroots facilities across the country. Local match funding has taken the total investment to more than £1.8 billion since 2000.

150

Clubs supported by Premier League funding to deliver community projects across the country

5,100+

Grants provided by the Premier League through the Football Stadia Improvement Fund, improving grounds throughout the pyramid

1.5m+

People have benefited from Premier League funding and support in thousands of community venues and schools since 2010

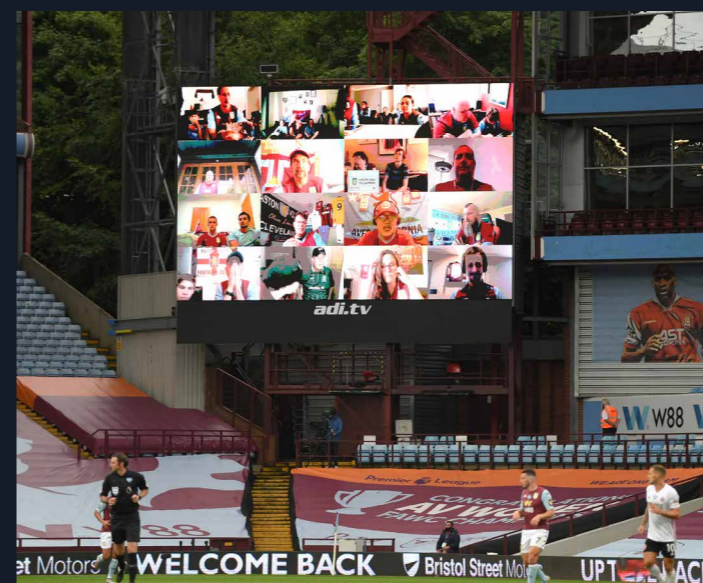


Adapting to the challenges of COVID-19



Impact of the pandemic

The 2019/20 season posed unprecedented challenges for the Premier League and the whole of football as the world battled against COVID-19. After the season was postponed in March 2020, the League worked with the Government and other football bodies to enable football to safely resume behind closed doors through 'Project Restart'. The disruption of fixtures and the absence of fans threatened the sustainability of the League and the impacts it generates.



£1.3bn

Estimated lost broadcast and matchday revenue in 2019/20 and 2020/21

18m

Estimated reduction in attendance during 2019/20 and 2020/21

Response to the pandemic

In response to the pandemic, the League made advanced funds of £125 million available to the football pyramid and underwrote a financial package to the EFL, including a commitment that no EFL club would go out of business as a result of the pandemic in the 2020/21 season. In addition, the League committed £35 million for on-the-ground delivery to support the NHS, communities, families and vulnerable groups, including making facilities available for the national vaccination programme.

A £250 million COVID-relief package was agreed with the EFL in November 2020, which saw £50 million made available in grant and monitored grant payments for League One and Two clubs as well as securing an interest-free loan facility of up to £200 million that Championship clubs were able to utilise. The Premier League also provided COVID-relief grants to thousands of EFL, non-league, women's and grassroots clubs to help them during the pandemic, as well as prepare their pitches and stadiums for the return of football and fans, benefitting over 40,000 teams.

By March 2021, one year on from the start of the pandemic, the League had funded more than 5,000 activities, while clubs had made in excess of 100,000 supportive calls to vulnerable fans and delivered over 1.5 million meals to their communities.

1.5m

Meals delivered by clubs supported by Premier League funding⁵

£125m

Advanced funds made available to the football pyramid in 2019/20

⁵ As of March 2021.



2 Economic impact

The Premier League and its clubs drive significant economic activity nationally and regionally through their commercial relationships and supply chains, generating tax revenue, supporting tourism and creating employment opportunities.

The Premier League economy⁶

Premier League football drives economic activity across the UK. The income generated enables significant expenditure across supply chains, supports thousands of jobs, and creates sizeable tax revenues. The popularity of Premier League football has also developed a thriving visitor economy.

Key drivers of the impact of the Premier League and its clubs in 2019/20 are summarised below.

Economic activity	Premier League & clubs' income	Premier League & clubs' expenditure	Visitor expenditure ⁸
	£1.5bn central domestic broadcast and commercial £1.4bn central broadcast exports £0.6bn matchday revenue £1.6bn all other club revenues	£1.8bn supply chain spending £2.9bn wages and salaries ⁷ £455m football pyramid and community investment	651,000 domestic (away fan) visitor trips with total spending ⁹ of £16m 528,000 international visitor trips with total spending of £442m

Economic impacts	Description
Direct	Includes impacts generated within the Premier League and its clubs, including GVA (comprised of gross operating surplus and staff costs), direct employment and taxes paid and collected.
Indirect	The economic activity generated through club and Premier League supply chains and in the wider visitor economy.
Induced	The economic activity that is supported by increased spending throughout the economy, facilitated by direct and indirect employment impacts.

Key benefits



Significant economic impact

£7.6 billion in UK GDP contribution

The League's contribution to UK Gross Domestic Product (GDP) is approximated through the Gross Value Added (GVA) it generates. In 2019/20, the League generated £7.6 billion in GVA:

- ▶ £3.9 billion direct impact of the League
- ▶ £1.5 billion indirect impact
- ▶ £2.1 billion induced impact
- ▶ Despite the impact of the COVID-19 pandemic, the total GVA contribution is equal to that in 2016/17

£3.6 billion in tax contributions

The economic activity stimulated by the League resulted in an estimated £3.6 billion total contribution to the Exchequer in 2019/20 (8% increase on 2016/17):

- ▶ £2.2 billion direct impact of the League, £1.4 billion of which is accounted for by players (primarily through their income tax and national insurance contributions)
- ▶ £1.4 billion indirect and induced impact through:
 - ▶ The League's supply chain
 - ▶ Taxation on employment income supported by the League and its supply chain

94,000 jobs supported in the UK

The League's activities supported nearly 94,000 full time equivalent (FTE) jobs across the UK in 2019/20:

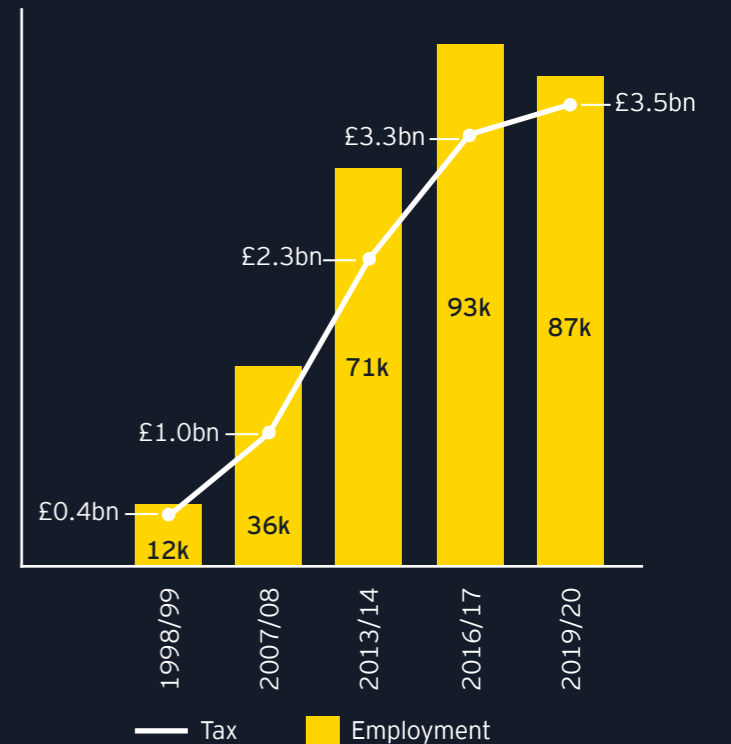
- ▶ 12,000 jobs supported directly by the League's operations
- ▶ 47,000 jobs supported through indirect impacts
- ▶ 35,000 through induced impacts

Clubs' economic contribution has increased by more than 800% since 1998/99¹⁰

Premier League clubs' revenues have grown significantly since 1998/99, delivering a vastly increased contribution to the UK economy. Clubs' gross value added (GVA) contribution (excluding that of the Premier League itself) has grown from £0.7 billion in 1998/99 to £7.2 billion in 2019/20 – a cash terms increase of 840% (440% in real terms).¹¹

There has been significant employment growth directly supported by clubs (excluding the Premier League itself); FTE jobs have increased from 11,000 in 1998/99 to over 87,000 in 2019/20, a rise of 650%.

The total tax contribution underpinned by clubs has increased by £3.1 billion during this period, or 750% in cash terms (390% in real terms).



Source: EY analysis

⁶ EY figures: informed by analysis of Premier League data, clubs' financial accounts, Office for National Statistics data on the UK economy and other supplementary sources.

⁷ Wages and salaries exclude social security and pension costs.

⁸ VisitBritain estimates that in 2019, there were over 1.5 million visitors to the UK that watched a live football match, spending £1.4 billion collectively. Whilst our economic analysis only includes visits that are deemed additional – i.e. those that took place for the primary reason of attending a Premier League football match – VisitBritain's findings demonstrate the draw of the League and the wider game across the UK for overseas tourists, and the positive impact this has on the UK economy.

⁹ Visitor expenditure excludes expenditure on tickets.

¹⁰ Impacts presented are specific to clubs; they exclude that of the Premier League itself as an organisation. The 87,000 FTE jobs impact can be added to the Premier League's impact of 7,000 to arrive at the total figure of 94,000 referenced elsewhere in this report.

¹¹ Cash terms figures have not been adjusted for inflation, whilst real terms figures are. Real terms figures are therefore in constant prices.

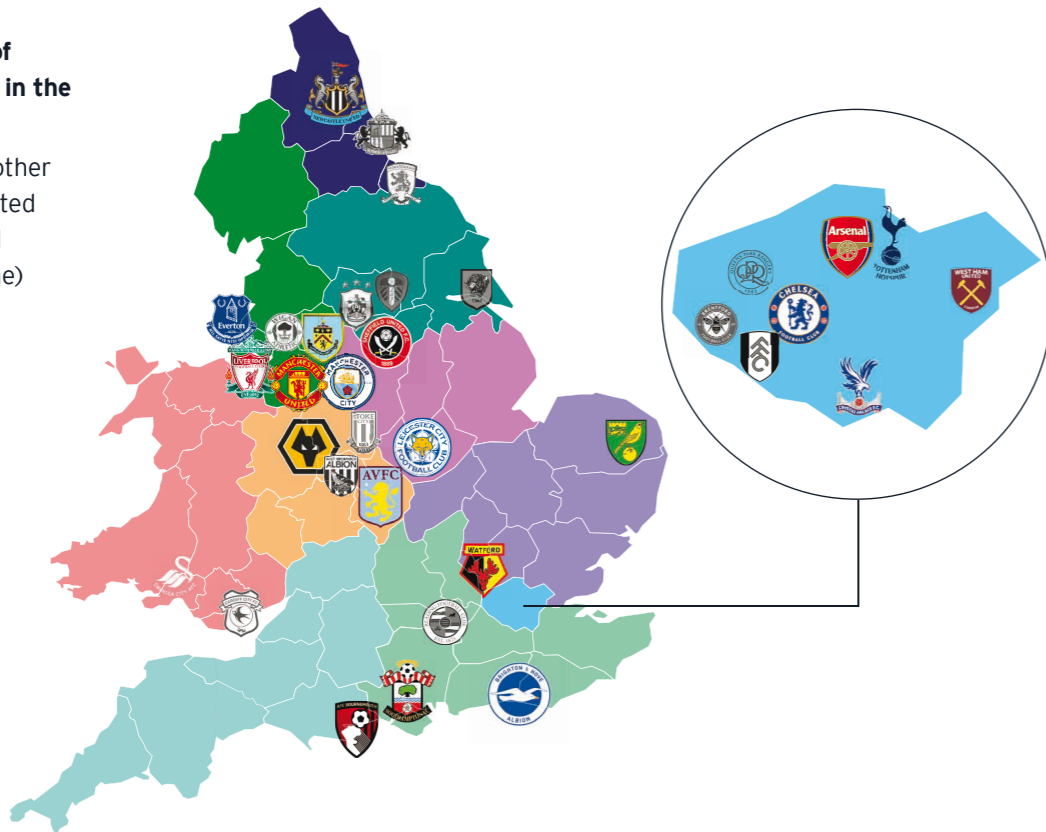
The economic impact of Premier League football is felt across the nation

The economic activity supported by the League is distributed across much of England and Wales, due to the geographical spread of Premier League clubs. While the geography of the Premier League's economic footprint fluctuates each season,

2019/20 saw all major regions of England represented by at least one club. Overall, 72% of the League's economic footprint was located outside of London.

Geographical spread of Premier League clubs in the 2019/20 season

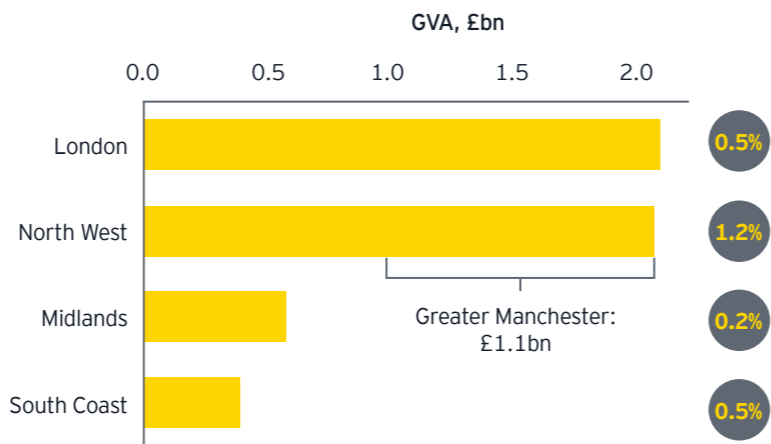
(Logos in colour) and other clubs that have competed between 2012/13 and 2021/22 (monochrome)



Substantial local economic contributions

The largest economic impacts in 2019/20 were in London and the North West, with clubs driving impacts in each of these regions of £2.1 billion in GVA and 21,000 FTE jobs.

GVA contribution of the Premier League, selected regions, £ billions (percentage share of regional GVA circled), 2019/20



The economic impact would have been up to 15% higher had 2019/20 been a 'typical' season

The 2019/20 season was significantly disrupted by the COVID-19 pandemic, which brought significant implications for both the revenues and costs of the Premier League and its clubs.

In the absence of this disruption, the economic impact of the League would have been significantly higher. Overall, it is estimated that if the 2019/20 season had gone ahead as a typical season, the impacts would have been:

- ▶ £3.9 billion in tax revenues (£0.3 billion higher)
- ▶ £8.7 billion in GVA (£1.1 billion higher)
- ▶ 99,000 FTE jobs (5,000 higher)
- ▶ £6.1 billion in revenue (£1.0 billion higher)

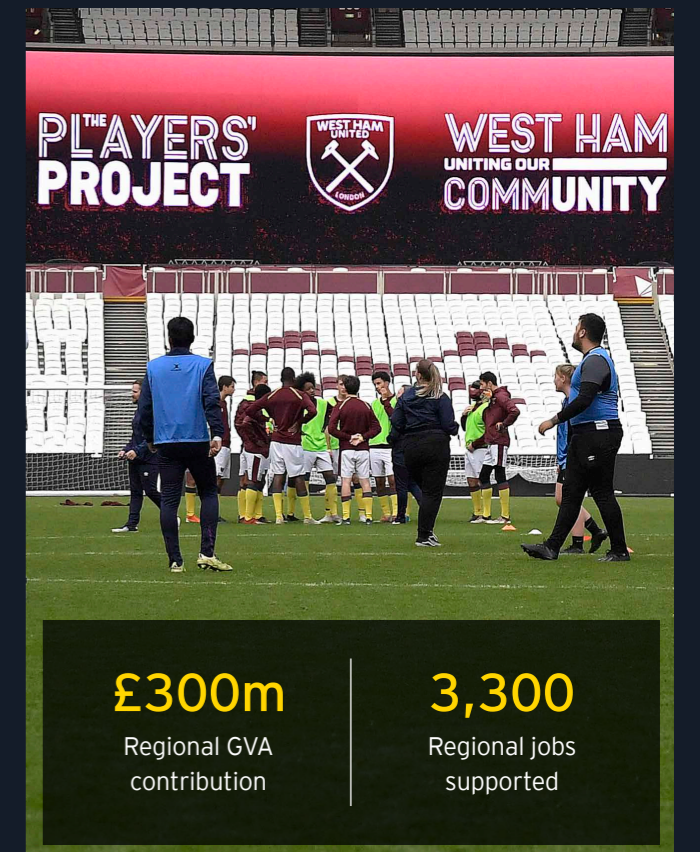


West Ham United: pillar of the local economy

An EY report in 2019 found that West Ham United makes a substantial contribution to its local economy of London and Essex. Through its role as a major employer, spending with local businesses in its supply chain, and the thousands of visitors it attracts over the course of the season, the club supports wide-ranging economic impacts.

In 2018/19:

- ▶ The club contributed a total of £300 million in Gross Value Added (GVA) to the regional economy both directly and indirectly through its supply chain, job opportunities and the visitor economy. This supports 3,300 local and regional jobs.
- ▶ Almost half (45%) of all staff are residents of boroughs local to the club.
- ▶ Almost half of total supply chain spending is sourced from local suppliers, equating to £15 million.
- ▶ All club and stadium staff, and those of suppliers, are paid at least the London Living Wage.
- ▶ Over 50,000 away Premier League supporters visit the London Stadium, bringing additional spending into the local economy.
- ▶ The club invested £5 million into the Chadwell Heath and Rush Green training facilities, and London Stadium in 2018/19.



The club launched their Players' Project in 2018, with players from their men's, women's and Academy teams giving more than 300 hours of community time in the programme's first year.



3

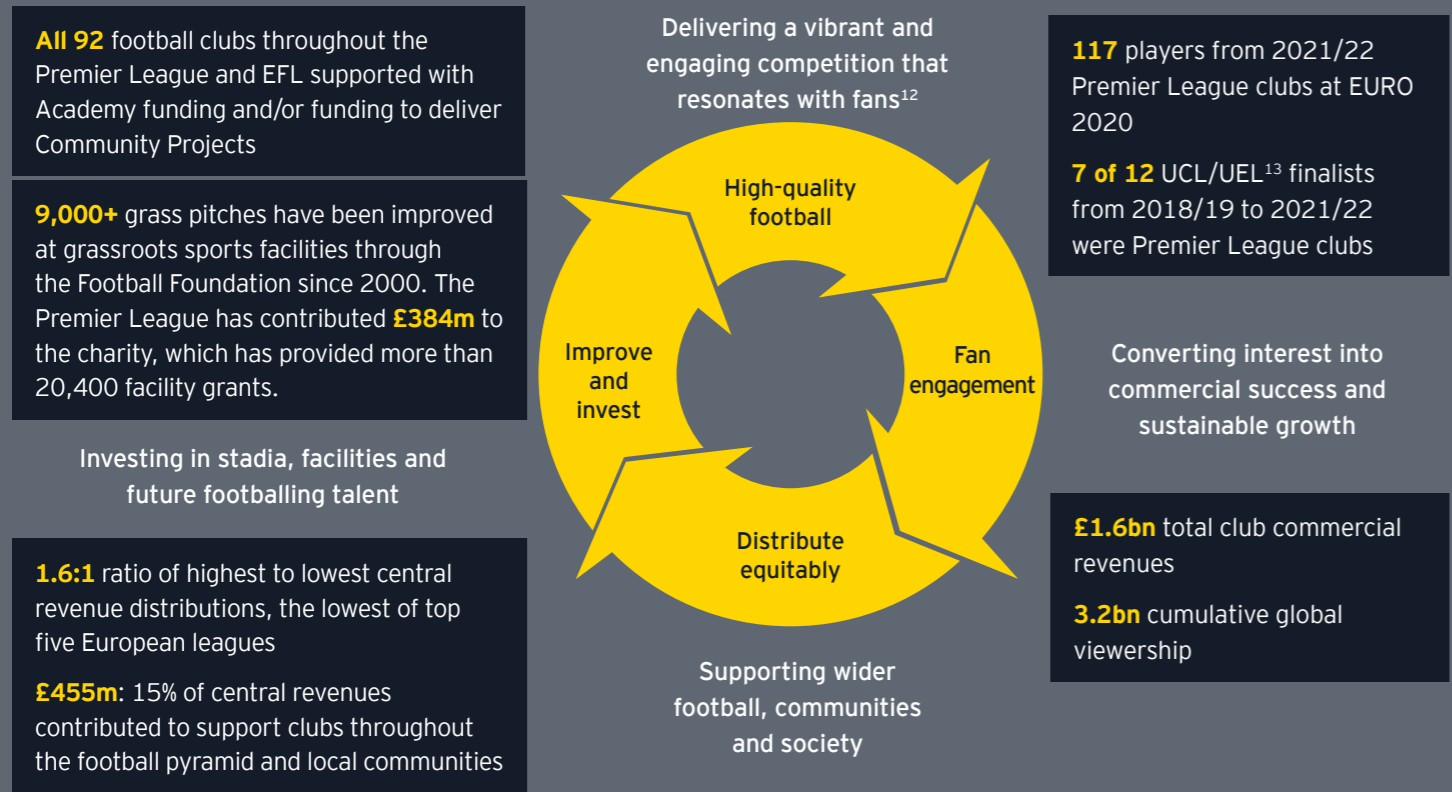
The cycle of growth

The Premier League has a profound influence on all aspects of the English game, from the quality of elite competition, to grassroots participation and investment in communities.

The cycle of growth

Football occupies a prominent position in the UK, with millions of children and adults from all backgrounds playing or watching the game on a regular basis. Media coverage is a near-constant reminder of the cultural significance of the sport, both reflecting and contributing to the power of football to engage with a diverse range of people and communities across society.

Investing in high-quality football is at the heart of the Premier League's success. This is a key driver of fan engagement, and thereby supports commercial performance. Equitable distribution of this success enables the Premier League and its clubs to reinvest in the future of the game, delivering competitive and entertaining football for fans over a prolonged period of time.



¹² Figures quoted within this diagram relate to 2019/20 unless otherwise stated.
¹³ UEFA Champions League/UEFA Europa League.

COVID-19 disruption

The pandemic caused significant disruption to the Premier League and the cycle of growth:

- ▶ 472 matches in 2019/20 and 2020/21 were played behind closed doors or with limited capacity, resulting in an estimated 18 million reduction in attendances.
- ▶ Fixture and broadcast disruption: delayed end to 2019/20 and start to 2020/21; £1.3 billion lost in matchday and broadcast revenues.
- ▶ Challenges in the community: Clubs adapted to deliver vital services to help address new and acute community needs presented by the pandemic.

Safe resumption of football – Project Restart's success

In conjunction with football stakeholders and the Government, the Premier League successfully undertook Project Restart to deliver the safe return of football in June 2020, following its suspension in March. This allowed

for the completion of the 2019/20 season and for the 2020/21 season to be played out in full.

Maintaining the connection with fans

Clubs maintained regular dialogue with fans and provided significant support during the temporary suspension of football and while matches were played behind closed doors. For example:

- ▶ **Brighton** made use of Fans Forums, with several virtual Q&A sessions with senior staff members, covering issues that impacted supporters, including plans for fans' return and season ticket renewals.
- ▶ **Liverpool** Disabled Supporters Association praised the club for maintaining contact with fans throughout lockdown periods, maintaining engagement to support fans' mental health.
- ▶ **Southampton:** Saints Foundation delivered prescriptions to homes throughout the pandemic, and launched a hotline for vulnerable local residents.

Impact of returning fans

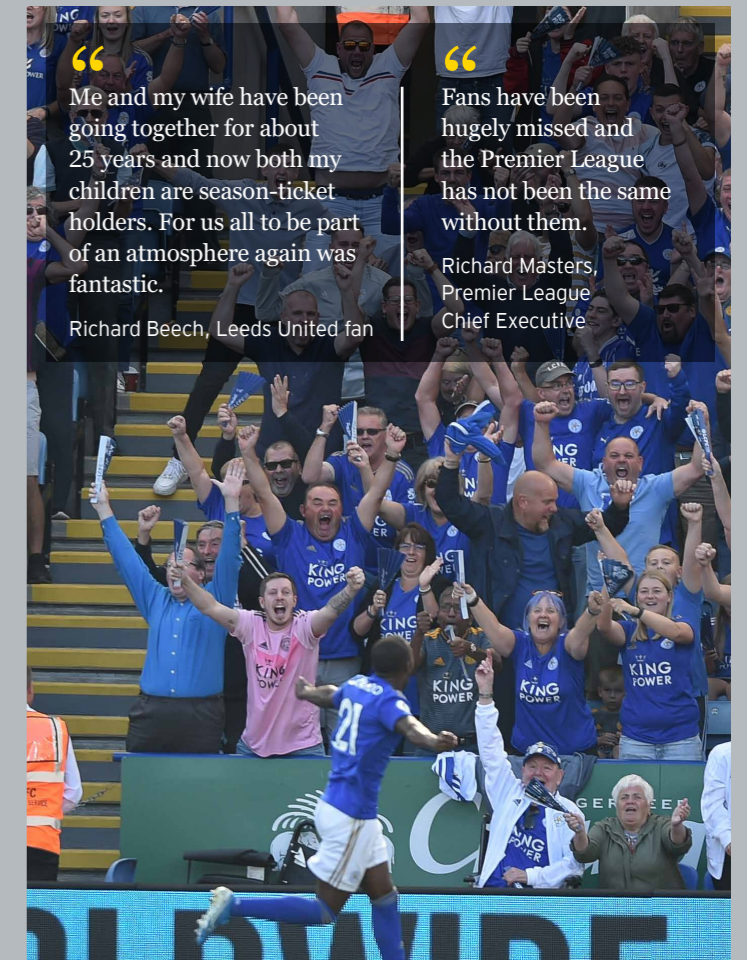
After matches were played behind closed doors at the end of the 2019/20 season and for the majority of the 2020/21 season, capacity crowds were welcomed back at the start of 2021/22.

Fans' wellbeing: matchdays provide a focal point for socialising and regular entertainment that can boost wellbeing.

Match atmosphere: the atmosphere generated by fans within the stadium enhances the broadcast viewer experience, contributing to the attractiveness of Premier League football to broadcasters.

Commercial impacts: matchday revenues are an important contributor to clubs' finances in the Premier League and across the football pyramid. A return to pre-pandemic attendances would increase matchday revenues by approximately £1.8 million per match for the average Premier League fixture, or £675 million across the 2021/22 season.

Economic benefits: increased levels of matchday-related activity associated with a return to pre-pandemic attendances would be expected to drive an increase in GVA impacts of £4.1 million per match; equivalent to nearly £1.6 billion in GVA over the course of the 2021/22 season.

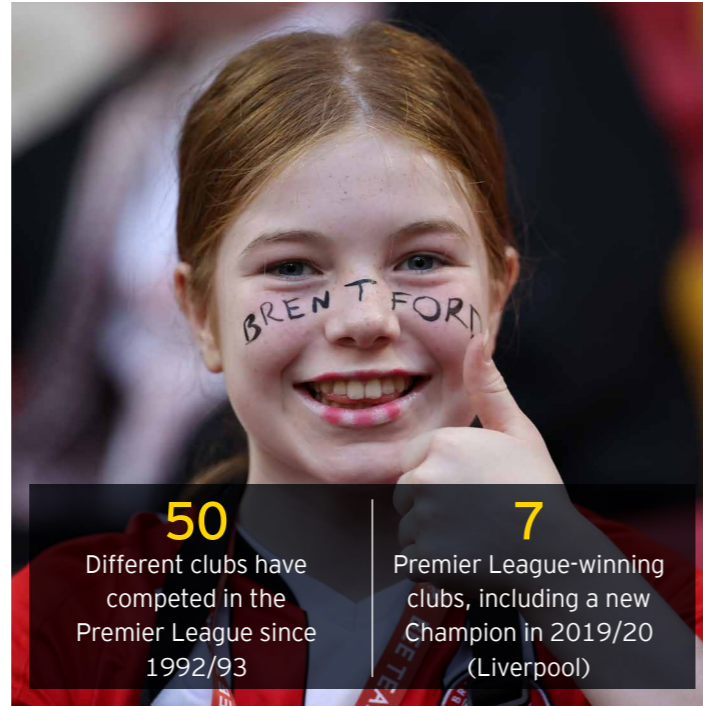


High-quality football

The competitiveness of the Premier League drives the quality of football on show

The Premier League comprises a mix of international stars and elite homegrown talent and this quality drives the competitiveness and entertainment of the League. In 2019/20, 48% of total Premier League minutes were recorded by homegrown players. 2019/20 was a breakthrough season in particular for young homegrown players with 62 homegrown players making their debut in the Premier League, and 16% of all minutes coming from U23 homegrown players. This was more than a 50% increase on the average across the previous three seasons.¹⁴

There is variety in both participants and winners of the Premier League, with Brentford becoming the 50th club to compete in the division in 2021/22, after Liverpool had become the seventh Premier League title winners in 2019/20.



¹⁴ Data provided by the Premier League.



Premier League clubs enjoy European success

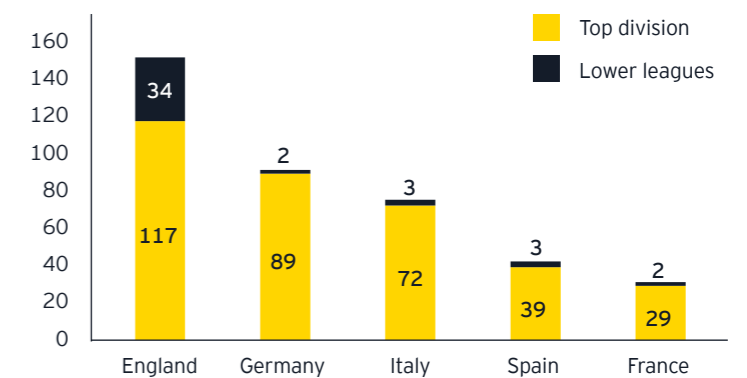
The quality of Premier League football is illustrated by its clubs' recent dominance in UEFA's two European international club competitions, the Champions League and the Europa League, with Premier League clubs making up seven of the 12 finalists between 2018/19 and 2020/21.

Premier League players strongly represented on the international stage

The high standard of players throughout the Premier League is a key differentiator of its quality relative to other elite competitions.



Domestic football league systems with the most players at EURO 2020



Source: Twenty First Group

Fan engagement

The quality of Premier League football is a key driver of the widespread interest in the League, both domestically and around the world.

Stadium utilisation was at record levels in 2019/20

In 2019/20, Premier League grounds operated at close to full capacity prior to the temporary suspension of the season. The average price paid for a Premier League ticket during 2019/20 was £32, with most fans paying £30 or less per match. Of the more than 500,000 season-ticket holders across the Premier League, there were almost 65,000 juniors, who paid £7 per match on average.

97.8%

Stadium utilisation prior to COVID-19 disruption; a new League record

39,537

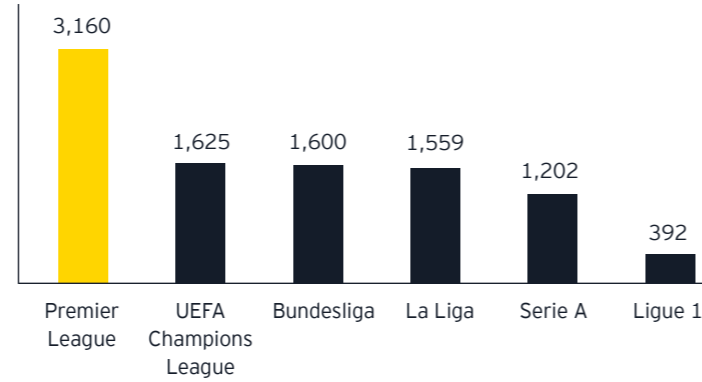
Average match attendance prior to COVID-19 disruption; a new League record



The Premier League leads the world in global broadcast viewership

The Premier League continues to be the most-watched football league in the world. Its cumulative global audience in 2019/20 was 3.2 billion, nearly double that of the next most watched league in Europe (the German Bundesliga) and the UEFA Champions League.

Cumulative global audience (millions)

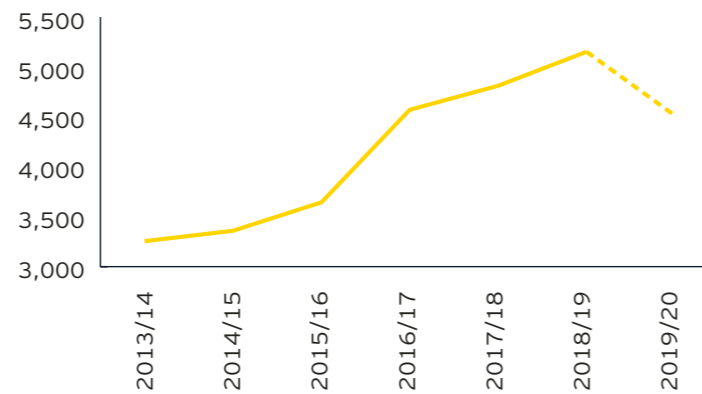


Source: Nielsen

Strong pre-pandemic growth across revenue channels

The Premier League's widespread appeal has driven financial growth over time. The League's broadcast, matchday and commercial revenues all increased over the five years to 2018/19. COVID-19 impacted this significantly, but overall revenues were still just below 2016/17 season levels.

Total Premier League club revenues 2013/14-2019/20 (£m)



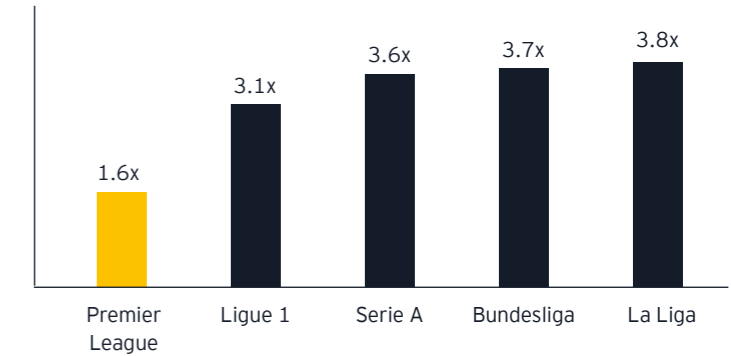
Source: Premier League

Distribute equitably

Most equitable distribution of revenue to clubs

In 2018/19, central revenues¹⁵ were distributed more equitably among Premier League clubs compared to the other top five European leagues, helping to maintain competitiveness of the competition. For example, the best remunerated club received 1.6x as much revenue as the least remunerated club; this ratio is less than half of that in La Liga.

Ratio of central income for top vs. bottom club (2018/19)



Source: Club accounts and other official sources

Improve and invest

A consistent commitment to supporting the football pyramid and local communities

The Premier League shares resulting success with EFL, non-league, women's and grassroots clubs, as well as local communities. 15% of central League revenues were distributed to the football pyramid and communities in 2019/20, equating to £455 million.

Sections 5 and 6 of this report provide further detail of the support provided to the football pyramid and local communities by the Premier League.

3,000+

Clubs playing across 109 leagues awarded football ground improvement grants from the Premier League through the Football Stadia Improvement Fund since 2000

1.5m

Unique participants engaged in Premier League Charitable Fund programmes by its 10-year anniversary in 2020/21



¹⁵ Revenue generated by the league body and distributed to clubs.



4 A global league

The Premier League's global popularity is driven by high-quality football and international stars. This supports the League's international broadcast appeal and makes Premier League football a valuable asset to the brand of the UK.

Premier League stars from across the world

The substantial representation of international players from all over the world is an important contributor to the Premier League's international appeal. As of the start of the 2021/22 season, players of 119 different nationalities have played within the Premier League, more than in any other major European League.

International players, by promoting interest in the League within their home countries and vice versa, help build enduring connections that support engagement between the Premier League and the international community. Taken as a whole, these connections support the Premier League's global appeal and promote a positive perception of the UK.

Engaging with a global fan base

In 2019/20, the Premier League's maintained its position as the most-watched football league worldwide with a cumulative audience of 3.2 billion, accounting for 42 of the top 50 global audiences for European domestic league matches and recording the largest audiences in China, India and USA.

Social media platforms enable global conversations to take place, with the Premier League receiving millions of daily interactions through these channels, in addition to those of clubs and players themselves. The start of the 2019/20 season also saw the launch of the Premier League's YouTube channel, which reached over 1.8 million subscribers and more than 268 million views in its first two full seasons.



¹⁶ EY analysis of Premier League data.
¹⁷ Data provided by the Premier League.
¹⁸ Nielsen Sports.
¹⁹ Data provided by the Premier League.

Events overseas provide opportunities to engage with international fans

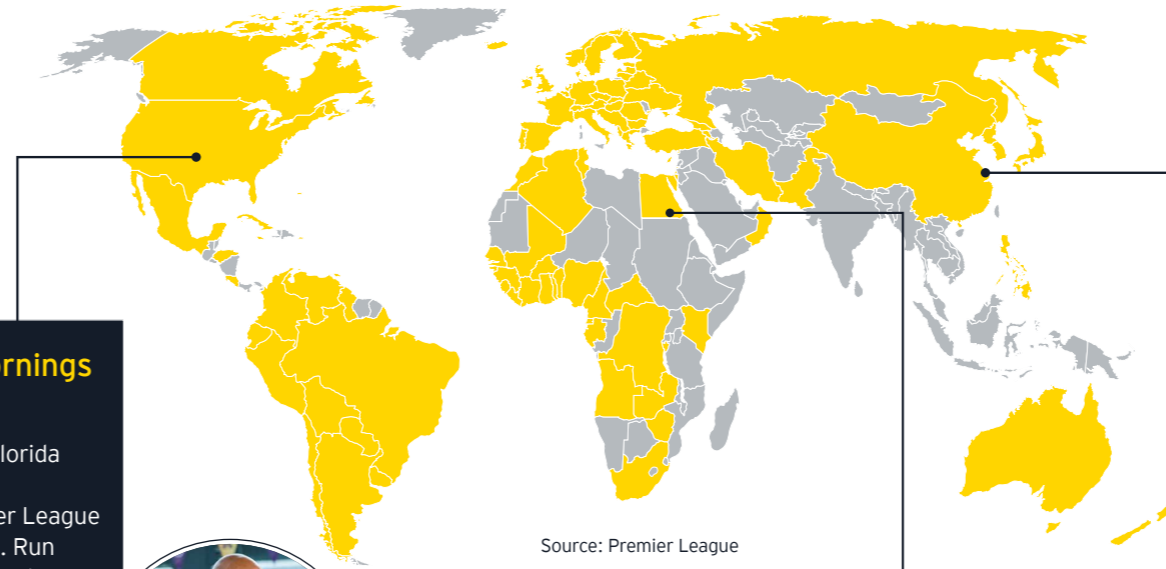
Pre-season enables clubs to tour other countries, to engage with overseas fans in person. In 2019/20, clubs visited 16 overseas markets during pre-season tours. The Premier League has also hosted a number of fan events, including pre-season tournaments, trophy tours and fan parks, bringing the Premier League experience to fans around the world.



Wolverhampton Wanderers celebrating winning the 2019 Asia Trophy in Shanghai

Premier League Asia Trophy

Between 2003 and 2019, fans in Asia were given the opportunity to watch live Premier League football as teams travelled to take part in the Premier League Asia Trophy, a biennial pre-season tournament. The ninth instalment took place in China in 2019, with the tournament being held in two separate cities for the first time. The first round of matches took place in Nanjing before Wolverhampton Wanderers beat Manchester City on penalties in Shanghai to lift the trophy.



Source: Premier League

Key

■ Nations that have produced at least one Premier League player (119)

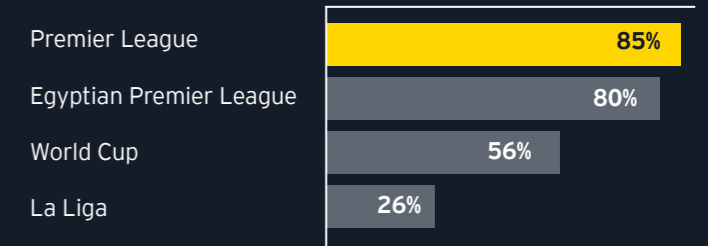


Interest in the Premier League overseas: Egypt

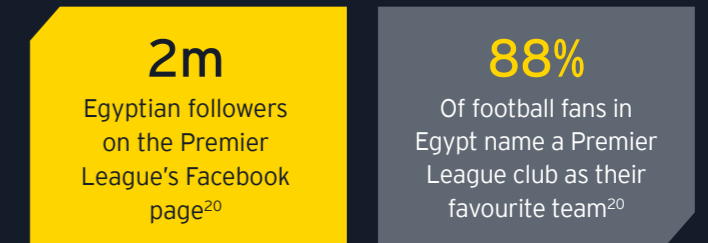
In Egypt, the Premier League is now more popular than any other major sports league. Social media has been a major contributor to this, as Egypt is the second-largest nation represented on the Premier League's global Facebook page. The country is also home to the most Fantasy Premier League managers outside the UK. A key element of the growing link between the Premier League and Egypt has been the success of Mohamed Salah, Liverpool's record-breaking and title-winning forward, and captain of the Egypt national team.

This popularity has been converted into positive changes in the community, with women becoming more involved in Egyptian football thanks to the Premier Skills programme. This is delivered in partnership with the UK Government and has seen over 32,000 coaches and referees developed around the world with the programme also benefitting 1.7 million young people. Faiza Haidar, a Premier Skills trained Coach educator who was appointed as the General Coach for Ideal-Goldi Men's first team in the Egyptian professional league, said: "I hope this will pave the way for more girls and women to challenge the status quo and believe in themselves."

Percentage of the general public in Egypt interested in selected sporting competitions



Source: Premier League



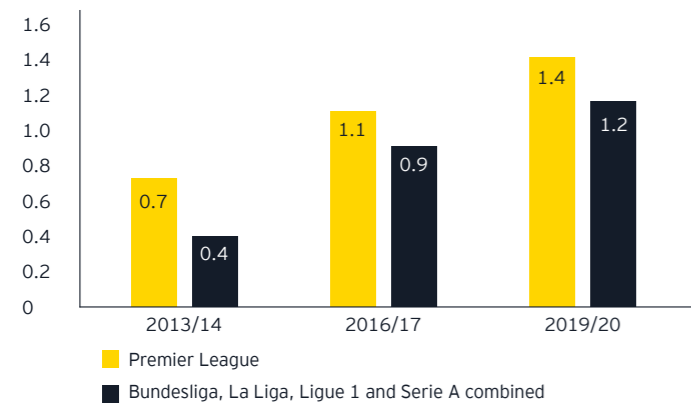
²⁰ Data provided by the Premier League.

Premier League broadcast exports reflect its significant international appeal

The Premier League's broadcast exports comprise almost half of the UK's TV exports. In 2019/20, the League's broadcast exports were £1.4 billion, almost on par with the £1.5 billion achieved in exports of other UK television productions (including the BBC, ITV, Channel 4, Channel 5, Sky and the independent sector) in 2019/20.²¹

The Premier League's overseas broadcast rights have consistently exceeded the combined total of the other four major European leagues.

Overseas rights of major sports leagues, £ billions

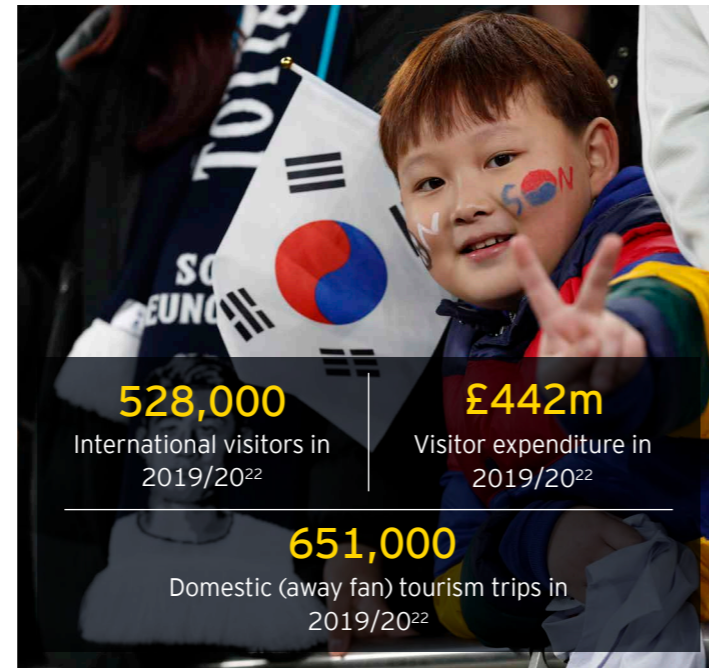


Source: Premier League analysis estimates

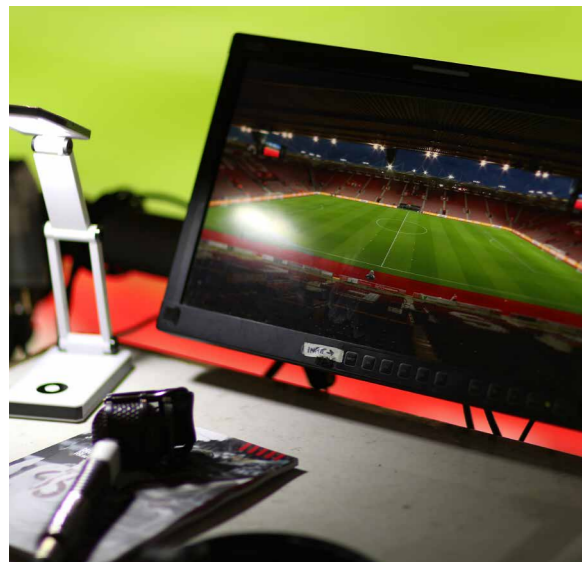
Broadcast export value is supported by the Premier League's investment in Premier League Productions (PLP), which distributes and creates content for international rights holders.

Premier League football promotes tourism

Premier League football attracts more than half a million international visitors to the UK each year. Combined with over 651,000 domestic tourism trips, this generates over £442 million in expenditure in regions across the country.



The location of Premier League clubs across the country results in a broad tourism footprint. With the majority of the football season taking place outside the peak tourism months in summer, this helps to provide a boost to the tourism industry at times when activity is lower.



Intellectual property protection

A comprehensive IP protection strategy is a key element of the Premier League's international export growth. The Premier League has operated its anti-piracy programme since 2006, developing it into one of the most extensive and varied in the world.

This has involved investing in leading technological solutions that can detect, verify and disrupt infringements in real-time and supplementing that with a variety of legal actions to combat global online piracy. These include blocking orders and criminal prosecutions around the world.

Recent examples have included the first convictions of illicit streaming device sellers in Singapore and the removal of Mobdro, the world's largest infringing streaming app.

The Premier League is a UK soft power asset

As a globally recognised brand, the Premier League is a key soft power²³ asset for the UK. Research from the British Icon Index finds that 87% of those interested in the Premier League say it makes them feel more positively about the UK.²⁴

The Premier League has worked to develop partnerships with football stakeholders and government organisations overseas. This both helps to develop football globally and reinforces international awareness and positive perception of the Premier League as a soft power asset, and as a force for good.

“ Sport is universally accessible in a way many other cultural exports are not, as it does not require translation. The Premier League is a key driver of this.

British Council All Party Parliamentary Group

2nd

Portland's 2019 Soft Power 30 Report ranked the UK second only to France, acknowledging the Premier League as 'clearly a boon for British soft power'.²⁵

Engaging with the international community

The Premier League is engaged in numerous programmes which help to develop international business relationships, spread expertise around the world, and deliver coaching and education:

- ▶ **Business engagement and government collaboration:** The Premier League has partnered with the UK Government's GREAT business development programme through several channels, including the India – UK Sports Alliance and at the Premier League Asia Trophy 2019.
- ▶ **Exporting expertise through footballing alliances:** Relationships have been formed with international leagues including in India and China, to develop youth players and the local game. For instance, Premier League Under-14 players took part in the Next Generation Mumbai Cup in February 2020, taking on local youth sides.
- ▶ **Coaching and education:** Premier Skills, a partnership between the Premier League and the British Council started in 2007, has trained over 32,000 grassroots coaches and referees, who have gone on to develop the confidence and skills of 1.7 million young people in 29 countries around the world.

1.7m

Young people worldwide benefitting through Premier Skills programme



21 UK TV Exports Report – PACT.

22 EY analysis of VisitBritain and Premier League data.

23 'Soft power' refers to the ability to shape and influence through the power of attraction.

24 British Council All Party Parliamentary Group – Influence and the Integrated Review: Opportunities for Britain's Global Vision.

25 <https://softpower30.com/>



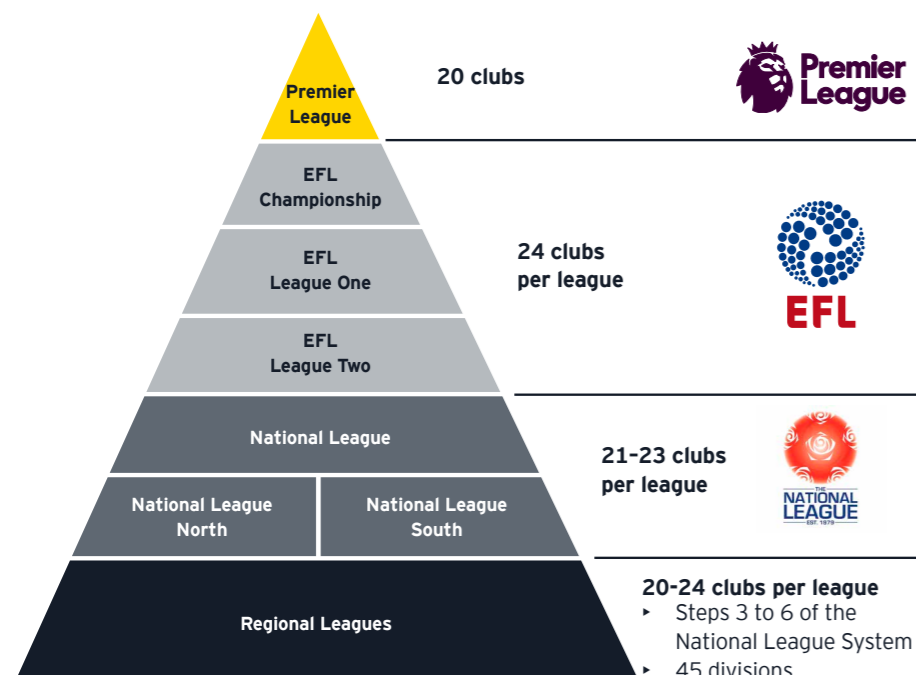
Support for the pyramid and wider game

Sharing the Premier League's success across the football pyramid drives investment in players, coaching and infrastructure to support the development of English football.

Premier League commitments to support the wider game extend across the football pyramid and communities in England and Wales. The League supports the continuing development of football at all levels through a model which ensures that its success is shared with clubs in the EFL, the National League, Regional Leagues and grassroots football, promoting mutually beneficial success.

The funding the Premier League provides to the wider game is world-leading in its scale when compared to other leagues and sports. The Premier League redistributed 15% of its annual revenue in 2019/20 to stakeholders outside the League in solidarity and parachute payments, youth development investment (academy), community grants and funding for

fan initiatives and other good causes. 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 help provide certainty to clubs throughout professional football with current levels of financial support of around £1.5 billion set to be continued over another three-year period. The renewals also saw a commitment to increase funding to 2025, with a further £100 million to be invested in five areas: the National League system; developing the women's and girls' game; enhancing community football facilities; supporting EFL clubs; and projects that help the wider game.



15% of 2019/20 revenues distributed to the football pyramid and local communities

£164m investment into the Football Stadia Improvement Fund since 2000

£226m gross transfer fees paid by Premier League clubs to EFL clubs in 2019/20

£455m paid by Premier League in EPPP Academy grants to the football pyramid since 2012

48% of Championship clubs' 2019/20 revenue from Premier League distributions (**27%** League 1, **24%** League 2)²⁶

²⁶ Based on latest available financial results as per Deloitte's Annual Review of Football Finance 2021.

Financial support for the football pyramid during the pandemic

The Premier League provided crucial financial assistance to the football pyramid to help mitigate the impacts of the COVID-19 pandemic, including:

Advanced solidarity, community and grassroots funding commitments of £125 million were made available to EFL and National League clubs in April 2020. The Premier League also ensured that all funds were paid in advance to EFL and National League clubs, with funding also provided to enable the National League to complete their 2019/20 play-offs.

A £250 million COVID-relief package was agreed with the EFL in November 2020, which saw £50 million made available in grant and monitored grant payments for League One and Two clubs as well as securing a loan facility of up to £200 million that Championship clubs were able to utilise interest free. As part of this, the Premier League made a commitment that no EFL club would go out of business as a result of the pandemic in Season 2020/21.

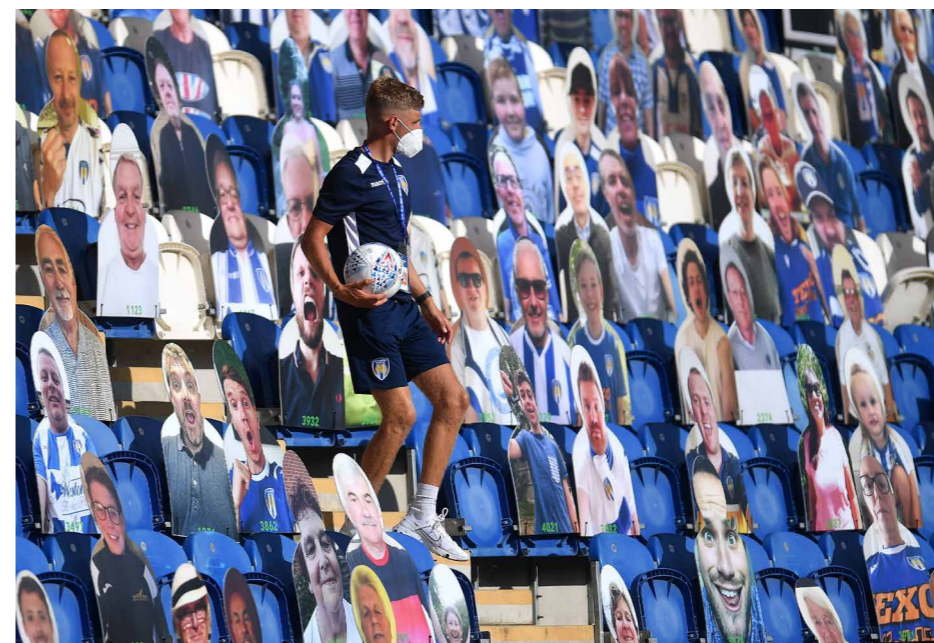
The Premier League provided a total of £1.4 million for the Women's Super League testing programme and funding to the National League.

The Matchday Support Fund was solely funded by the Premier League, through the Football Stadia Improvement Fund, and provided £5.5 million in grants to more than 1,000 non-league, women's and Welsh clubs across 65 leagues to help make their stadiums and facilities COVID-safe.

The Premier League also financed other COVID-relief funds, including the Return of Supporters Fund which provided grants to EFL, National League and WSL clubs for fan-engagement projects.

The League also funded redevelopments to the pitches and stadiums used by WSL clubs in the 2021/22 season as part of its support for wider football.

The Premier League contributed more than one third towards the Football Foundation's Pitch and Club Preparation Funds, which provided £8.7 million in grants to almost 3,000 clubs in the grassroots, non-league and women's game to help them prepare for football's return.



“ We are extremely grateful to have received funding from the Premier League through the Matchday Support Fund. This money will help to contribute to the additional costs the club has outlaid in order to make the ground COVID-safe and allow us to welcome back spectators.

Having fans at matches provides vital income for the club as well as a boost to the wellbeing of individuals who have been isolated during lockdown.

Caroline McRoyall,
Former Chair, Tooting and Mitcham United FC

Supporting the football pyramid

Premier League support to the football pyramid ranges from solidarity and youth development (Academy) payments, to community grants and funding for facilities and fan initiatives. Example case studies follow here and over subsequent pages to show how clubs and their surrounding communities benefit.

Supporting stadium development across the pyramid

The Premier League is the sole funder of the Football Stadia Improvement Fund (FSIF) which provides support to stadium improvement projects from the EFL to lower levels of the FA National League System, along with women's pyramid clubs. Examples include the installation of new stands, floodlights, turnstiles, provision for disabled supporters and safety improvements. Since 2000, the FSIF has provided over 5,100 grants to clubs across 109 leagues.

5,100+ football ground improvement grants awarded to **3,000+** clubs across **109 leagues** through the Football Stadia Improvement Fund

Bolton Wanderers FC

EFL League One

Between 2019/20 - 2021/22 Bolton Wanderers will receive Premier League funding including:

- ▶ £1.86m in solidarity payments
- ▶ £1.72m in EPPP Academy funding
- ▶ £970,000 in community programme funding grants

In November 2021, the Premier League announced a further commitment of £20 million for the 48 clubs in Leagues One and Two in the 2021/22 season, along with £5 million to the 66 clubs in the National League and National League North and South between 2021 and 2025. Supplementing existing and ongoing financial support, the funding was to help clubs with continued recovery from the COVID-19 pandemic.

“

This extra funding from the Premier League will help many of the EFL clubs and, as a consequence, benefit the communities they represent.

Sharon Brittan, Chair, Bolton Wanderers FC

Gloucester City AFC

National League North

In 2007, unprecedented flooding had a significant impact on Gloucester City AFC. Forced to vacate their stadium, the club then spent 13 years ground sharing with other clubs. To support a return home in 2021, the Premier League provided £500,000 through the FSIF towards the development of a new flood-proof stadium.



“

The impact on the club, the supporters and the city of Gloucester cannot be understated. We have over 400 players in our men's, women's and Academy teams, who are now all able to play and train at New Meadow Park. The increase in gate receipts is vital for the club's long-term future.

Luke Joseph, General Manager, Gloucester City AFC

Investing and improving Premier League infrastructure

The League continues to invest in significant infrastructure projects, with Premier League clubs improving and developing training facilities and stadiums across the country.

- ▶ **At the forefront of European facilities investment:** During 2019/20, ongoing training infrastructure developments at Premier League clubs included AFC Bournemouth, Brighton & Hove Albion, Crystal Palace, Leicester City and Liverpool.
- ▶ In 2020, Leicester City opened a brand-new training complex in Seagrave, north Leicestershire. The facility is home to 21 playing surfaces, including 14 full-size pitches.

- ▶ **Developing cutting edge Premier League stadiums:** Clubs have engaged in long-term transformation of their stadia since the start of the Premier League, to improve fan experience. The 63,000-capacity Tottenham Hotspur Stadium (see front cover image), completed in 2019, is the latest example. The stadium is a modern, multi-purpose arena built as part of a local regeneration project, designed to be accessible by all.



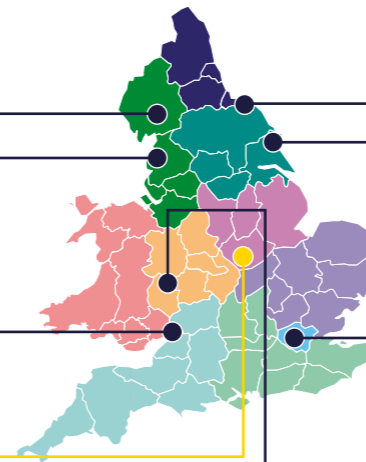
Wigan Athletic FC

EFL League One

“

The Premier League has been the Trust's single largest funder for over 10 years. The support enables us to improve the health and life chances of thousands of young people a year. It also enables us to access match funding from local partners such as Wigan Council to tackle local priorities.

Tom Flower, Head of Community, Wigan Athletic Community Trust



Shrewsbury Town FC

EFL League One

In 2021, Shrewsbury Town in the Community opened a new full-size artificial grass pitch alongside the club stadium. A £479,000 grant from the Football Foundation (for which the Premier League is a founding partner) helped make this possible.



“

Shropshire Council, Football Foundation, Premier League and Shrewsbury Town FC have all been great in helping to get this project across the line. It allows us to grow our projects and also means there will be more time and investment into the women's team.

Jamie Edwards, CEO, Shrewsbury Town in the Community

Middlesbrough FC

Championship

Middlesbrough will receive £19m in Premier League funding between 2019/20 - 2021/22, including:

- ▶ £14m in solidarity payments.
- ▶ £3.5m in EPPP Academy funding.
- ▶ £1.5m in community programme funding grants.
- ▶ £70,000 in facilities investment.

Scarborough Athletic FC

Northern Premier League Premier

After 10 seasons of ground sharing at Bridlington Town, Scarborough Athletic were able to move into a new stadium in their home town in 2017.



Premier League funding of £150,000 via the FSIF supported the development of a new 1,138-capacity covered stand that has increased capacity to 2,833 and provides their fans with shelter and much-improved facilities.

The project also significantly improved disabled spectator provision, with the creation of an additional covered space for wheelchairs, with direct level access to refreshments, toilet provision, and accessible parking facilities.

“

This is a great example of how the Premier League finances have underpinned what we are trying to do. They've helped us get back to the town and contributed towards the stadium.

Trevor Bull, Scarborough Athletic FC chairman

Dagenham & Redbridge FC

National League

Between 2019/20-2021/22, Dagenham & Redbridge will receive Premier League funding including:

- ▶ £174,000 in solidarity payments.
- ▶ £600,000 through the Football Stadia Improvement Fund (FSIF) for the development of a new state-of-the-art playing surface at Victoria Road, also benefitting West Ham United women.

In addition, Dagenham & Redbridge received a £678,000 grant from the FSIF for a new stand in 2009.



Supporting fans of all clubs

The Premier League Fans Fund is administered by the Football Foundation through the Football Stadia Improvement Fund and is funded wholly by the Premier League. The Fund is a commitment from the Premier League to support projects and organisations which improve:

- ▶ The relationship between fans and their clubs
- ▶ The way football supporters engage with each other
- ▶ Fans' experience of the game

Total funding by the Premier League since the Fans Fund was created in 2017 across both large and small grants is almost £8m. This includes core funding support to organisations including Kick it Out, Level Playing Field and the Football Supporters' Association.

Investing in footballing talent

The Elite Player Performance Plan (EPPP) is a long-term strategy with the aim of developing more and better homegrown players, executed by the Premier League and its clubs in collaboration with the EFL and The Football Association (FA).

The Premier League and its clubs have invested £1.6 billion across the Premier League and EFL between 2012/13 and 2020/21 to improve coaching, education standards and enhance facilities.

EPPP investment has significantly increased the number of full time coaches working in Academies, from 250 in 2012/13 to 800 in 2019/20.



38%

Premier League starters eligible to play for England in 2020/21, highest for 12 seasons

111

Homegrown debutants in 2018/19 and 2019/20

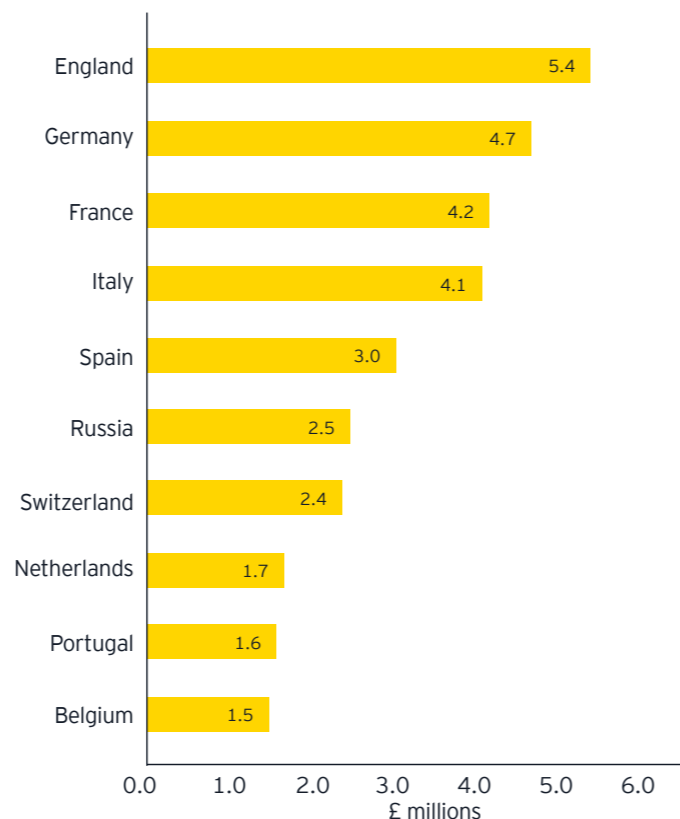
Leading youth development in Europe

Academies supported by Premier League investment have played a key role in the development of many English stars. For example, a number of players from the England 2018 World Cup semi-finalist and Euro 2020 finalist squads were products of the EPPP, including Jude Bellingham, Dominic Calvert-Lewin, Ben Chilwell, Phil Foden, Reece James, Mason Mount, Aaron Ramsdale, Marcus Rashford, Declan Rice, Bukayo Saka, Jadon Sancho and Ben White.

UEFA analysis indicates that investment in professional football youth development in the Premier League is the most extensive in Europe, with budget per club averaging £5.4 million.



Average top division youth development budget per club (£m)



Source: UEFA

Providing holistic support

The Premier League has increasingly focused on and invested in the academic and social development of boys coming through the Academy system to ensure they are best equipped for careers inside or outside the game. In a 2020/21 survey, 91% of Academy players' parents believed their child's club cared about their holistic development beyond just football.



Developing homegrown coaches

The League launched a new Elite Coaching Plan (ECP) in 2020/21, aiming to further professionalise coaching in Academies and first teams across the professional game; align and develop the coaching industry with other football stakeholders; and further invest into Academy coaching to produce more and higher-quality players.

Each season, the League and other football stakeholders (the FA, EFL, PFA and LMA) collectively invest around £22 million into coaching and coach development.

This contributes to the delivery of several strategic development programmes, including Equality, Diversity and Inclusion initiatives and player-to-coach schemes. This includes a focus on enhancing pathways for coaches from a black, Asian and mixed-heritage background. (See page 25 for more on inclusive coaching schemes)

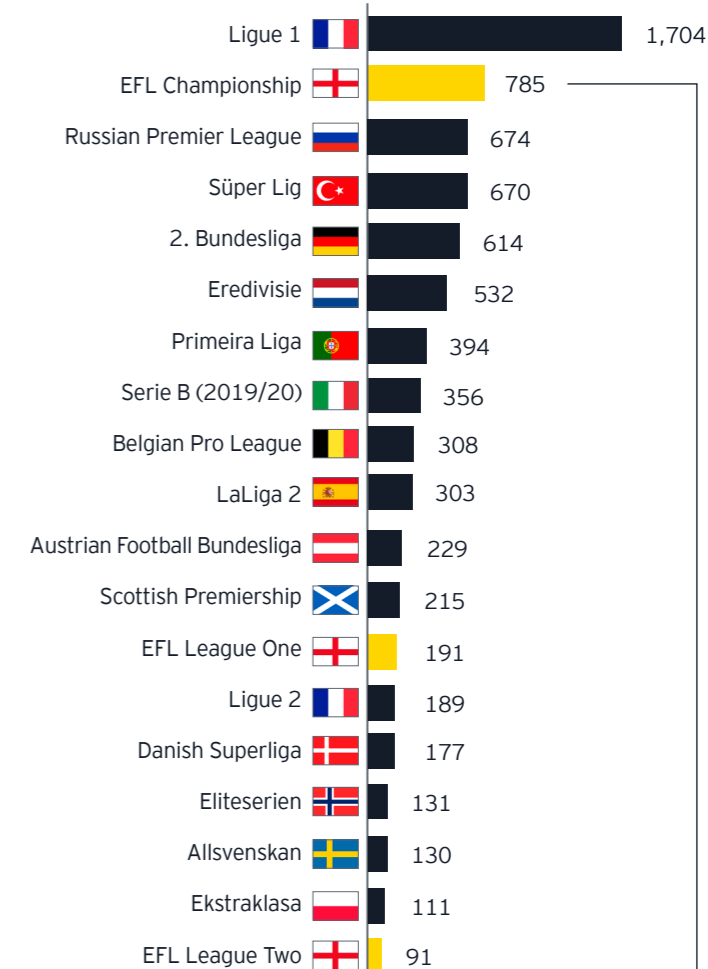


27 The top four leagues by revenue (Premier League, LaLiga, Bundesliga and Serie A) are omitted.

Strength of the English game

England has more professional clubs than other football nations, and the strength of the game is exemplified by the total revenues earned by EFL clubs. The Championship was the sixth richest European league in 2018/19 and League One and League Two earn annual revenues comparable to some of Europe's top tiers.

Total club revenues (selected football leagues) – 2018/19 (£m)²⁷



Source: Deloitte Annual Review of Football Finance 2020 and league annual reports

Europe's most successful second tier

- ▶ The Championship has the highest average attendance of any second tier football league and is the third most attended league on an aggregate basis
- ▶ Championship total club revenues are more than any other second tier leagues – double those in Spain and Italy, three times more than in France
- ▶ The Championship had 32 players at Euro 2020 – more than France's top tier, Ligue 1, and only bettered by five other leagues (Premier League, Bundesliga, Serie A, La Liga and the Russian Premier League)

No Room for Racism

One of the Premier League's greatest strengths is the diversity which is evident both on the pitch and amongst fans. The League reflects this diversity by standing against all forms of discrimination, as well as leading on and supporting a number of programmes, campaigns and initiatives to support equality, diversity and inclusion across all areas.



The Premier League launched No Room For Racism in March 2019 to bring together its wide-ranging work promoting equality and inclusion across all areas of football.

Fans are encouraged to take action against racism and to challenge all forms of racist behaviour, whether it takes place online, in the stadium or in daily life. League-wide permanent bans have been introduced for anybody found guilty of discriminatory abuse and the League works alongside other authorities and organisations within the game to tackle online hate.

Premier League players have featured in educational resources which explore discrimination and allyship, as well as explaining the impact of racism. These are available to more than 18,000 primary schools in England and Wales through the Premier League Primary Stars programme.

The No Room For Racism Action Plan was launched in February 2021, aimed at creating greater access to opportunities and career progression for people from ethnically diverse communities in football, along with ongoing actions to eradicate racial prejudice. The Action Plan is underpinned by six commitments which build on the existing year-round action undertaken by the League and clubs:

- ▶ Increasing diversity in leadership positions
- ▶ Increasing the representation of coaches from ethnically diverse communities
- ▶ Ensuring every player has the opportunity to achieve their potential at Premier League Academies and in their future career
- ▶ Helping children and young people reach their potential
- ▶ Continue to take action against all forms of racism

- ▶ Providing clubs with a clear framework for achieving and reporting progress against agreed targets

Since the resumption of the 2019/20 season, the League has supported players who take the knee before matches as a means of highlighting racial injustice in football and wider society.

Professional Player to Coach Scheme

Through the Professional Player to Coach Scheme, the Premier League, EFL and PFA are aiming to increase the number of Black, Asian and mixed heritage players transitioning into full time coaching roles in the professional game. The scheme provides up to six coaches per season with a 23-month intensive work placement within EFL clubs.



“

The programme is perfect for you to gain experience within a football club, but also with the workshops and theory side that go with it, you are able to develop yourself as a coach and the course will help you nurture your skills.

Former Portsmouth player Courtney Pitt, who gained a placement with League One Burton Albion

Making football everyone's game

The Premier League has partnered with Stonewall since 2017 to set the benchmark for LGBTQ+ inclusivity in sport, demonstrating that football is everyone's game.



A new two-year strategic partnership in 2020 reinforced the League's commitment to promoting diversity and inclusion, with a key focus on education and encouraging LGBTQ+ acceptance in children and young people involved in programmes such as Premier League Primary Stars and Premier League Kicks, and within Academies.

Since 2016/17, the Premier League has dedicated match rounds to the Rainbow Laces campaign, showing support for all LGBTQ+ people in football and beyond, and to give significant prominence to the LGBTQ+ inclusion work of both the League and clubs.

Rainbow Blades

Sheffield United formed its first lesbian, gay, bisexual and trans (LGBTQ+) supporters group in 2020, with Rainbow Blades playing a crucial role in ensuring fans kept connected during the COVID-19 pandemic.



The group's founder James Laley organised pre-match online social events involving LGBTQ+ supporter groups from other Premier League clubs, helping to improve and increase a sense of inclusivity and community with fans across the country.

“

There are over 50 LGBTQ+ and allies supporters groups up and down the country and every one stands for the same thing: football for everyone. So why shouldn't we be working together? It makes complete sense.

James Laley
Founder of Rainbow Blades

The Premier League Equality, Diversity and Inclusion Standard

The Premier League Equality, Diversity and Inclusion Standard (PLEDIS) is the Premier League's central EDI framework to drive ever-greater equality, diversity and inclusion across all areas of a club's activities. The PLEDIS is mandatory for Premier League clubs and covers all protected characteristics. It is integral to ensuring EDI is embedded in policy and practice, from match day incident reporting to a club's role as an employer and major advocate for EDI.

Scrutiny of a club's work against the PLEDIS framework – which includes leadership and commitment, challenging and preventing discrimination, applying data and insight and EDI learning and development – is undertaken by independent assessors and an independent panel of EDI experts.

At the start of the 2021/22 season, all 20 Premier League and six EFL clubs were working towards achieving the Preliminary, Intermediate and Advanced levels of the Standard.



Support for communities

The Premier League and its clubs engage in extensive charitable and community activities, focusing on sport participation, education, physical and mental health and employment.

Supporting Club Community Organisations

Following increased investment over the past decade, over 500,000 young people per annum participate in community projects directly supported by the Premier League. Club Community Organisations also receive core funding which helps underpin the engagement of hundreds of thousands of people of all ages, in the regions where clubs are located.

The Premier League Charitable Fund (PLCF) is one of the biggest sports charities in the world. It has a three-year budget of circa £100 million to support the community organisations of 110 professional football clubs across the Premier League, EFL and National League.

In line with the League's success, PLCF support for community provision has more than tripled since its inception, from approximately £10 million to over £33 million per annum; helping Club Community Organisations to develop infrastructure and capability, which supports the delivery of innovative programmes and high-quality services.

Ten years of sustained investment

The Premier League Charitable Fund marked its ten-year anniversary during the 2020/21 season. Using the appeal of the Premier League and professional football, the PLCF aims to create positive and lasting sporting, health, personal and education outcomes for children, young people and the wider community. Grants to Club Community Organisations underpin provision in tens of thousands of community venues and schools across the country.

Since its inception, investments made have enabled engagement with more than 1.5 million participants over sustained periods, with a significant focus on providing opportunities for young people. The appeal of professional clubs and the Premier League helps enable programmes to engage all sections of society. In 2019/20, 38% of participants on PLCF funded programmes were female and 25% were from ethnically diverse communities.

Club Community Organisations are funded via the PLCF to deliver major national programmes, including Premier League Kicks, Premier League Primary Stars and Premier League Inspires. The Premier League and PFA Community Fund also enables Premier League Club Community Organisations to respond to local need, supporting projects that develop partnerships 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, sporting and employability provision and targeted youth engagement. Many of these projects are now playing an important role in tackling the effects of the pandemic.



1.5m

Participants in 10 years of the PLCF

38%

Female participants

Premier League Kicks



Premier League Kicks is one of the most established programmes of its type, using the power of football clubs to engage young people aged between 8 and 18 in physical activity over the last 15 years, particularly targeting high-need areas.

The programme provides constructive activities including football and a variety of sports, along with music, volunteering and personal-development sessions to communities across the country. Authorities have reported notable reductions in anti-social behaviour in project locations.

Sustained and increased funding from the Premier League has seen the programme grow from four initial clubs to a scale where 90 Premier League, EFL and National League clubs now deliver sessions at over 700 venues, predominantly in the top 30% most deprived communities. More than 175,000 young people will engage in the programme between 2019-2022.

Thousands of young people have found routes into education, training and employment with volunteering being a key component. More than 20% of the coaching and delivery staff are former participants, often hailing from the same area in which they are now working.

As part of an inclusive approach, the programme increased its focus on engaging girls and disabled young people to achieve positive outcomes.

400,000

Young people engaged by Premier League Kicks since 2006

40%

Participants from ethnically diverse communities

“

Sport has a unique power to positively influence the lives of young people. Through the Kicks programme, clubs are able to engage with young people in some of the most high-need areas, providing them with opportunities and positive pathways. Working alongside the police and other local authorities, the programme also helps to reduce anti-social behaviour and boost safety within communities across the country.

Tim Godwin, Chair of the Premier League Charitable Fund and former Deputy Commissioner for the Metropolitan Police

90

Clubs supported to deliver Premier League Kicks sessions

700

Venues used for Premier League Kicks sessions

“

If I never had Premier League Kicks, my level of ambition would have been capped. Through volunteering with Kicks and then applying to do an apprenticeship, it gave me hope that no matter where you're from, there is always opportunity.

Renee Gottshalk, Interventions Coach and Female Lead, Aston Villa Foundation

Premier League Primary Stars



Since its launch in 2016, the Premier League Primary Stars programme has grown to support 110 clubs with funding to deliver programmes at thousands of local schools. The programme uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills.

Free resources are also available to every primary school in England and Wales, to inspire girls and boys aged 5-11 in the classroom, the playground and on the sports field.

The programme also aims to enhance the knowledge, skills and confidence of teachers to improve delivery of PE and school sport and over 55,000 teachers have utilised the free curriculum-linked teaching resources for PE, PSHE, English and Maths.

In 2019/20, the annual teacher survey highlighted the success of the programme in local primary schools, with 95% of surveyed teachers citing improved participation and personal skills by their pupils.



“Our pupils really connected with the programme’s No Room for Racism resources. The football and sport context, as well as the popularity of the players and clubs, helped make the tricky topic more accessible for everyone and it brought us closer together.

Minaz Shaffi, Year 6 Teacher at Shaftesbury Junior School, Leicester

Premier League Inspires



The 2019/20 season saw the launch of Premier League Inspires, a new community programme run in partnership with the Professional Footballers’ Association and Prince’s Trust. It supports 11-25-year-olds through the education system and early adulthood, helping them develop personal skills and positive behaviours.

The programme funds 31 Club Community Organisations to deliver initiatives in local schools and stadiums. In the 2020/21 season, there were over 12,400 hours of targeted support offered to young people on the programme.

Premier League Inspires: Saints Foundation

Saints Foundation, Southampton FC’s charitable arm, delivers the Premier League Inspires programme within Compass School, which is a Pupil Referral Unit in Southampton. Within the school, the Foundation works with pupils with complex needs to deliver a range of targeted interventions around personal and emotional development, as well as one-to-one mentoring to support them to re-engage with education.

“The PL Inspires programme has been an invaluable addition that absolutely compliments the culture and curriculum at Compass School. The Saints Foundation team are fantastic at building positive relationships with our pupils and have been key in supporting them to improve their aspirations and wellbeing. There is no doubt that we all feel the benefit of the PL Inspires programme and the team are seen as core members of our whole school community.

Hayley Forbes, Assistant Head Teacher at The Compass School, Southampton

Supporting grassroots community facilities



The Premier League is committed to supporting investment in facilities across the football pyramid as it aims to use the power of football to engage people in activity that develops physical and mental wellbeing, personal skills and stronger, safer, more inclusive communities.

In 2000, the Premier League was a founding partner in establishing the Football Foundation. As the largest sporting charity in the UK, the Football Foundation aims to improve grassroots sports infrastructure each year with money provided by its funding partners: the Premier League, The FA and the Government (via Sport England).

The Premier League has contributed £384 million towards public football facilities through the Football Foundation. This, along with other partner contributions, has leveraged an additional £1bn in partnership funding, totalling over £1.8bn investment in grassroots football so far. This has funded:

- ▶ 996 artificial turf pitches
- ▶ 9,459 grass pitches
- ▶ 1,252 changing pavilions

Funding community facilities in the North East

A good example of the Premier League’s investment in community facilities is in Durham County FA. In the 2019/20 season, the region received 44 facility grants worth £15.2m, funding projects worth a total of £19.9m. Key projects in this area include:

- ▶ The Beacon of Light in Sunderland (pictured right) – a five storey complex with an indoor seven-a-side 3G football pitch; six five-a-side floodlight pitches; changing and medical facilities; players’ lounge; training suites and a lecture theatre
- ▶ Sunderland Hub Sites (Washington, Ford Quarry and Downhill) – opened in February 2020, the three Sunderland Hubs have provided ten full-size 3G pitches (including one stadia pitch) to the community in addition to changing facilities, a health and fitness centre and other infrastructure improvements



- ▶ The Sir Bobby Robson Centre in Durham – which was recently upgraded with a new 100m x 65m floodlit and fenced artificial grass pitch

Premier League Defibrillator Fund



Referee Anthony Taylor and former Bolton Wanderers player Fabrice Muamba with a newly installed Premier League-funded defibrillator at Altrincham FC

Following the incident involving Christian Eriksen whilst playing during EURO 2020, the Premier League pledged to fund the provision of Automated External Defibrillators (AED) at thousands of grassroots football clubs and facilities, aimed at helping save the life of someone experiencing a sudden cardiac arrest.

Working in partnership with the Football Foundation and The FA, more than 2,000 sites were able to benefit from this investment, with the AEDs accessible, if required, to an estimated 1.5 million people per season.

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In light of the recent incident with Christian Eriksen, I cannot stress enough how valuable defibrillators can be in saving someone's life. I urge clubs to take advantage of the Defibrillator Fund and give confidence to players that their health and welfare is the top priority.

Nigel Huddleston, Sports Minister

Supporting communities and the NHS during COVID-19

Despite the disruption caused by the COVID-19 pandemic affecting delivery of face-to-face programmes, Club Community Organisations (CCOs) successfully adapted to continue engaging participants and supporting those most in need. Outside of project delivery, over 5,000 additional activities have been delivered, including foodbank and mental health support.

The Premier League Charitable Fund also underpinned grants to Premier League and EFL CCOs so they could continue to support their workforce and communities.

Premier League clubs quickly re-focused resources to help communities tackle the challenges presented by the pandemic, including:

- ▶ Widespread donations to foodbanks
- ▶ Donations to charities and emergency funds
- ▶ Making telephone calls and offering support to the elderly and vulnerable

Several players led community campaigns, including Manchester United's Marcus Rashford's work with FareShare to combat food poverty, and Liverpool captain Jordan Henderson spearheading the Players Together programme to raise funds for the NHS.

Supporting the NHS

During the COVID-19 pandemic, Premier League clubs quickly mobilised resources to help the National Health Service (NHS) Trusts in their local communities in different ways, including:

- ▶ Provision of club facilities for medical use and accommodation for NHS staff
- ▶ Parking provided for NHS staff and use of club vehicles to transport NHS workers, and deliver prescriptions and food to those self-isolating
- ▶ Club medical staff supporting or redeployed to the NHS
- ▶ Distribution of personal protective equipment to local health services
- ▶ Widespread support for the vaccination programme

For example, Aston Villa provided a central hub for maternity care at Villa Park, hosting clinics offering both postnatal and antenatal appointments and advice. Every day, between 25 and 30 women attended appointments at the stadium as staff from the nearby Sandwell and West Birmingham NHS Trust offered their expertise in a safe and welcoming environment.



Note: statistics correct as of March 2021

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We are grateful for the support we have received from organisations including the Premier League who are helping out at this unprecedented time, reinforcing the crucial message to stay at home and now supporting our NHS staff who are on the frontline tackling this outbreak.

Professor Stephen Powis, National Medical Director of NHS England



Maternity care staff from the Sandwell and West Birmingham NHS Trust at Villa Park

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I have been inspired by the way so many clubs and players have stepped up to support their communities.

Oliver Dowden, former Secretary of State for Digital, Culture, Media and Sport

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EYUK-000142222.indd (UK) 01/22. Artwork by Creative UK.

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