



Annual Report

2022/23





Chief Executive's welcome

Season 2023/24 is shaping up to be one of the most exciting we have ever seen. Every week delivers high-quality, unpredictable matches with outstanding performances coming from world-class players.

The standard of football is mirroring what we saw during Season 2022/23, which is the main focus of this Annual Report. We witnessed the most goals ever scored in the Premier League, and the drama at both ends of the table kept us captivated until the closing stages of the campaign.

The season culminated in two of our clubs victorious in UEFA club competitions. After winning the Premier League, Manchester City claimed their first Champions League as part of a Treble, while West Ham United's Europa Conference League victory earned them their first major silverware in more than 40 years.

As the top division in this country, we understand our responsibility to support the whole game. We are proud to continue to provide unparalleled financial investment for football at every level, helping thousands of clubs to have a positive impact on their local community.

We have committed to £1.6 billion of investment into wider football and communities between 2022 and 2025. This includes supporting the grassroots and non-league game, as well as providing wide-ranging funding for all professional clubs. We have also increased our investment to develop women's and girls'

"The strength of the football pyramid in this country is unique and we will continue to look at new ways to support the entire game."



football, delivering improvements to facilities and infrastructure, as well as helping to drive participation through our funding into Girls' Emerging Talent Centres.

The strength of the football pyramid in this country is unique and we will continue to look at new ways to support the entire game, directing funds where they are needed most. The positive social and economic impact of Premier League football is also felt well beyond the game itself, with a new EY study showing how we contributed £8 billion to the UK economy in Season 2021/22, with more than 90,000 jobs supported nationwide.

An important area of work for the Premier League and our clubs is the ongoing fight against discrimination and ensuring football is inclusive. While much progress has been made in recent years, we know that more needs to be done to ensure everybody feels welcome in every area of the game.

We are committed to embedding equality and increasing diversity across all aspects of football, including through the Premier League Equality Diversity and Inclusion Standard, and our No Room for Racism Action Plan. We continue to work on a wide array of programmes and set targets to ensure that everyone has opportunities to progress within the game.

In the summer we held our first ever pre-season tournament in the United States. Six of our clubs competed in action-packed fixtures in front of capacity crowds and it was incredible to witness firsthand the passionate support of fans in the USA. This really highlighted the growing popularity of the Premier League globally, with our matches shown in 189 countries around the world.

This reflects the ongoing popularity of the Premier League at home, and last season we saw record attendances at our matches once again. This creates the unique atmosphere our game is renowned for, and we continue to work with other football organisations and authorities to ensure support remains positive. Before the start of Season 2023/24, we expanded our work focused on fan behaviour by introducing new regulations to clamp down on deplorable tragedy abuse, which has no place in our game.

We also introduced new measures targeted at negative on-pitch and technical area behaviour, because we know football inspires people of all ages and the professional game sets an example to all those who play and watch the sport.

Shortly before publishing this Annual Report, we were delighted to announce record-breaking new deals with Sky Sports, TNT Sports and BBC Sport for our domestic broadcast rights from 2025 to 2029. This underlines the strength of the Premier League and is testament to our clubs, players and managers who continue to deliver the world's most competitive football in full stadiums, and to supporters, who create an unrivalled atmosphere every week.

There is a huge amount to be positive about both on and off the pitch and I look forward to seeing the remainder of this exciting season unfold.

Richard Masters
Premier League Chief Executive

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A season to remember

Looking back at some of the key moments on and off the pitch from a thrilling 2022/23 Premier League season

Tributes paid to Queen Elizabeth II

Following the passing of Her Majesty Queen Elizabeth II, which was followed by the postponement of fixtures as a mark of respect, her remarkable contribution to the nation and the world was honoured at Premier League stadiums when matches resumed.

A decade of building world-class Academies

The League published a report to mark 10 years of the Elite Player Performance Plan, highlighting how Premier League investment of £2 billion has helped develop home grown players throughout the football pyramid.

One million hours of Premier League Kicks

The League's flagship community programme celebrated one million hours of free, life-changing sessions for young people in high-need areas in towns and cities nationwide.

Supporting mental health

The Premier League furthered its commitment to supporting the mental wellbeing of players, fans and those on community programmes through the Inside Matters campaign.

Fan Engagement Standard

The new Fan Engagement Standard was introduced to reinforce Premier League clubs' commitment to ensuring long-term meaningful engagement with supporters.

Free kits for 4,000 girls' teams

The Premier League Primary Stars Kit Scheme returned, giving primary school teachers the opportunity to apply for free Nike football kits for their girls' teams.

Premier League season ends as records tumble

The final day confirmed that more goals (1,084) were scored across the season than ever before, as Manchester City equalled the record for most consecutive Premier League titles. They lifted the Trophy for the third time in a row as part of a memorable Treble.

August

September

October

November

December

January

February

March

April

May

July

Prioritising fan safety

Clubs unanimously agreed to introduce minimum-length bans for supporters who take part in anti-social and criminal behaviours at Premier League stadiums.

Increased funding for National League clubs

Increased investment of £12.6 million was made available to support the National League over the next three years.

Premier League celebrates 30th anniversary

Three decades of Premier League football were celebrated as the world looked back on all the great memories, goals and magic moments on and off the pitch over the last 30 years.

Premier League stars shine at 2022 World Cup

A total of 133 Premier League players, more than any other league, competed in the 2022 FIFA World Cup in Qatar. Five of them featured for tournament winners Argentina.

No Room For Racism

A two-year update on the No Room For Racism Action Plan was published, demonstrating areas in which progress has been made to increase diversity and inclusion, as well as in the ongoing fight against discrimination.

Support for wider football and communities

New funding to benefit clubs and fans at all levels of the game was announced as the Premier League Supports campaign launched to highlight the impact of the League's world-leading investment into wider football and communities.

Summer Series in the USA

The Premier League held its first pre-season tournament in the USA, with six clubs taking part in matches and events in five major East Coast cities.



The Premier League

The global popularity of the Premier League generates revenue that is redistributed throughout the football pyramid to improve all areas of the game

1 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 three decades.

Premier League success delivers unrivalled support for football

4 Responsible distribution across the game

The Premier League's positive impact and substantial investment benefit clubs throughout the English Football League (EFL) and National League System, as well as women's and girls' football, national supporter groups, grassroots football and community provision at all levels of the game.

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 English triumphs in UEFA club competitions

3 promoted clubs all stayed up for the fourth time in Premier League history

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 most widely watched football league. This profile and popularity enables the Premier League to positively influence people, while attracting investment from broadcasters, commercial partners and sponsors, helping 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.

1,084
goals scored in total, a new Premier League record

98.7%
full stadiums, achieving record occupancy levels

£2bn
spent across Academy system (PL and EFL) since 2012

900m
homes enjoyed the most widely watched football league in the world

12,040+
grass pitches funded and 1,070+ 3G pitches since 2000

£1.6bn
investment into the wider game between 2022/23 and 2024/25

5,630+
stadium improvement grants to 1,083 lower-league clubs since 2000

164
Premier League, EFL and National League clubs supported, plus investment in women's and girls' and grassroots football

3 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 2022/23 unless otherwise stated

Building blocks for success

Equitable redistribution of Premier League revenue enables clubs to develop and build for the future

The Premier League’s central revenue system – which ensures the most equitable distribution of funds of any major European league – supports clubs in developing and attracting top playing talent and to continually enhance their infrastructure, from world-class stadiums to training grounds and Academy facilities. Since the Premier League’s formation in 1992/93,

42 per cent of clubs have built or moved to a new stadium, eight per cent have fully redeveloped existing ones, and the remaining 50 per cent have engaged in material stadium upgrades. Clubs have also implemented superior concourse and hospitality facilities, introducing initiatives to enhance the matchday experience as well as promote inclusivity for all supporters.


Season 2022/23 Premier League table and club revenue distribution											
Premier League				UK (£m)			International (£m)		£m		
		Pts	GD	Live UK TV matches	Equal Share	Facility Fees	Merit Payment	Equal Share	Merit Payment	Central Commercial	Total Payment
1	Manchester City	89	61	29	31.2	25.3	33.8	48.0	28.5	9.4	176.2
2	Arsenal	84	45	28	31.2	24.5	32.1	48.0	27.0	9.4	172.2
3	Manchester United	75	15	27	31.2	23.6	30.4	48.0	25.6	9.4	168.3
4	Newcastle United	71	35	26	31.2	22.8	28.7	48.0	24.2	9.4	164.3
5	Liverpool	67	28	28	31.2	24.5	27.1	48.0	22.8	9.4	162.9
6	Brighton & Hove Albion	62	19	16	31.2	14.4	25.4	48.0	21.3	9.4	149.7
7	Aston Villa	61	5	18	31.2	16.1	23.7	48.0	19.9	9.4	148.3
8	Tottenham Hotspur	60	7	26	31.2	22.8	22.0	48.0	18.5	9.4	151.9
9	Brentford	59	12	14	31.2	12.7	20.3	48.0	17.1	9.4	138.7
10	Fulham	52	2	17	31.2	15.2	18.6	48.0	15.7	9.4	138.1
11	Crystal Palace	45	-9	15	31.2	13.6	16.9	48.0	14.2	9.4	133.3
12	Chelsea	44	-9	24	31.2	21.1	15.2	48.0	12.8	9.4	137.7
13	Wolverhampton W	41	-27	12	31.2	11.0	13.5	48.0	11.4	9.4	124.6
14	West Ham United	40	-13	21	31.2	18.6	11.8	48.0	10.0	9.4	129.0
15	AFC Bournemouth	39	-34	11	31.2	10.2	10.1	48.0	8.5	9.4	117.5
16	Nottingham Forest	38	-30	16	31.2	14.4	8.5	48.0	7.1	9.4	118.6
17	Everton	36	-23	22	31.2	19.4	6.8	48.0	5.7	9.4	120.5
18	Leicester City	34	-17	18	31.2	16.1	5.1	48.0	4.3	9.4	114.0
19	Leeds United	31	-30	19	31.2	16.9	3.4	48.0	2.8	9.4	111.7
20	Southampton	25	-37	13	31.2	11.9	1.7	48.0	1.4	9.4	103.6

Liverpool FC – Anfield Road Stand redevelopment



Expected to reopen fully in 2024, the development of Liverpool’s Anfield Road Stand will increase the capacity of the stadium by 7,000 seats to 61,000. The design includes accessible seating and entrances, with easy access to disabled parking spaces. The stand is also able to deliver different configurations of away fan seating, dependent on specific requirements for League or cup fixtures.

Of the 51 clubs in the Premier League from Season 1992/93 – 2023/24:




21

Have built or moved to a new stadium



26

Stadium upgrades



04

Stadiums completely redeveloped

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

AFC Bournemouth training ground development



AFC Bournemouth are in the process of developing a new training facility at Canford Magna, with construction having begun in June 2022. The development will see the senior men’s and women’s teams and the Academy located on the same site, highlighting the importance of youth development to the club’s future plans. The development marks a significant expansion to the club’s training facilities from the existing location at the Vitality Stadium, with the new site spanning more than 57 acres.

Fulham FC – Riverside Stand development



Fulham’s return to the Premier League in Season 2021/22 coincided with the partial opening of the renovated Riverside Stand at Craven Cottage. The development, which received planning permission in 2013, will increase the ground’s capacity from 25,700 to 29,600, with a full opening due to follow in 2024.

World-leading support across the game

The scale and scope of Premier League investment in lower leagues and the wider game is world-leading and unparalleled by other leagues and sports



Premier League Supports

Premier League success means unprecedented levels of financial support are already extended across football leagues in England and Wales. This spans the three levels of the EFL (including club, Academy and community investment), the National League System, women's and girls' football, grassroots and community football, along with funding for key fan groups and those promoting equality, diversity and inclusion.

Distributions include solidarity payments to all EFL clubs not in receipt of parachute payments and funding to support all 72 National League clubs. Increased investment in the Premier League's Elite Player Performance Plan has seen approximately £2 billion invested to develop the Academy system across the football pyramid since 2012.

The scale and scope of Premier League support to lower leagues and the wider game is world-leading and unparalleled by other leagues and sports. This includes support for two of the biggest sports charities in the world.



The Premier League Charitable Fund (PLCF) gives grants to more than 100 professional Club Community Organisations, allowing delivery in thousands of communities and schools connected to Premier League and EFL clubs, along with investment in fan engagement initiatives.

The Football Foundation has provided grants for tens of thousands of grassroots club facilities and pitch improvements throughout the country. In addition, the Premier League Stadium Fund assists non-league and women's clubs with the cost of improvements to their grounds.

Ongoing investment

Following additional support from the Premier League across football during the pandemic, in August 2021 the Premier League welcomed Government confirmation that a renewal of the League's domestic broadcast agreements could take place. This provided crucial stability to clubs throughout the football pyramid until at least 2025, with unprecedented levels of Premier League financial support committed, rising to £1.6 billion over a three-year period.

This included £100 million of additional funding to invest further 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.



Premier League success enables support across lower levels of the pyramid with funding to benefit clubs/leagues, to build facilities, develop players and football's workforce, as well as to engage fans and positively impact grassroots and communities.

Further detail on Premier League support can be found throughout this report, including in the Wider Football and Communities section.

Premier League investment contributing to the development of women's and girls' football at professional and grassroots level includes support for the Women's Super League, Women's Championship and Women's National League, along with the talent pathway and workforce development (see p.86-87)



Supported by Premier  League

Pyramid and clubs	
Solidarity 72 EFL and 72 National League clubs, Women's Leagues support	Premier League Stadium Fund 1,083 clubs supported (across 114 lower leagues)

Players and workforce	
EFL Youth Development 71 EFL Academies	Professional Footballers' Association Including Premier League, Women's Super League and EFL
Academies coaching and workforce progs Including 400+ key staff	League Managers Association Including Premier League, EFL, Women's top two tiers
Player care Including player care staff in 60+ EFL clubs	Professional Game Match Officials Limited Including the Elite Referee Development Plan
Professional Game Academy Audit Company Quality assurance across Premier League and EFL Academies and Women and Girls talent pathway	

Fans	
Premier League Fans Fund For Premier League, EFL, National League, WSL and Women's Championship	Kick It Out Anti-discrimination across the game
Football Supporters' Association Supporter representation across the game	Level Playing Field Disabled spectators accessibility across the game

Grassroots and community	
Premier League Charitable Fund 100+ Premier League, EFL and National League Club Community Organisations	EFL Trust 72 Club Community Organisations
Football Foundation 67,000+ grassroots teams playing on new/improved pitches/facilities	National League Trust 72 Club Community Organisations
	The FA Including 73 Girls' Emerging Talent Centres

Boosting the UK economy

An independent EY study highlights the significant economic and social impact of the Premier League



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.

A new study by EY has shown how the continued success of the League and its clubs generated increased, widespread benefits for the economy, society and the entire football pyramid. The figures reflect Season 2021/22 as fans filled stadiums following two years of disruption due to COVID-19, although the results were likely still impacted by ongoing effects of the pandemic which continued to reduce international tourism.

“Despite the challenges of the pandemic, the Premier League maintains a substantial impact on the economy, and the announcement of the latest £6.7 billion rights package signals that its economic contribution is likely to continue growing. Its enduring global appeal and the active involvement of clubs in their local communities not only contribute significantly to the national economy, but also trigger wider societal benefits across the country.”

Peter Arnold, EY UK Chief Economist

Benefitting society and the wider game

(annual figures based on 2021/22)

£8bn

value added to the UK economy (GVA)

£4.2bn

direct tax contribution (including £1.7bn from players and staff)

90,000+

jobs supported in the UK

1,000%

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

The Premier League and its clubs’ annual contribution based on 2021/22 figures

Impact in regions across the UK

98.7%

record stadium utilisation across the League with average crowds over 40,000 for the first time

£5bn

of the League’s economic footprint was located in regions outside of London

33,000

jobs supported in the North West of England with an economic impact of £3.3bn driven by the Premier League in the region

164

clubs supported to deliver community projects across the country, including Premier League, EFL, National League and the Women’s game

5,630+

grants to 1,083 lower league clubs to improve stadiums and facilities across 114 leagues (since 2000)

Based on Season 2022/23 figures

Premier League tops British Icon Index

The Premier League topped Yonder’s British Icon Index for the third time in 2022. The index analyses public perceptions of 14 key British institutions, brands and industries across 11 different countries. The Premier League outperformed all other icons across metrics including brand recognition and consumer favourability, with a broad global reach and particular strength in South-East Asia and Africa.

Almost nine in 10 of those polled (87 per cent) said that the Premier League makes them feel better about the UK. The League performed consistently well across demographics and was top overall among men and age groups under 65. The report showed that the League’s global appeal is reflected in the diverse range of nationalities present in the competition: players from 121 countries have been represented on the pitch since the Premier League was formed in 1992, with 63 in Season 2022/23 alone.

“As the UK seeks to strengthen alliances globally, the country needs icons that are at once universally recognised and admired and capable of engaging people around the world. The Premier League stands as the very best of these.”

Rick Nye, Senior Counsel, Yonder

1st
Premier League

2nd
Rolls-Royce

3rd
British universities

The Premier League ranks as the leading British Icon globally...

87%

of all those polled say the Premier League makes them think better of the UK

Poll took place across 11 countries

Highest favourability and familiarity scores, particularly amongst young people aged 18-34

.YONDER

Brighton & Hove Albion’s significant contribution to local economy

An independent assessment has evaluated the significant contribution Brighton & Hove Albion made to their local economy through Season 2022/23. The report, which was published for the second time since the club’s promotion to the Premier League in 2017, estimated that the contribution to the economy of Brighton & Hove has almost quadrupled since 2019. The report forecasts a

further increase in Season 2023/24 as the club competes in European competition for the first time in their history. The report also values the club’s brand and media value at £222 million, which greatly increases the city’s profile around the world. Last season, 600,000 people attended games at the American Express Stadium, with 54,000 visitors from overseas.

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 clubs.

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 League 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 Women’s Super League and Championship (set to be moved to a club-owned structure), the FA Women’s 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 League has committed new investment in women’s and girls’ 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, League One, League Two) and the EFL Cup. The Premier League makes payments to all EFL clubs and is a significant 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 supports clubs’ youth, community and facility developments.



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, and from 2022/23 the reconstituted League Coaches Association, to deliver services in several areas including professional education, legal assistance and mental health support.

Supporters



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 the majority of its core funding, underpinning its work across the game.



Luton Town became the 51st Premier League club, rising from the lower leagues to win the Championship Play-off Final in 2023

European



Union of European Football Associations (UEFA)

Organiser of competitions 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 Leagues 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 region.



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.

The UEFA Club Competitions SA – a joint venture between UEFA and the ECA – aims at driving the commercial development of UEFA’s club competitions.

Global



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.



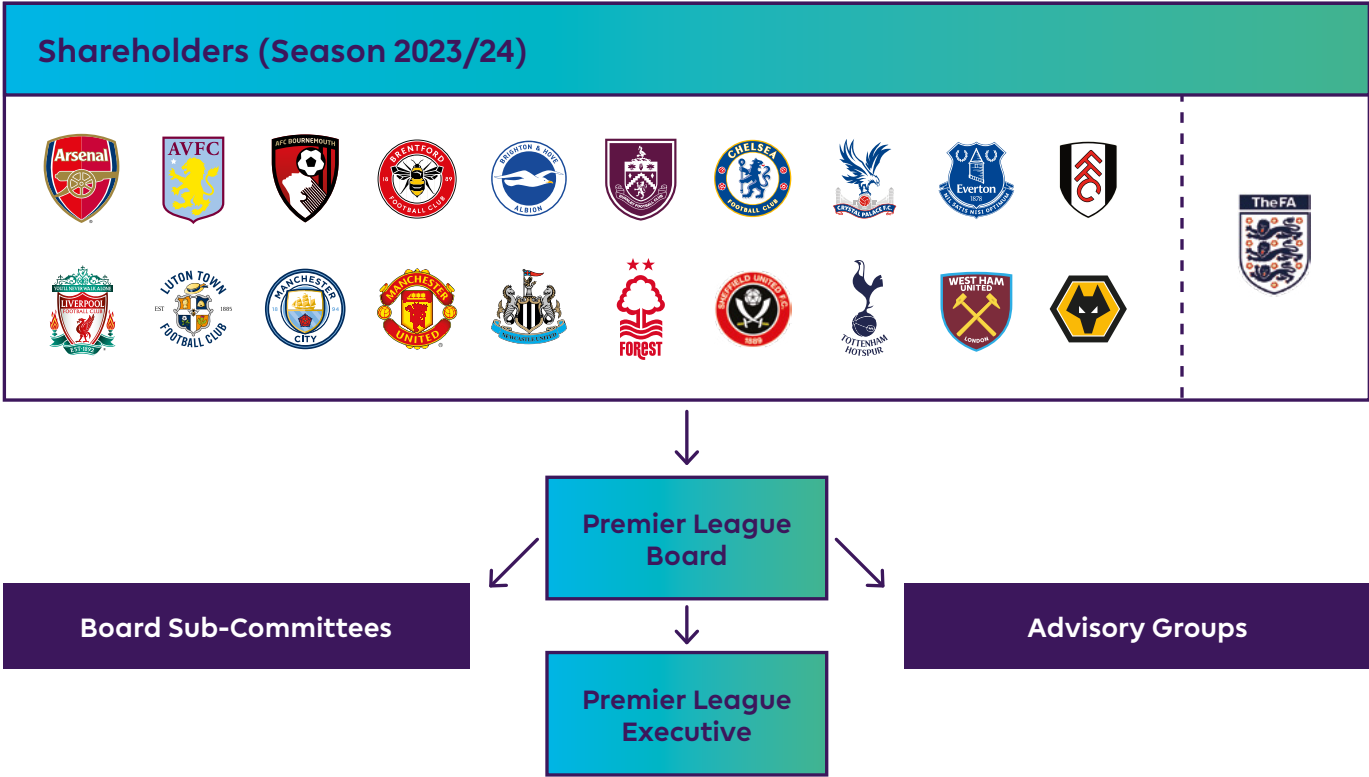
World Leagues Forum

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

The Premier League's structure



The Premier League is a private company limited by shares, of which 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.

The FA's special share means that 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.

Advisory Groups
In addition to the Sub-Committees of the Board, a number of Advisory Groups, constituted to provide advice and support to the Board and the Executive on key areas continue to operate.

These include permanent groups such as the Broadcast, Commercial and Legal Advisory Groups (see p.19), along with non-permanent groups such as the Financial Controls and Strategic Advisory Groups.

In each case, the Advisory Group is chaired by a senior member of the League's Executive, and includes representation from member clubs, and where appropriate other external stakeholders. Each group also has its own terms of reference which have been approved by the Board.

Board Sub-Committees

Under the Premier League's Articles of Association, and to support the consultation with clubs, the Board delegates some of its powers to Committees

Board Director profiles are included on pages 20-21

The Audit and Finance Committee	
Members – Season 2023/24	Main activities and key outcomes
Dharmash Mistry (Chair) Matthew Ryder Andy Mollett (CFO, West Ham United FC) Rebecca Caplehorn (Director of Football Administration and Governance, Tottenham Hotspur FC)	<ul style="list-style-type: none">Review and approval of the Season 2021/22 audited financial statements and review of the draft audited accounts, providing challenge in relevant areasMeeting with the external auditors to discuss auditor report findingsRecommendation for Deloitte to continue as external auditorReview and approval of the Season 2023/24 budget

The Nominations Committee	
Members – Season 2023/24	Main activities and key outcomes
Alison Brittain (Chair) Dharmash Mistry Vinai Venkatesham (CEO, Arsenal FC) Nicholas Randall KC (Non-Executive Director, Nottingham Forest FC)	<ul style="list-style-type: none">Appointment of the Chair and an INEDCompletion of a Board Skills Matrix review to help identify future needsReview of plans for the recruitment of a new Chief Policy and Corporate Affairs Officer

The Remuneration Committee	
Members – Season 2023/24	Main activities and key outcomes
Mai Fyfield (Chair) Alison Brittain Cliff Baty (Chief Financial Officer, Manchester United FC) Paul Barber (CEO, Brighton & Hove Albion FC)	<ul style="list-style-type: none">Approval of the Chair's feeApproval for release of LTIP payments and the launch of LTIP 2 schemeApproval of group performance objectives for 2022/23 annual discretionary bonus schemeDiscussion and review of the equal pay assessment and mock gender pay gap assessment undertaken by an external companySalary benchmarking for key executives

Broadcast Advisory Group	Commercial Advisory Group	Legal Advisory Group
Provides advice and support in the development and execution of broadcast media strategy and subsequent recommendations to clubs.	Provides advice and support in relation to sponsorship and licensing opportunities as well as strategy.	Provides advice and support in relation to proposed amendments to Premier League Rules and other regulations.

Board profiles

The Premier League Board (the 'Board') consists of five Directors: the Chair, Alison Brittain; Chief Executive, Richard Masters; and three Independent Non-Executive Directors, Mai Fyfield, Dharmash Mistry and Matthew Ryder. Changes to the composition of the Board during Season 2022/23 were as follows:

- Alison Brittain was appointed in July 2022 and commenced the role of Chair in January 2023
- Matthew Ryder was appointed in February 2023

All appointments were unanimously approved by Premier League member clubs.



Mai Fyfield

Independent Non-Executive Director

Mai is an experienced media executive and Non-Executive Director (NED). She was the Chief Strategy and Commercial Officer at Sky, responsible for leading strategy and commercial partnerships across the group. During almost 20 years at Sky, she was a key player in the growth and diversification of the business, driving the strategic

decisions to launch Sky's own streaming service, add mobile to its product portfolio and significantly grow its wholesale business by partnering with rival platforms.

She also led Sky's bidding process for three Premier League cycles and worked alongside the CEOs of Sky Italia and Sky Deutschland on bids for the UEFA Champions League, Bundesliga and Serie A.

Since leaving Sky, she has served on several Boards and advised media and private-equity clients on a variety of investments and strategic issues. She was previously a NED at Nationwide, where she chaired the Remuneration Committee. She is currently the Senior Independent Director and Chair of the Remuneration Committee at ASOS. She is also on the Boards of Roku Inc and BBC Commercial and chairs the Premier League's Remuneration Committee.



Alison Brittain CBE

Chair

Alison is a highly versatile business leader and general manager who has been Chair of the Premier League since January 2023. She brings considerable experience of operating in consumer-facing service environments and has over 25 years' senior management experience in major financial institutions.

Alison previously served as CEO of the FTSE 100 company Whitbread plc, the UK's oldest and largest hospitality company. Prior to Whitbread, Alison was a senior executive in the financial services sector, firstly with Barclays plc and Santander and latterly with Lloyds Banking Group plc, where she successfully led the retail banking division.

Alison is also Chair of Dunelm Group plc, the UK's market leader in home furnishings and a Senior Independent Director at Experian plc, a Non-Executive Director at British Airways plc, and Chair and Trustee of The Prince's Trust Group Company.

As a football fan, she is passionate about the long-term success of the game and the positive impact it can have on people's lives, their communities and society as a whole.



Dharmash Mistry

Independent Non-Executive Director

Dharmash is an experienced technology venture capitalist, entrepreneur and Non-Executive Director (NED).

He started his career at Proctor & 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. He subsequently co-led the delisting & sale of Emap plc from the FTSE 100 in 2008.

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 & Barret 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 Hamla plc and Rathbones plc.

Dharmash also chairs the Premier League's Audit and Finance Committee and is the Premier League's representative on the Board of The FA.



Richard Masters

Chief Executive

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 and was recently appointed Chair of the World Leagues Forum for a two-year term.

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.



Matthew Ryder KC

Independent Non-Executive Director

Matthew Ryder KC is a barrister and founder member of Matrix chambers in London, specialising in human rights, media, data and information, crime and regulatory law.

He was Deputy Mayor of London for Social Integration between 2016-2018, overseeing the Mayor's community engagement, diversity

and equality work and use of data. This involved a major focus on social integration, mobility and community engagement.

He has worked on a number of influential reviews including the 'Lammy Review' into racial bias in the criminal justice system.

High-profile cases include: human rights work representing Stephen Lawrence's family; Edward Snowden disclosures; data litigation involving global tech corporations and the Information Commissioner; in addition to numerous media and high-profile celebrity litigations.

He has held numerous Board positions including Chair of the UK's Black Cultural Archive, Scott Trust (owner of The Guardian) and Governor of the University of the Arts in London.

Board activity

During Season 2022/23, the Board met on nine occasions scheduled at the beginning of the campaign, and a further six times to discuss matters which required the Board's immediate attention. As part of the scheduled meetings, Board activities included:

- The continued implementation of the League's strategy
- Discussions on the Football Governance White Paper, the proposed independent regulator for English football and the 'New Deal' for English football
- Taking regulatory decisions under the Premier League Rules
- Broadcasting, including input on international and domestic rights sales processes
- Commercial matters, including discussions surrounding existing and prospective partners
- Regular updates on safeguarding, equality, diversity and inclusion, compliance and company secretarial matters and the review of financial management reports





Corporate governance and the Wates Principles

The Board remains committed to high standards of corporate governance through its application of the Wates Corporate Governance Principles for Large Private Limited Companies (the ‘Wates Principles’)

During Season 2022/23, the Premier League adopted and reported against the Wates Principles on an ongoing basis. This included an independent assessment from a third party to validate the Premier League’s reporting and provide recommendations on where further improvements could be made.

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 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 long-term success of the competition. An overview of each of the principles follows on page 23.

Principle One	
Purpose and leadership	
The Board continues to play a key role in developing the Premier League’s strategy and purpose, in consultation with clubs, and has ultimate oversight over its promotion and its execution by the Executive. Led by the Chief Executive, the Premier League has undergone a ‘Culture Refresh’, detailing expected behaviours aligned to the League’s existing values which has	also led to the creation of a Culture and Inclusion Action Plan. There are more opportunities for staff to provide feedback, whether through internal networks or the annual staff survey. The Premier League also operates a whistleblowing policy for staff to raise any concerns should they arise and has appointed an INED as the organisation’s ‘Whistleblowing Champion’.
Principle Two	
Board composition	
The Board’s composition is explained on the previous pages and was further enhanced during Season 2022/23 following the Chair’s appointment in January 2023, and another INED appointment the following month. Changes to Board composition have expanded the skillset and diversity of the Board and introduced additional independent challenge and scrutiny. The current composition is considered an appropriate size to meet the strategic needs of the business. The Board is committed to ensuring that its composition is diverse and has approved a set of diversity targets. These targets concern both ethnicity and gender and include both the Board and the business as a whole, with progress reviewed regularly. Led by the Chair, the Board also underwent an internal short-form evaluation, with various actions identified to improve Board effectiveness.	
Principle Three	
Director responsibilities	
The Board’s powers are 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. In conjunction with the conflicts of interest policy, there are clear processes in place to help identify and address any conflicts of interest should they arise. The Board delegates authority to Sub-Committees (Nominations, Remuneration and Audit and Finance), with membership from both INEDs and clubs. Where relevant expertise is required, it is reflected by a Committees’ membership. The Board receives regular and timely financial and non-financial updates at each Board meeting and, following its performance review, it was agreed that renewed focus would be placed on further defining KPIs and internal controls.	
Principle Four	
Opportunity and risk	
As the Premier League’s strategy continues to progress, the Board has engaged in discussions around creating greater value and future opportunities. The Board also ensures that the strategy remains relevant within a constantly changing environment. The Board has renewed its focus on risk and agreed bi-annual risk updates are provided at Board meetings. There is currently a risk register and ‘bow-tie’ analysis of key risks across a number of areas based on their impact on the business and the League’s risk tolerance.	
Principle Five	
Remuneration	
A reward policy (which includes remuneration) was last updated in September 2022 and is reviewed each year by the Remuneration Committee. Staff feedback is also obtained to ensure that the policy remains fit for purpose. The policy sets out job levels and salary bands, explaining broadly how remuneration is determined, including the consideration of industry benchmarking. A gender pay gap and equal pay assessment were discussed by the Remuneration Committee in October 2022.	
Principle Six	
Stakeholder relationship 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 our member clubs, 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, staff networks 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.

Regulation of clubs

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

Owners’ and Directors’ Test (‘OADT’)

During Season 2022/23, following a comprehensive review of the OADT and consultation with clubs and a range of stakeholders, clubs unanimously approved a number of changes to the League’s OADT and its assessment process.

This included the creation of the Independent Oversight Panel (‘IOP’). This adds an additional layer of independent scrutiny in respect of all Board decisions relating to OADT applications and significant changes to club ownership, with each decision now subject to review by the IOP. The IOP is chaired by the independent Chair of the Premier League’s Judicial Panel (currently Murray Rosen KC), who has appointed suitably qualified members for the Judicial Panel. In addition to this:

- The threshold for ‘Control’ has been lowered to 25 per cent from 30 per cent
- Club Chief Executives have been brought within scope of the OADT, as has a new concept of ‘Relevant Signatories’, being individuals responsible for signing a range of key regulatory documents
- A range of new Disqualifying Events have been added to the test, including for human rights abuses (based on the Global Human Rights Sanctions Regulations 2020), and for individuals/companies subject to Government sanctions. The list of criminal offences resulting in disqualification has also been extended
- There is now greater clarity and transparency over the due diligence to be conducted by the League on a takeover, with an agreed, published list of ‘Acquisition Materials’ that must be provided to the League to facilitate its due diligence

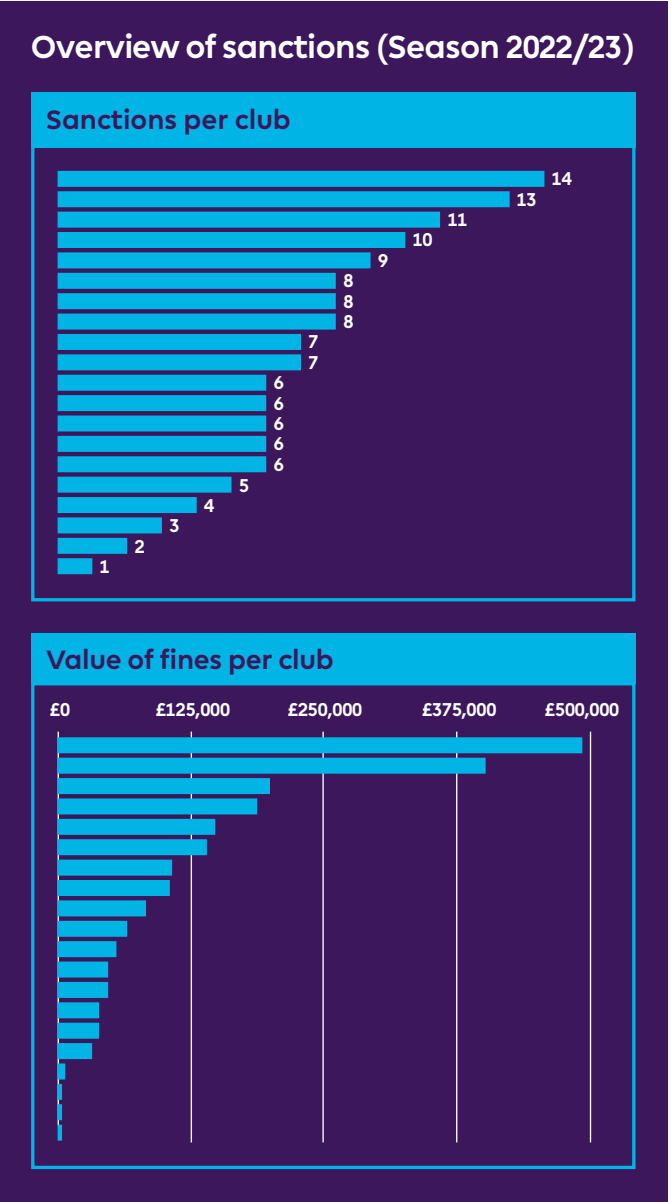
- A range of increased transparency measures have been introduced, including the requirement to publicly disclose individuals/companies disqualified under the OADT and an obligation on the League to annually report on compliance



Compliance

Where a club or individual bound by the Premier League Rules (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 an independent commission. In 2019, the League moved to an entirely independent Judicial Panel system, with members of the Panel appointed by an independent Chair (Murray Rosen KC). It is from this Panel that the Chair selects individuals with relevant experience and expertise to sit on commissions. Allegations of significant Rule breaches are ordinarily referred to an independent commission. 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.

The following graphic provides a snapshot of the number of Rule breaches handled by the Board (and its Football Board, a Sub-Committee of the Board) during Season



2022/23, and totals of the fines issued to individual clubs. During that period, there were 140 sanctions imposed on clubs. From those sanctions, 111 resulted in fines, which cumulatively amounted to £2,219,760. 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.

During the course of Season 2022/23, suspected or alleged breaches of the Rules were referred to independent commissions on three occasions. In accordance with the Rules, each such referral (and any decision published by the commission at the end of the process) was publicly confirmed on the League’s website: premierleague.com.

Premier League Rules

Each member club and its directors, officials, players and manager are bound by the Rules, which are contained within the Premier League Handbook and 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

Premier League

Prioritising safeguarding

The Premier League and our clubs strive to create positive experiences where children, young people and adults feel safe, valued and empowered

Governance

The Premier League is committed to implementing robust measures to promote and protect the rights, safety and wellbeing of children and adults at risk, striving to create a culture of safeguarding vigilance and continual learning. Independent scrutiny of Premier League and club safeguarding measures helps achieve this.

GoodCorporation ('GC')

During Season 2022/23, GC carried out an audit to assess the Premier League against an enhanced audit framework, including a review of the Premier League's internal safeguarding culture. This included a comprehensive process with one-to-one interviews and focus groups with our employees and consultants, clubs and relevant third parties, including commercial partners and industry stakeholders. GC also undertook a deep dive review of Premier League safeguarding governance measures, procedures and practice.

GC's findings described the Premier League as 'one of the leading organisations in terms of setting safeguarding standards', with safeguarding well embedded within governance, operations and culture. The audit also found that staff indicated they would feel comfortable raising a concern or



incident relating to safeguarding and that the Premier League's extensive support and training available to clubs is valued, ensuring they remain well informed and supported. The audit also found areas for improvement and so a number of recommendations were made to further improve current practice, resulting in a high-level action plan being created, with progress against that plan to be overseen by the Premier League Board.

Barnardo's Training and Consultancy

Premier League clubs were also subject to an independent audit process during Season 2022/23, with the Premier League, in conjunction with the Premier League Charitable Fund, commissioning Barnardo's Training and Consultancy to conduct independent safeguarding audits of each member club and its community organisation. These audits tested clubs' progress against the Premier League's Safeguarding Standards (the 'Standards') and supported them in trying to meet the Standards, making recommendations as to how they can improve their practice.

Working together

National Society for the Prevention of Cruelty to Children ('NSPCC')

The Premier League and the NSPCC have been working in partnership over the past two seasons to help provide children and young people involved in Academy football or League-funded community programmes with positive football experiences.

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.

As part of The FA's Play Safe campaign, which ran across 1 to 2 October 2022, the Premier League worked with the NSPCC to fund its Childline service as part of the charity's 'One Unforgettable Day' initiative. That weekend saw 1,400 children contact the NSPCC to talk about issues such as mental health, suicidal thoughts and feelings, and family relationships.



Disclosure and Barring Service ('DBS') and the NSPCC

The Premier League has worked in partnership with the DBS and the NSPCC to help clubs and their community organisations implement robust and effective safer recruitment procedures and practices, which ensure that staff and volunteers are suitable to work with children and adults at risk.

The collaborative nature of the partnership means that club staff can seek support and updates from the DBS in relation to safeguarding and referring concerns about individuals that may or do pose a risk of harm to children and adults at risk. The partnership involves delivery of regular training and awareness sessions across each season to support clubs and their community organisations to recruit safely into roles working and volunteering with children, young people and adults at risk.

Building on this, the Premier League and the DBS have rolled out regional hubs. This enables staff from clubs to connect with their regional DBS advisor, providing a key opportunity for networking, peer-to-peer support and learning and sharing of best practice. In addition, club staff who work with children, young people and adults at risk also have access to a Premier League Safeguarding Hub. This links to resources, publications and relevant information on the DBS service and other safeguarding materials to help prevent incidents and protect individuals.

"On a competitive level, the Premier League is the strongest league. When you're here, you feel it."

Unai Emery, Aston Villa manager



The Football

There was competition at both ends of the table throughout an exciting 2022/23 Premier League season, which also saw continued progress in youth and staff development, player welfare and programmes to promote diversity and inclusion

Record-breaking feats define the season

It was a season of success for Manchester City and there were fascinating storylines throughout a captivating 2022/23 campaign

City enter the record books

Manchester City emulated the feat of local rivals Manchester United by achieving the Treble of Premier League, FA Cup and UEFA Champions League triumphs. After trailing Arsenal for much of the season, they moved to the top of the table on 30 April, beating Fulham for the eighth victory of a 12-match winning sequence which earned them the title with two games to spare. Pep Guardiola's team also became the first since Sir Alex

Ferguson's Manchester United to win the Premier League on three consecutive occasions. They finished five points clear of Arsenal – an advantage they secured with the help of home and away wins over the north London side. A pivotal figure in their success was Erling Haaland, the young Norwegian centre-forward who ended his first season in England with 36 League goals, the highest individual haul of any Premier League campaign.



Arsenal and Newcastle on the rise



Arsenal's revival under Mikel Arteta nearly brought a first League title since 2004. They began the season by winning nine of their first 10 matches and led the table for 248 days – more than any other club who have ended the season without the title. In pushing Manchester City so hard, they earned their highest points total (84) since 2004 and scored their highest number of goals (88) since 1964.

Newcastle United were also resurgent, as Eddie Howe guided them to fourth and Champions League qualification, their highest position in 20 years. Although the Carabao Cup final ended in defeat to Manchester United, it was the club's first Wembley final appearance since 1999.

New goals record

The 2022/23 campaign produced a record number of goals for a 20-team Premier League season. Overall, there were 1,084 goals scored – at a rate of 2.85 per game – which surpassed the previous record of 1,072 from 2018/19. The highest-scoring matches were Liverpool 9-0 Bournemouth (below) and Manchester City 6-3 Manchester United.



Brighton and Villa qualify for Europe

Brighton & Hove Albion made history by qualifying for Europe for the first time. After Graham Potter's September departure, Roberto De Zerbi oversaw an even greater rate of progress as he led the club to sixth place, the highest finish in their 122-year history. Aston Villa, via a run of 15 wins in 25 matches under Unai Emery, finished seventh to pip Tottenham Hotspur and Brentford in the pursuit of UEFA Europa Conference League qualification.

All three newcomers stay up

The three promoted sides – Bournemouth, Fulham and Nottingham Forest – all maintained their Premier League status; the fourth time this has happened and the first time in five years. Fulham performed assuredly under Marco Silva to achieve a mid-table 10th-place finish. Bournemouth's impressive springtime run of six wins in nine led them to safety, while Nottingham Forest's survival was thanks to three wins and two draws from their final six matches.



Double European glory



The strength of the Premier League was underlined by two English successes in UEFA's club competitions. West Ham United ended a 43-year trophy drought by beating Fiorentina 2-1 to win the UEFA Europa Conference League final, Jarrod Bowen hitting the last-minute

goal which gave manager David Moyes his first senior honour. Three days later, Manchester City won the UEFA Champions League for the first time after beating Inter Milan 1-0 in the final. Rodri's second-half strike secured the crown which sealed City's Treble.



Award winners

From key players on the pitch and those in the technical area to the best goals and saves, we look at some of the outstanding contributions to a highly memorable campaign



Player of the Season

Erling Haaland
Apps: 35
Goals: 36
Assists: 8
MANCHESTER CITY FORWARD



Haaland brought a new dimension to City's attack with his physical power and penalty-box instincts, breaking the Premier League scoring record with 36 goals.



Manager of the Season

Pep Guardiola
Wins: 28
Draws: 5
Goals for: 94
MANCHESTER CITY MANAGER



Honoured for the fourth time, Guardiola keeps collecting prizes while evolving City's game – from incorporating a new No9 to using John Stones in midfield.



Young Player of the Season

Erling Haaland
Apps: 35
Goals: 36
Assists: 8
MANCHESTER CITY FORWARD



At 22, Haaland became the first man to win both the Premier League's Player of the Season and Young Player of the Season awards, ending with 53 goals in all competitions.



Goal of the Season

Julio Enciso | BRIGHTON & HOVE ALBION FORWARD
VERSUS: MANCHESTER CITY | DATE: 24/05/2023



The Paraguayan teenager's first home goal for Albion was one to remember as he curled a wonderful shot from 25 yards into the top corner of the net.



Game Changer

Reiss Nelson | ARSENAL FORWARD
VERSUS: AFC BOURNEMOUTH | DATE: 04/03/2023



Nelson came off the bench to drive a magnificent left-footed winner from the edge of the box and cap off Arsenal's comeback from two goals down to win 3-2.



Playmaker

Kevin De Bruyne

Apps: 32 | Assists: 16

MANCHESTER CITY MIDFIELDER

De Bruyne produced the most assists in a Premier League season for the third time, reclaiming an award he previously won in 2017/18 and 2019/20. His total of 16 was four better than any other player.

2ND MOHAMED SALAH Apps: 38 Assists: 12 LIVERPOOL
LEANDRO TROSSARD Apps: 36 Assists: 12 BRIGHTON/ARSENAL



Golden Boot

Erling Haaland | MANCHESTER CITY FORWARD

Apps: 35 | Goals: 36

Haaland hit three hat-tricks in his first seven league appearances – the third in a 6-3 Manchester derby triumph – on his way to breaking the Premier League scoring record.

2ND HARRY KANE Apps: 38 Goals: 30 TOTTENHAM HOTSPUR
3RD IVAN TONEY Apps: 33 Goals: 20 BRENTFORD

Golden Glove

David de Gea | MANCHESTER UNITED GOALKEEPER

Apps: 38 | Clean sheets: 17

In the last of his 12 seasons at Old Trafford, the Spaniard won the Golden Glove award for the second time with 17 clean sheets.

2ND ALISSON Apps: 37 C/sheets: 14 LIVERPOOL
NICK POPE Apps: 37 C/sheets: 14 NEWCASTLE UTD
AARON RAMSDALE Apps: 38 C/sheets: 14 ARSENAL



Most Improbable Comeback

Bournemouth | 3-2 v NOTTINGHAM FOREST

DATE: 03/09/2022



Two down at half-time in Gary O'Neil's first match, Bournemouth were given just a 3.6 per cent chance of victory. They fought back with Jaidon Anthony sealing victory after 87 minutes.

Most Powerful Goal

Saïd Benrahma | WEST HAM UNITED FORWARD

VERSUS: CRYSTAL PALACE | DATE: 06/11/2022
Average Speed: 107.17KM/H

Benrahma showed excellent skill to move away from two Crystal Palace players before stepping into the D and unleashing a ferocious right-footed shot into the top corner.



Save of the Season

Kepa Arrizabalaga

CHELSEA GOALKEEPER
VERSUS: ASTON VILLA
DATE: 16/10/2022

After blocking an initial effort from John McGinn, Kepa reacted brilliantly to get down low and palm a Jacob Ramsey follow-up shot against the post.



Developing a world-class Academy system

The Elite Player Performance Plan was launched by the Premier League in Season 2012/13, with the aim of developing a world-leading Academy system throughout English football in collaboration with clubs and the wider professional game.

It set out to professionalise youth development in English football, supporting clubs by providing the correct environment and resources to develop more and better home grown players, capable of excelling in the world's most competitive league.

1 More Academy graduates are progressing through to the professional game		591 more Academy graduates with professional contracts compared to Season 2012/13
2 In the Premier League, a new group of home grown players are breaking through to match the best global talent	623 home grown debuts since the launch of the EPPP	
3 On the global stage and against international peers, our young home grown players are the world's best		1st for average value of U23 players of any nationality
4 Youth and senior national teams have achieved unprecedented success over recent seasons	 Five winners titles in six years in youth competitions and UEFA EURO 2020 finalists	

5 Our player development offer is world-leading, with an extensive and varied games programme		238 games programme events delivered in Season 2022/23 for U9-U21 players
6 Young people are developed in safe, caring and trusted environments that are rigorously quality assured	88% of parents are confident in reporting concerns to their club around safety and welfare	
7 The Academy system puts personal growth at the heart of development		85% of parents agree that clubs care about their child's development beyond football
8 Significant value is placed on developing the people around the players	£22m+ invested in workforce development annually by professional game partners	
9 Fans of clubs at all levels of professional football recognise the importance of their club developing home grown players		92% 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	£2bn+ invested into youth development since Season 2012/13	

Enhancing the Elite Player Performance Plan

Season 2022/23 represented the most significant strategic change to the Academy system since the launch of the Elite Player Performance Plan (EPPP) 10 years prior.

Supported by new initiatives and programmes, the strategy framework represents broader objectives than the original EPPP. This includes an enhanced focus on life-enriching experiences and off-pitch successes of young players in Academies, as well as an analysis of the health of the game and the sustainability of the Academy system.

What we're creating

Unrivalled development environments

How we're doing it

Elite player development and personal growth



What we're doing

Supporting young people who are aspiring footballers to maximise their potential, on and off the pitch



What we care about

More and better players	A life-enriching experience	The health of our game
We embrace potential and empower aspiring footballers to achieve on-pitch excellence. We create the right opportunities and pathways to first-team football.	We put the young person's interests first. We support their holistic development, equipping them to balance football with their personal lives. So whatever their future holds, they're better off for having been an Academy player.	We want everyone to be proud of our Academies and the environments we create. We work together to stimulate investment in youth development – it is essential to improving football for the future.

Building for the future

Further progress was made across the Academy system in Season 2022/23

Talent ID

Breaking down barriers

Further emphasising our commitment to widen the talent pool and ensure all young people have equity of access and opportunity, there was a wealth of new activity as part of the South Asian Action Plan during its second season.

1,300+
parents and families in attendance at Emerging Talent Festivals held across the season.

Duty of care

Outstanding education



Ofsted
raising standards
improving lives

Following a full Ofsted inspection of the Apprenticeship provision delivered by the Premier League and its clubs, the League was awarded an Ofsted Outstanding rating for the third time running.

Player pathway

International games return



Season 2022/23 marked the first full season back for the international element of the Premier League Games Programme with the Premier League International Cup and PL Next Gen in full swing.

Innovation and insights

The intelligence platform

The Premier League entered into a partnership with Kitman Labs to provide a centralised data and analysis platform that will be used across EPPP Academies and some PL/EFL first teams. The platform will be used to support information management and inform key decision-making across Medical, Sports Science, Coaching, Player Care, Operations, Recruitment and more.

Governance and quality assurance

Raising standards

The Professional Game Academy Audit Company (PGAAC) completed a full set of extensive standards audits for all 25 Category 1 Academies in Season 2022/23.


PROFESSIONAL GAME ACADEMY AUDIT COMPANY

Workforce development

Continuous learning



Two new programmes were launched in Season 2022/23 – Academy Leaders, focusing on senior leaders across multiple disciplines in the Academy, and PL Next, supporting coaches transitioning into first-team roles.

Driving positive coaching and workforce pathways

The Premier League delivers numerous programmes to improve coaching and executive opportunities for individuals from under-represented groups

The Premier League is firmly committed to broadening diversity throughout the coaching and leadership pool within football, improving access and opportunities to allow everyone to fulfil their potential.

This is highlighted through our positive-action programmes and initiatives that support under-represented groups, providing wide-ranging benefits to clubs throughout the football pyramid.

Coach Inclusion and Diversity Scheme (CIDS)

Launched in Season 2020/21, CIDS supports high-potential coaches from black, Asian and mixed-heritage backgrounds, and all women, with the transition into full-time coaching roles within professional football. Participants are provided access to a 23-month fixed-term contract in a Premier League or EFL club Academy, alongside a wider development curriculum.

Professional Player to Coach Scheme (PPCS)

A programme launched in conjunction with the PFA and EFL in 2020 to provide former professional players of black and mixed-heritage backgrounds with access to a 23-month fixed-term contract in an EFL club, alongside a wider development curriculum.

Player to Executive Pathway Scheme (PEPS)

A pilot programme that was launched in Season 2022/23, which includes providing former players with a placement to gain experience of club operations. An official from each club acts as a mentor to their PEPS participant.



Future Academy Leaders (FAL)

A diversity-driven leadership development programme for individuals from under-represented groups who aspire to gain Academy leadership positions.

Coach Index

An online self-registration system to provide coaches from under-represented groups with access to information about employment and development opportunities. This innovative system also supports clubs with recruitment, providing them with a pool of potential coaches to hire.



Ricardo Fuller earning coaching stripes at Stoke City

After earning legendary status as a player at Stoke City, Ricardo Fuller is now nurturing the next generation of stars in the Potteries. The former Jamaica striker is coaching at the club's Academy on a 23-month programme facilitated by the Professional Player to Coach Scheme.

Delivered by the Premier League in partnership with the PFA and EFL, it is a project aimed at increasing the number of players from diverse backgrounds to transition into full-time coaching roles within the professional game.

Fuller said: "Stoke City wanted me to work at the club because of my affiliation as a player and all that I have achieved. I decided to do it as part of the Professional Player to Coach Scheme because I think there's so much learning in this for me as a young, aspiring coach. The structure gives applicants the teachings they need to be successful, to take opportunities and thrive."

Fuller has his sights set on one day returning to the Premier League as a manager. "I was a certain kind of player who always wanted to be the best and the top scorer," he explained. "So as an aspiring manager, I want to be the best that I can possibly be. One day, I'd love to become the Stoke manager and manage in the Premier League."

Breaking down barriers for female coaches

Nicola Cousins is working at the Brighton & Hove Albion Academy while participating in the League's Coach Inclusion and Diversity Scheme (CIDS), which she feels is improving opportunities for aspiring female coaches.

"There are certain areas of the game that are under-represented, especially within the coaching pyramid," she said. "I think developing the women's game, and having more females in the male game, is a great step forward and these programmes will help to develop that."

"On this placement, I'm one of the only full-time female coaches within either a girls' or boys' Academy, so that's really a step

forward where I am a female role model within the game."

Nicola also values the aspects of CIDS which focus on developing other aspects of the coaches' skills.

"This placement gives you a good opportunity to get valuable experience and exposure to different age groups."

"There's also a lot of different events and activities that develop you as a human as well as a coach. And it's all about exploring the opportunities that the Premier League host to stretch and challenge us that you wouldn't necessarily get outside of this placement."



Nicola Cousins coaching at the Brighton & Hove Albion Academy

Supporting current and future leaders

Continuous development of coaches and leadership roles within clubs is integral to the long-term growth of professional football across the game



Through the varied coaching and leadership programmes that the Premier League delivers, current and future leaders within clubs are provided with growth opportunities and learning to create a level of expertise and practice that's unmatched in sport.

Additionally, the Premier League is raising standards by working with university partners so that coaches and future leaders at clubs achieve

post-graduate qualifications as part of their programmes.

Elite Heads of Coaching (EHOC)
Launched in 2016 to equip and empower heads of coaching across the Premier League and EFL to increase the quality of coaching in their respective clubs.

Elite Academy Managers (EAM)
Launched in 2016, a leadership development programme to support

Academy Managers through a bespoke programme of learning.

Elite Coach Accreditation Scheme (ECAS)
The Premier League's longest-running coaching development programme, ECAS launched in Season 2013/14. It supports high-potential Academy coaches working full time in English Premier League or Category One clubs, providing opportunities to achieve new levels of expertise via a two-year individualised programme.

Former ECAS candidate Mark Tinkler, who is Middlesbrough's Under-23 lead coach, said: "I think the main thing about the ECAS programme for me was that it took me out of my comfort zone and put me in situations that I probably wouldn't have got into otherwise."

"Speaking to the staff and all the candidates that were on there, the different coaching experiences and working with different age groups makes a big impact. I met some fantastic people I still keep in touch with and the programme really gave me more belief in myself."

Future Coach Developer (FCD)
A programme designed for Academy coaches who are motivated to develop and support other coaches in the club environment.

Academy Leaders (AL)
The Academy Leaders programme supports senior staff with ambitions to progress into Academy Manager roles to better understand how they lead themselves and others.

Gill Myburgh took part in the AL programme while she was working as Fulham's Head of Academy Performance. She said: "I think the programme provides challenge and support at the same time, pushing



me into areas that I potentially wasn't aware of and encouraging that reflective practice of constantly reviewing and evaluating how I do things. It's been really useful for me to look back on circumstances I've been in with a different lens and to see how effective I was or how I could do that differently in the future."

Premier League Next (PLN)
Premier League Next aims to work alongside clubs to support

the pathway of home-developed coaches and support them in preparing for future opportunities in the elite level of the professional game.

Football Leaders (FL)
Football Leaders is a programme delivered alongside the League Managers Association (LMA) to support coaches to develop in their current positions and prepare them for future management roles.

Elite Referee Development Plan

Launched ahead of Season 2022/23, the Elite Referee Development Plan (ERDP) 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 developmental priorities and is designed to transform the coaching and performance support that the current elite workforce receives.

The delivery aims for ERDP in Season 2022/23 were agreed across eight focus areas:

- Develop Select Group
- Supercharge coaching support
- Embed holistic assessment
- Increase diverse representation
- Modernise the pathway
- Integrate performance support
- Enhance value and respect
- Target high potential

Coaching and leadership programmes



400
candidates enrolled for Season 2023/24

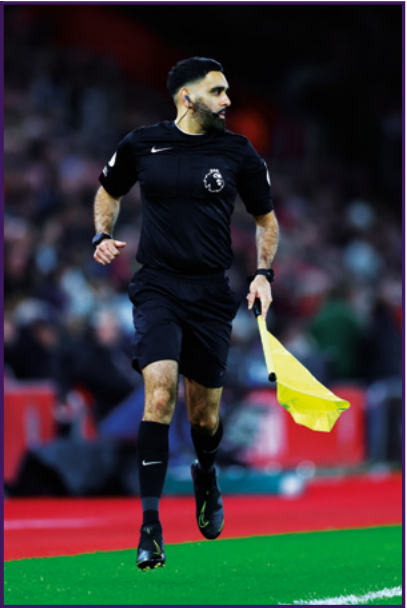


11
programmes running for Season 2023/24



1000+
days of mentoring delivered since Season 2020/21

Bhupinder Singh Gill (below) became the Premier League's first Sikh-Punjabi assistant referee in Season 2022/23



Putting player welfare first

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

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

Development programmes

Since Season 2017/18, the Premier League has run two development programmes within Academies to support Under-16 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.

Player care funding

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.

Premier League Futures

The Premier League Futures Programme is a 12-month initiative 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.



Boosting wellbeing and engagement

Promoting the mental and emotional health and wellbeing of players

The Premier League aims to create an environment in which professional footballers can thrive. This includes guidance on a range of issues, such as mental and emotional wellbeing. 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 and recently completed a consultation with clubs on the future of wellbeing in the first-team space.

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 concussion protocols, 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, gambling awareness and agents. The Professional Footballers' Association (PFA) covers emotional wellbeing, equality, diversity and inclusion, plus dual careers and transition.

Mandatory sessions are also being carried out this season at first-team level on healthy relationships and brain health.

Player voice

The Premier League hosts a forum with the 20 club captains, taking their views into account and acting on them. Player and parent voice initiatives have been embedded within Academy environments, 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.

Player Care

We're here to help

Putting plans in place

- Supporting players on their journey inside and outside of football including transition programmes
- Providing education and personal development through our lifeskills programme
- Supporting clubs to embed a mentally healthy culture with a mental and emotional wellbeing action plan

Opening up conversations

- Highlighting available support through the Premier League Player App
- Providing confidential and independent support to current and former players through the **Independent Player Helpline** in a range of languages

Ongoing commitment

- Regularly reviewing our rules and guidance in the **Premier League Handbook**

"We have a world-class stadium and the atmosphere our fans make is incredible. They want to see a group of players who give everything for the club and their support can really give us an edge."

Ange Postecoglou, Tottenham Hotspur manager



The Fans

Season 2022/23 saw record-breaking crowds at Premier League stadiums and captured the imagination of fans around the world. The League and clubs continued to develop programmes to engage supporters and make the game inclusive and welcoming for all



A season of record-breaking attendances

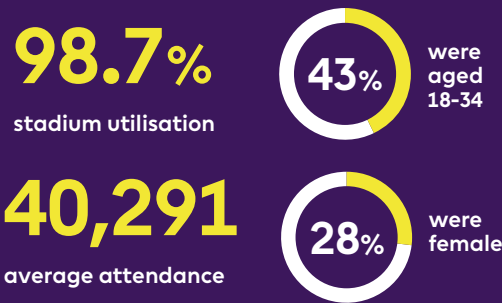
Average crowds at Premier League matches surpassed 40,000 for the first time in Season 2022/23

For the second season in succession, there were record attendances at Premier League grounds, with the average crowd above 40,000 for the first time ever in the Premier League era during Season 2022/23.

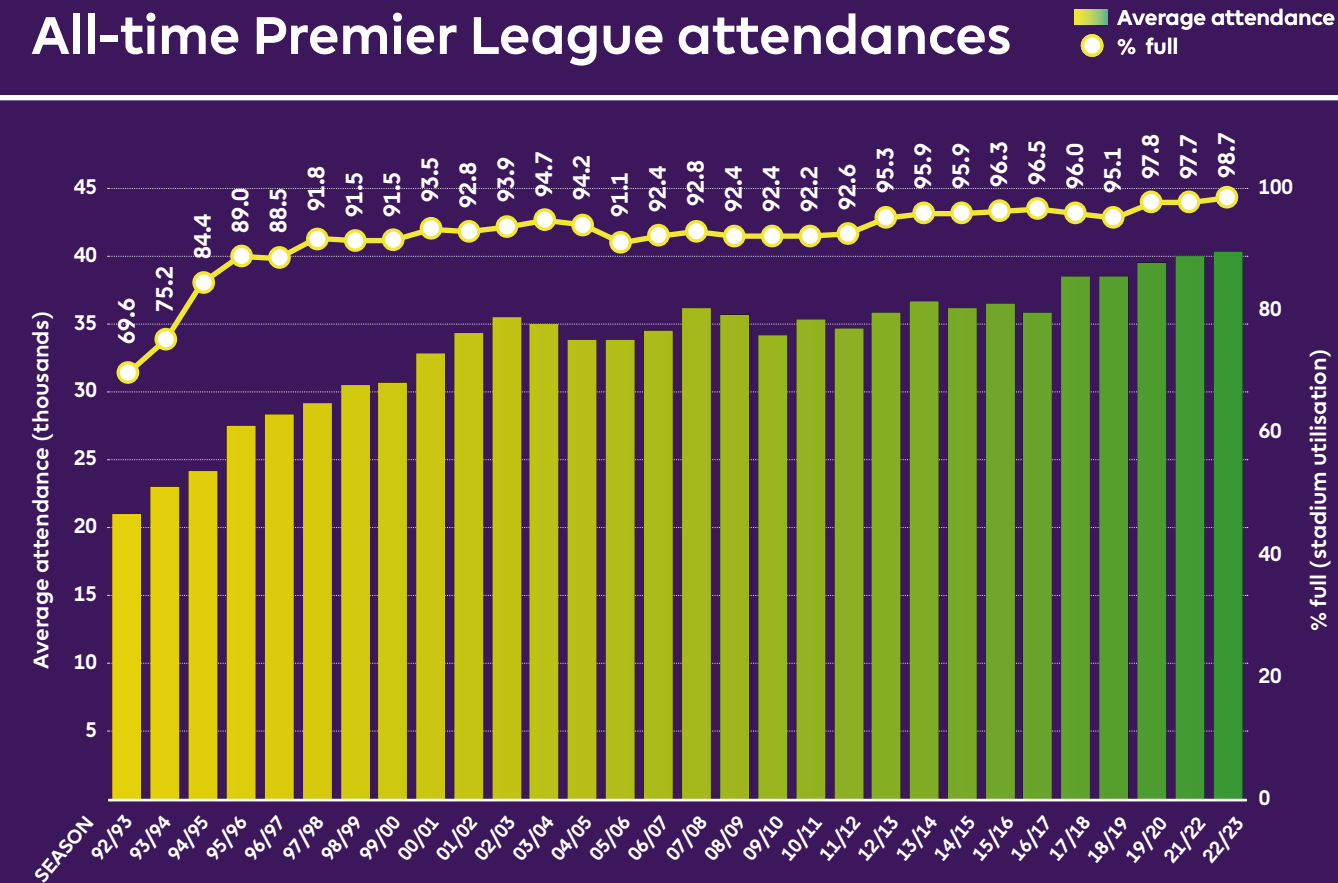
The average attendance was 40,291, up from the previous record of 39,950 set the season before. Grounds were fuller than they ever have been, with stadium utilisation also at an all-time high of 98.7 per cent, up from 97.7 per cent in Season 2021/22.

This was reflected across the League, with 19 clubs achieving an average utilisation of 95 per cent or above. Average away attendances of 2,482 also set a new record, 3.7 per cent higher than the 2,394 recorded in 2021/22.

Season 2022/23 supporter statistics



All-time Premier League attendances



Three decades of rising crowds

Average attendances and stadium utilisation have risen consistently throughout the Premier League era on the way to reaching an all-time high in Season 2022/23. The average figure of 40,291 was more than 90 per cent higher than the average for the inaugural Premier League season (1992/93).

The quality of football has been a big factor in the enduring popularity of the Premier League, but the last three decades have also seen wholesale stadium and facility improvements to make the match-going experience more appealing for fans.

Of the 51 clubs to have played in the Premier League, 21 have built or moved into a new stadium and



four have fully redeveloped their existing stadium, with the remaining 26 all having engaged in material stadium upgrades. Further improvements implemented across clubs include the provision of superior concourse and hospitality facilities and initiatives to make the matchday experience more appealing and inclusive for all supporters.

Fan Engagement Standard

Setting a new benchmark for meaningful engagement with supporters

The Premier League introduced a Fan Engagement Standard, the first of its type, in March 2023.

Based on the successful model of the League’s Equality, Diversity and Inclusion Standard (PLEDIS), this club-endorsed initiative introduces a framework clubs will follow when designing and implementing their own individual approaches to fan engagement.

The Standard has five themes, each linked to a series of core commitments and activities. Collectively, these form a baseline for club engagement that sets minimum standards, with defined methods of consulting, reporting and review, each designed to promote transparency and continuous improvement.



Each club has produced a Fan Engagement Plan for Season 2023/24, defining their own strategy for consultation and wider engagement with supporters. Many clubs have also used the Plan to publicly set aims, objectives and goals for the coming season. A nominated Board-level official has been assigned at each club, providing a senior leadership figure to oversee fan engagement and the operation of a Fan Advisory Board.

Consultation is at the heart of the Standard, and it can now be more accurately reviewed by its framework. With a focus on strategic on-field matters, every club has established a Fan Advisory Board with the primary purpose of engaging in two-way dialogue, exchanging information and ideas, and crucially securing feedback from a fan’s perspective.

Each club’s strategy goes beyond the work of the Fan Advisory Board to include other engagement platforms, such as themed working groups, international and domestic supporters’ group networks, research programmes and more. Clubs will report to the League on progress and provide more regular updates for fans, including communications from their owners, CEOs and Chairs.

Fan Engagement Standard themes	
	Leadership and culture The importance of club leadership in setting strategy and a culture of fan engagement and collaboration
	Listening Clubs listening to the views of their fans in a structured and timely manner
	Collaborate and participate Supporting collaboration and the introduction of a Fan Advisory Board to promote meaningful dialogue between clubs and fans
	Share Decisions taken by clubs are transparent and clubs share information in a timely and accurate manner
	Learn and improve Supporting clubs to learn and to develop their approach to fan engagement

What’s in a Fan Engagement Plan?

In August 2023, Manchester United broke ground by becoming the first ever Premier League club to publish a Fan Engagement Plan. Its content is mapped against the requirements of the Fan Engagement Standard and tailored to provide information relevant to the club’s own unique approach in this area.

It includes:

- Overview of the Fan Advisory Board and Fans’ Forum, including its structure and terms of reference
- Breakdown of the club’s officially recognised fan groups and network
- Contact details for key fan engagement staff and other representatives
- Messages from the first-team manager and CEO
- Message from the Chief Operating Officer and Nominated Board-level official for Fan Engagement
- Summary of community engagement
- Review of recent fan-focused activity
- 10 fan engagement goals the club aims to achieve across the Season



Improving links between fans, clubs and communities

Over the next two seasons, clubs throughout men’s and women’s football will be able to apply to the Premier League Fans Fund for grants of up to £50,000 for projects that strengthen links between fans, clubs and their communities.

The fund supports a range of fan-focused and fan-led projects, helping to foster a sense of belonging through meaningful engagement. This includes schemes for under-represented groups (e.g. the disabled, ethnically diverse, LGBTQ+, women and girls), to further develop an inclusive and welcoming matchday experience.

The first funding window commenced in October 2023. Clubs in the Premier League, EFL, National League, Women’s Super League and Women’s Championship are eligible to apply, creating scope for upwards of 100 projects to be delivered each season.

A total of £5 million of funding will support projects that respond to local need. They will aim to address a range of areas, from improving the matchday environment to celebrating a club’s heritage, as well as creating positive community impact on issues such as physical and mental health, the cost of living, equality, diversity and inclusion or addressing fan behaviour concerns.

Clubs will work collaboratively with fans to define projects that best suit their needs. At Premier League level, this will include formal consultation with Fan Advisory Boards.

Ensuring a safer game for all

Football is underpinned by the passion of supporters, but it is vital that this emotion doesn't come at the expense of showing respect to others

Across 380 fixtures last season, Premier League clubs welcomed more than 15 million supporters into stadiums. The League and clubs work hard with authorities to ensure grounds are a safe environment for everyone to enjoy.

Over the last two seasons, the Premier League has worked with other English football authorities to underline the importance of a safe matchday environment, under the 'Love Football, Protect the Game' campaign.

Tough measures and sanctions are in place across all English football leagues to tackle dangerous and illegal behaviours within football grounds, such as discriminatory abuse, entering the pitch, using pyros and throwing objects. Anybody identified as engaging in these acts could receive an automatic club ban and face police action. Ahead of Season 2023/24, football bodies came together once again to address the issue of football tragedy abuse.

Football tragedy abuse

Regulation changes and tough new measures were introduced this season to challenge the totally unacceptable presence of football tragedy abuse.

People found to have committed offences face stadium bans and potential criminal prosecution. This comes following a united effort from football authorities, supporter groups and law enforcement organisations, including the police and Crown Prosecution Service (CPS), to address such vile behaviour.

DANGEROUS & ILLEGAL BEHAVIOUR HAS NO PLACE IN OUR GAME.

FOOTBALL HAS COME TOGETHER TO TOUGHEN MEASURES ADDRESSING FAN BEHAVIOUR AT MATCHES

CRIMINAL BEHAVIOUR:	POTENTIAL CONSEQUENCES:
✗ Entering the pitch without permission	⚠ Serious injury
✗ Smoke bombs and pyros	⚠ Automatic club ban
✗ Throwing objects	⚠ Reported to the police
✗ Drug use	⚠ Criminal record
✗ Discriminatory behaviour	⚠ Education and employment at risk
✗ Football tragedy Abuse	⚠ Stadium ban and criminal prosecution



PROFESSIONAL GAME MATCH OFFICIALS

LOVE FOOTBALL. PROTECT THE GAME.

The issue is focused on offensive chanting, gesturing and displaying offensive messages based on football-related tragedies, which cause significant distress to the victims' families, survivors and other supporters.

Douglas Mackay, Deputy Chief Crown Prosecutor and Sports National Lead Prosecutor, said: "We are sending a clear message that we call on so-called fans to stop this vile behaviour, which has a terrible impact on the bereaved. If they don't, they risk being excluded from the game they claim to love."

In addition to bans and criminal sanctions, the Premier League launched education resources to help people understand the hurt caused by tragedy-related abuse.

In November 2023, a new Premier League Primary Stars resource was made available to more than 19,000 primary schools and 60,000 teachers in England and Wales.

The resource includes a film featuring Liverpool supporter Margaret Aspinall, former Chair of the Hillsborough Family Support Group, whose son James tragically died at Hillsborough.



Nottingham Forest fans display a banner to mark the anniversary of the Hillsborough disaster

Margaret said: "Football brings so much joy to so many people around the world, but there is no need for them to chant the way they do. The pain it causes is unbearable. We do not deserve to hear these chants; they hurt just as much as losing your child. If you hear that chanting, report it as, through the proper authorities, you can make a change."

Restorative justice pilot scheme

To support the rehabilitation of those involved in negative matchday behaviour, a new pilot scheme will refer youngsters to a restorative justice education programme to educate them about the impact of their behaviour. The scheme, which is run by the Premier League, EFL, the Premier League Charitable Fund, and the EFL Trust with support from local police is being trialled at 10 clubs across the Premier League, Championship, League One and League Two.

Punishments for tragedy abuse

A 33-year-old was banned from attending a match for four years for wearing a shirt mocking Hillsborough at the FA Cup final, while another man received a three-year ban for gestures mocking the 1989 disaster at a Tottenham Hotspur match.

James White had worn a shirt with the number 97 and the words "Not Enough" at the FA Cup final between Manchester United and Manchester City in June. He was also issued with an indefinite club ban by Manchester United as well as being fined.

Kieron Darlow, was found guilty of mocking the Hillsborough disaster at a match between Liverpool and Tottenham. He also received a 12-month community order, fines and a further suspension by Tottenham.


Entertaining audiences at home

The best-in-class coverage from the Premier League’s UK broadcast partners delivered new viewing records in Season 2022/23

<div><div>sky sports</div><div>Across its 128 live matches, Sky Sports recorded its best-ever season in terms of average live audience. A total of 3.98 million viewers watched Arsenal v Manchester United in Season 2022/23, Sky Sports’ fourth-highest match audience in its 30 years of broadcasting the Premier League. Sky also started Season 2023/24 season strongly, with its most-watched ever opening weekend.</div></div>	<div><div>TNT SPORTS</div><div>In its last season before being rebranded as TNT Sports, BT Sport’s delivery of 52 live matches saw it record its best-ever season in terms of unique individuals watching. It attracted three of its top-four Premier League audiences of all time, including its highest-ever, with Manchester United v Manchester City drawing over two million viewers.</div></div>
<div><div>prime video</div><div>Amazon Prime Video enjoyed its fourth consecutive season of audience growth, reaching more unique Prime members than any previous season. The platform streamed 20 live matches from October to February, with the top-of-the-table clash between Arsenal and Manchester City becoming its most-watched match ever.</div></div>	<div><div>B B C SPORT</div><div>Audiences for the BBC’s flagship Saturday evening Match of the Day programme held steady in comparison with Season 2021/22. BBC iPlayer broke the record set the previous season for requests for Match of the Day and Match of the Day 2, which rose a significant 25 per cent to 72 million.</div></div>


Domestic broadcast statistics 2022/23

Season 2022/23 was the most-watched ever in terms of live viewer hours, excluding two seasons impacted by COVID-19



143

matches attracted an audience over one million viewers – a new record



37m

individuals (61% of UK TV audience) watched Premier League football in the UK



£6.7bn

In December 2023, the Premier League announced the largest sports media rights deals ever concluded in the UK after agreeing live packages with Sky Sports and TNT Sports, and highlights with BBC Sport, for the four-year period starting Season 2025/26

Most-watched worldwide

The Premier League consolidated its position as the world’s most popular football league in Season 2022/23

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 2022/23, more than 350,000 hours of football and almost 300,000 programmes aired globally that were dedicated to the Premier League, which drew a cumulative live global TV audience of over 1.5 billion, up six per cent compared with Season 2021/22.

As a percentage of the global population, the only football competition with higher interest



is the FIFA World Cup (51 per cent for the World Cup and 37 per cent 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, ranking first on the British Icon Index (see page 14).



Cutting-edge football broadcasting

Premier League Productions keeps audiences around the world on top of the action

Premier League Productions (PLP) is the international production partner of the Premier League, producing and distributing live match coverage of all 380 fixtures per season. It also provides 24/7 support programming and digital content to the Premier League’s 112 international broadcasters.

PLP is a partnership between the Premier League and global sports, events and talent management company IMG.

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, featuring state-of-the-art facilities and a purpose-built virtual studio launched for Season 2021/22.

Alongside the live match coverage, PLP produces a wide variety of linear content including live studio programming, magazine shows and timeless documentary strands, featuring superstars of the Premier League era. This is supported by award-winning digital and social output that ensures 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 best-in-class content management

3,800
hours of unique content created each season



Magazine shows complement live broadcasting

system giving broadcasters full digital access to the Premier League’s rich archive.

PLP allows international broadcasters to showcase Premier League football through world-class, innovative content and services, with a growing emphasis on localisation. This supports the Premier League’s significant overseas broadcast rights earnings and makes a positive contribution to production standards within the sports market.



World-leading anti-piracy programmes

The Premier League’s enforcement team is responsible for fighting piracy of Premier League content on a global basis. It does so through a broad and comprehensive strategy that includes technical measures, legal actions and educational initiatives.

This work is carried out by a dedicated team comprised of lawyers, technical experts and investigators, across the Premier League’s London and Singapore offices. This team is supplemented by a panel of expert vendors specialising in different fields of anti-piracy, such as live monitoring and social media takedowns.

They work closely with key broadcast partners around the world to tailor efforts to combat issues in each region.

Lengthy prison sentences for illegal streaming network operators

The individuals behind three pirate streaming organisations, which offered illegal access to watch Premier League matches, were jailed in May 2023 for a total of 30 years and seven months.

Six people were found guilty of conspiracy to defraud, money laundering and contempt of court in what is understood to be the world’s largest-ever prosecution of an illegal streaming network.

Trading under the names Flawless, Shared VPS and Optimal (also known as Cosmic), the fraudulent operations generated in excess of £7 million in just five years. The illegal streaming businesses involved more than 50,000 customers and resellers, and 30 employees.

Kevin Plumb, Premier League General Counsel, said: “The sentences handed down, which are the longest sentences ever issued for piracy-related crimes, vindicate the efforts made to bring these individuals to justice and reflect the severity and extent of the crimes.”

Season 2022/23 anti-piracy work

500k+ Blocked or removed 500,000+ infringing live streams

850k+ Removed over 850,000+ pirate clips from social media platforms

360k Delisted 360,000 infringing sites from search engine results

30+ years Secured prison sentences of 30+ years in the world’s largest-ever piracy prosecution

15 Shut down 15 international piracy operations

17 arrests Supported Singaporean police in wide-scale raids of a well-known shopping mall, leading to 17 arrests and 2,500 pirate devices being seized

BOOT OUT PIRACY
Premier League

The Boot Out Piracy campaign was extended to raise awareness about the dangers of illegal streaming across South-East Asia



Fan Mail

Innovative digital output for fans

New fan engagement activities generated record-breaking growth across Season 2022/23

Fantasy Premier League reaches new heights

The League's Fantasy game registered a record 11.4 million managers over the course of the season, a 25 per cent increase from Season 2021/22, despite the six-week break for the FIFA World Cup. More than 40 per cent of managers remained active through to the final day of the campaign. Having celebrated its 20th birthday, FPL continues to play an important role in engaging fans globally across a broad spectrum of interests.

Premier League Returns

The World Cup itself presented an opportunity for a mid-season campaign, 'Premier League Returns', which aimed to bring fans back into the Premier League through a series of content creations and fan marketing initiatives, leading to higher audience engagement levels post-World Cup compared to before.

Celebrating the season narrative

Content growth was spearheaded by high-profile build-ups to the big narrative moments of the season, such as the title race between Arsenal and Manchester City, the relegation battle going down to the wire on the final day, and paying tribute to the Citizens' Treble in collaboration with the club. As a result, the Premier

League overtook La Liga to become the third most followed sports league globally, behind the UEFA Champions League and the NBA.

New original content

Content creation evolved significantly in collaboration with Premier League Productions through a new series of digital originals. Notable highlights included the Finlay Fisher and Jack Grealish story (left) winning 'Best Original Content' at the Sport Industry Awards, and an increased ability to promote the significant work of the League and clubs within communities.

Delivering for international audiences

Finally, the League continued to grow and develop its localisation efforts (example below) in key markets including the United States, India, China, the Middle East, and a number of other Asian regions, growing the total audience for these bespoke offerings to over seven million.



Key digital metrics from 2022/2023



9bn

video views (+25% year-on-year)



3.2bn

average monthly audience



180m

total engaged fans (+33% year-on-year)



33m

direct fan relationships (first-party data records) (+27% year-on-year)



Fantasy
11.4m

Fantasy Premier League managers (+25% year-on-year)



Legendary managers inducted into Hall of Fame

The third season of the Premier League Hall of Fame saw Sir Alex Ferguson and Arsène Wenger become the first managers to receive the honour. The duo created a remarkable legacy with Manchester United and Arsenal respectively, winning a combined 16 Premier League titles as they established one of the most famed rivalries in the League's history.

The Hall of Fame recognises and celebrates individuals who have

an exceptional record of success and have made a significant contribution to the Premier League since its inception in 1992. It is the highest individual honour awarded by the League.

Fans around the world were given the opportunity to vote for the next three players to join the Hall of Fame, with Tony Adams, Petr Cech and Rio Ferdinand inducted. More than three million fans have cast their vote over the last three years.



New ePremier League Champions

Leeds United were crowned the 2022/23 ePremier League (ePL) Champions, with Olle Arbin and Tom Stokes winning the title after beating Tottenham Hotspur duo Tom Leese and Spencer Ealing over two legs in the Grand Final.

This was the fifth instalment of the competition, which was broadcast by Sky Sports in the UK as well as being

streamed around the world, and gives fans the opportunity to win silverware for their favourite club. The 2023/24 edition is the first to be played on the new EA SPORTS FC 24 game, with a £100,000 prize pool on offer along with seats in the UEFA eChampions League and the FC Pro World Championships.

In November 2023, an ePL team won the Leagues Challenge at the EA FC Pro Festival. Almost 11,000 gamers from China, Vietnam, South Korea and Thailand signed up for the tournament.

Inaugural Summer Series captivates US fans

The Premier League’s first pre-season tournament in the USA was a huge success, with more than a quarter of a million attending matches and a host of off-pitch activity

In July 2023, the Premier League hosted its first ever pre-season tournament in the USA, with the nine-match Summer Series capturing the imagination of fans across five major East Coast cities and around the world.

Aston Villa, Brentford, Brighton & Hove Albion, Chelsea, Fulham and Newcastle United took part in the tournament at stadiums in Atlanta, Landover, New Jersey, Orlando and Philadelphia.

A thrilling opening weekend in Philadelphia set the scene, with 18 goals across three matches in front of more than 105,000 fans at Lincoln Financial Field. There were also sell-out crowds in Atlanta and New Jersey, with more than 264,000 fans in attendance across the tournament.

Each side played three matches, with Chelsea crowned the inaugural Premier League Summer Series champions as they followed up their opening-day win over Brighton with a 1-1 draw against Newcastle and a 2-0 victory over local rivals Fulham.

Chelsea manager Mauricio Pochettino said: “It is always good to win. I am so pleased with the performance and the work of the players.”



Premier League Summer Series 2023

9

games in five cities, featuring six Premier League clubs

265k+

total attendance

35

goals scored at an average of almost four per match

Reece James of Chelsea lifts the Summer Series trophy (left); Newcastle players attend a community showcase in Atlanta (centre); Fulham’s Antonee Robinson with a fan (right)





There was a competitive edge to all the fixtures

Chelsea supporters at the Philadelphia Fan Zone



The football delivered the excitement that American fans have come to expect from the Premier League, with 35 goals scored at an average of almost four per game. There was also a noticeable competitive edge to the fixtures, which helped to create a great atmosphere in all the stadiums.

Matches were televised live in the United States by NBC Sports and by Sky Sports in the UK, with games being shown in a total of 189 countries. Viewers were also given the opportunity to get closer to the on-field action through the trialling of body cams on Aston Villa’s Yuri Tielemans and Newcastle’s Bruno Guimaraes, as well as tournament referees.

There was a huge amount of activity off the pitch as well, with more than 30 events delivered by the League across the five cities. This included more than 100 hours of community development programmes which were delivered in conjunction with city stakeholders and Government authorities to over 1,100 young people.

Community football coaching and life skills workshops were delivered as part of the League’s education initiative Premier League Primary Stars, involving more than 400 children. Premier League players and managers delighted participants as they attended community showcase events in each of the five host cities, including the opening of a new community

Developing communities and coaches

100+

hours of community development programmes delivered to 1,100+ young people

500+

coaches registered for development programmes

“It’s been great to be part of this experience. It’s been really well organised by the Premier League.”

Eddie Howe, Newcastle United manager

football pitch in conjunction with EA SPORTS in New Jersey (turn to page 62 for more).

There were also programmes focusing on grassroots and elite coach development, with registrations exceeding 500 aspiring and top-level coaches, in addition to referee development programmes.

Supporters were also given the chance to mingle with current players and club ambassadors in Fan Zones at the stadiums, while clubs carried out their own fan activations across the host cities.

Newcastle manager Eddie Howe said: “It’s been great to be part of this experience. I think it’s been really well organised by the Premier League and hopefully we can come back one day.”



The decision to host a large-scale pre-season tournament across the USA was a response to the rapidly growing interest in the Premier League in the country. Research by Nielsen Sport shows there are almost 38 million Premier League fans in the United States and the Premier League is the most-watched club football competition in the country.

The Summer Series follows on from the success of the eight Premier League Mornings Live fan festival events the Premier League and broadcast partner NBC Sports have hosted in multiple US cities since 2018. These events have seen more than 67,000 fans attend live match screenings in iconic locations, coming together to share their passion for the competition. The most recent of these took place in Orlando in January 2023, when the event was broadcast live from CityWalk at the Universal Orlando Resort.

Aston Villa’s Matty Cash with a fan in Orlando

Partnering for success

Premier League partners have global reach and engaged with supporters in more than 50 countries during Season 2022/23



New look for Premier League shirts

New shirt names, numbers and sleeve badges were introduced at the start of Season 2023/24, following an update from Avery Dennison, the Premier League’s official supplier. The change represents only the fourth redesign in the League’s history.

In addition to the name and number change, the Premier League sleeve badge has been redesigned for Season 2023/24 to a standalone

iconic Premier League lion, alongside the League’s No Room For Racism branding.

Will Brass, Chief Commercial Officer at the Premier League, said: “The names and numbers have become part of the fabric of the Premier League. For fans, having the name and number of a favourite player, their own name or even a personal message helps to bring them closer to the competition and their favourite clubs.”



Premier League stars attend pitch opening in New Jersey

As the Premier League Summer Series pre-season tournament reached New Jersey, the Premier League unveiled a new mini-pitch, co-funded with lead partner EA SPORTS, at Washington Elementary School.

The customised, hard-court surface was designed by local artist Demit Omphroy and is the first pitch built in North America as a collaboration between the Premier League and EA SPORTS FC. The opening was attended by a host of special guests including Brighton & Hove Albion and Newcastle United managers Roberto De Zerbi and Eddie Howe, as well as players from both clubs.



“When it comes to soccer, there are few places more special than Kearny, New Jersey – the birthplace of American soccer,” said Governor Phil Murphy of New Jersey.

“Soccer builds community, breaks down barriers, and forges relationships

across cultural and geographic bounds. I am grateful to our partners – the Premier League, EA SPORTS, the U.S. Soccer Foundation, the Kearny School District – for their help in building this mini-pitch and creating a lasting legacy for our communities to enjoy.”



Promoting youth development internationally

The Premier League Next Gen 2023 Cup in Mumbai, India, featured an eight-team tournament involving three Premier League U19 and U21 teams (Everton, West Ham United and Wolverhampton Wanderers), four Indian U21 teams (ATK Mohun Bagan, Bengaluru, RF Young Champs and Sudeva Delhi) and last year’s Next Gen winners from South Africa, Stellenbosch U21s.

The Next Gen Cup is part of the Premier League’s long-standing partnership and mutual cooperation agreement with Football Sports Development Limited (FSDL), part of the Hero Indian Super League. The relationship supports the player-development journey of those involved, as well as broader support for the development of the local game including other services such as elite coaching and referee development.

On pitch, the action was highly competitive, with some of the best talent from England, India and South Africa competing to be crowned Premier League Next Gen 2023 champions. The final was won by Wolverhampton Wanderers after they beat Stellenbosch on penalties.

The Next Gen 2023 tournament also had an off-pitch focus, which involved the teams taking part in a community day with local children, attending a Bollywood screening and going to watch cricket matches.

Global education and skills provision

In Season 2022/23, the partnership between the Premier League and the British Council continued to deliver educational programmes Premier League Primary Stars and Premier Skills in seven countries around the world.

During the 16 years of the partnership, over 39,000 grassroots coaches, teachers and referees from 29 countries have been trained. These trainees have returned to their schools and communities to develop the skills and confidence of over 1.7 million young people. In addition, more than 350,000 learners and teachers access the resources on the Premier Skills English website each year.

A Premier League Primary Stars pilot in India saw 90 primary school teachers and coaches from Goa and Delhi receive training to improve their knowledge and skills in delivery of PE sessions and PSHE topics.

The partnership with the British Council also celebrated 10 years in South Africa. Premier Skills has trained over 150 PE teachers and coaches from Cape Town, Gauteng and Alexandra in the last year.



“There is a passion and commitment to make sure the Premier League reflects the values of inclusion and the diversity of its global audiences.”

Professor Zainab Khan, Premier League Equality, Diversity and Inclusion Standard (PLEDIS) Panel Member



Everyone's Game

Diversity on and off the pitch is central to the Premier League's success. The League and clubs are committed to ensuring the game is inclusive in all areas and carry out wide-ranging work to fight discrimination

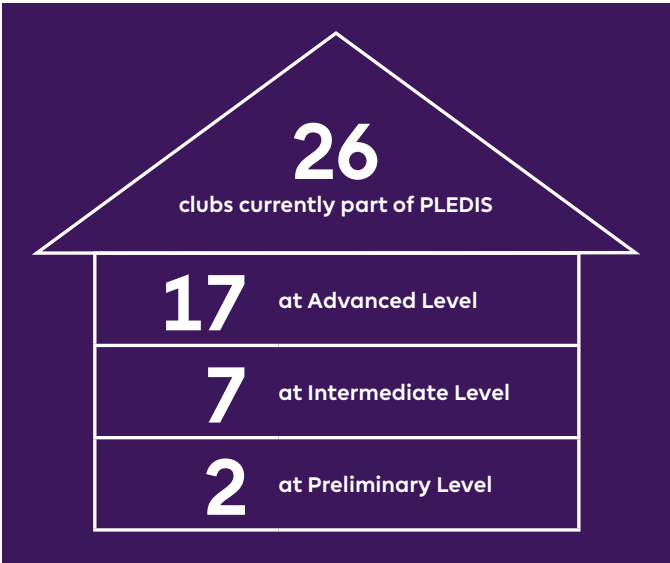
Embedding equality across the game

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

One of the key strands of the Premier League’s EDI work, which supports the creation of inclusive environments within football, is the Premier League Equality, Diversity and Inclusion Standard (PLEDIS).

Launched in April 2021, the PLEDIS builds on the work carried out through the Premier League Equality Standard, which commenced in 2015. PLEDIS mandates greater accountability for long-term 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) and are assessed by the independent PLEDIS Panel. The aim is



to create club-wide change which 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.

Throughout Season 2022/23, 26 clubs participated in PLEDIS and worked towards achieving outcomes through the framework. Two clubs worked towards the Preliminary Level, seven towards the Intermediate Level, five towards the Advanced Level and 12 had a health check assessment against the Advanced Level. Of these clubs, 15 were assessed by the independent PLEDIS Panel.

PLEDIS Panel Member Professor Zainab Khan said: “I was appointed to the PLEDIS Panel in 2022 and have visited a number of clubs at different stages of their EDI journey. The PLEDIS framework is designed to encourage a whole-club approach, promoting data-driven decision-making to identify priorities and measure progress.

“I have been so impressed by the energy that clubs are directing towards embedding approaches to inclusion and understanding the role that every department has to play to create equitable systems.”

Equality at the forefront with AFC Bournemouth



There have been numerous changes for AFC Bournemouth in recent seasons, including moving between the Championship and Premier League, and a change of ownership. During these

times, the PLEDIS framework has provided constant direction for the club’s EDI work, which has remained at the forefront of the club throughout.

Among the achievements and progress made, the club has developed the EDI campaigns ‘Everyone, Together’, ‘Hate Hurts Everyone’ and ‘We Are Allies’. In addition, the club has taken active measures to address an under-representation of female employees, particularly in traditionally male-dominated roles such as coaching and senior leadership. Steps have also been

taken to develop the women and girls’ football programmes.

Neill Blake, Chief Executive Officer, said: “Our continued EDI progress and the PLEDIS process are intrinsically linked, with the Standard providing a framework for us to develop and expand on our already evident commitment to ensuring a club-wide approach. We are especially proud of the responsibility our staff, but also our supporters, take to ensure our EDI vision is delivered, understanding that the work we do is integral to the club’s future success.”

Liverpool retain Advanced Level of PLEDIS



Liverpool were the first Premier League club to receive the Advanced Level of the Standard in 2017 and, following a health check in 2023, have retained the Advanced Level of PLEDIS.

The club has continued to demonstrate its unwavering commitment to equality and inclusion through its leadership, its sustainability programme The Red Way, and the work of its club-wide EDI Strategy, Red Together.

Having retained the award, Rishi Jain, Director of Impact at the club, said: “As a global football club, we have a responsibility to lead the way in creating a better and more inclusive world for all.

“Through Red Together and ongoing engagement with our local, national and international communities, we strive to embed equality, diversity and inclusion into all we do so that we can champion positive change for our staff, players, fans and wider society.”

Action to promote inclusion and fight discrimination

The No Room For Racism Action Plan has driven work to combat discrimination and develop inclusion and equality across the game

Season 2022/23 marked two years since the Premier League launched the No Room For Racism Action Plan, which outlines a series of commitments and targets to promote equality, diversity and inclusion and increase opportunities across the game.

The League published an update on the progress against each of the six key commitments underpinning the Action Plan (see graphic on next page), with targets set to ensure the momentum continues.

New initiatives have been introduced to embed equality and increase diversity throughout the game. This includes programmes to develop coaching and executive pathways, ensuring there are more opportunities for people from ethnically diverse backgrounds.

The 2022/23 season saw the launch of the Player to Executive Pathways Scheme (PEPS), providing a tailored work programme for former players to gain experience of club operations through placements, with club officials acting as mentors. Premier

League Futures was launched to identify and prepare current or former Academy players, aged 18-24, for future executive roles in the professional game.

The League is also continuing its commitment to increase the representation of coaches from black, Asian and mixed-heritage backgrounds and women at all levels in football. You can read more about the League’s inclusive coaching programmes on page 38-41.

Education is a key part of the Action Plan, with No Room For Racism resources and modules made available to participants on the League’s flagship community programme Premier League Kicks, as well as being made available to pupils in more than 19,000 schools through the Premier League Primary Stars programme.

The Black Participants’ Advisory Group (BPAG) is a forum of current and former players and coaches who meet regularly to provide advice and consultation on the League’s EDI work.



“We all have a role to play in demonstrating there is no room for racism.”

Darren Moore, Black Participants’ Advisory Group Chair

Chair of the BPAG Darren Moore said: “It is encouraging to see that progress continues to be made in the fight against discrimination and that there are more steps being taken to diversify the game to ensure players and coaches from under-represented groups can thrive within football.

“Everybody has a responsibility to build on the work being done. We all have a role to play in demonstrating there is no room for racism.”

Matchday activations dedicated to No Room For Racism take place twice a season, demonstrating to fans around the world that discrimination will not be tolerated. In Season 2022/23, these were among the fixtures in which players took the knee before kick-off to show their unity against all forms of discrimination.





Challenging and reporting discrimination

A key part of the Premier League’s No Room For Racism Action Plan is the ongoing support provided for players, managers, match officials and their families who experience online abuse. An online abuse monitoring system was launched in 2019, with a team of staff dedicated to monitoring abusive posts along with automated technology to scan social channels. This led to a 72 per cent reduction in abusive open messages across social media.

A year later, the online abuse reporting system allowed players or their family members to directly report incidents of discriminatory abuse to the

League, which either leads on or supports the authorities in investigating cases. In October 2023, this system was extended to enable fans to report cases directly via the Premier League website. More than 1,000 investigations have been completed since the reporting system was introduced in 2020.

The League also continues to work proactively with social media companies to ensure that combatting discriminatory abuse is a priority. This includes running online monitoring programmes, filtering systems and developing artificial intelligence systems to better detect and remove abusive comments.



Ensuring an inclusive game

Through long-term support of the Rainbow Laces campaign, the Premier League and clubs demonstrate their year-round work to promote inclusion across the game

The Premier League and clubs once again showed their ongoing support for LGBTQ+ inclusion during match rounds dedicated to Stonewall’s Rainbow Laces campaign during Season 2022/23.

The campaign’s impact has raised awareness of LGBTQ+ fans and communities, with clubs and players proactively supporting engagement and anti-discrimination work which continues to break down barriers to ensure that football is everyone’s game.

The Rainbow Laces campaign – which marked its 10th anniversary in Season 2023/24 – provides an opportunity to highlight the work that is carried out throughout the year to ensure every aspect of football is inclusive and welcoming to all.

Education continues to be an important area of focus as the League works with clubs to deliver anti-discrimination education sessions in schools and communities for young people and fans.

New educational resources were launched as part of the Premier League Primary Stars programme. ‘Rainbow Laces: Inclusion has no off-season’ helps teachers facilitate discussions on why inclusion is important and provides pupils with the opportunity to support LGBTQ+ inclusion.

The Premier League also provides resources to engage young people on topics such as building stronger communities free from homophobic, transphobic and biphobic language. These sessions are delivered by clubs in their communities through the Premier League Inspires and Premier League Kicks programmes.

Fans show their Pride

West Ham United have a proud tradition of forming strong bonds with the LGBTQ+ community and continued this with the launch of the Hammers Pride Bar to coincide with the 10th anniversary of the Rainbow Laces campaign.

Former West Ham players Matt Jarvis, James Collins and Anton Ferdinand joined first-team coach Kevin Nolan plus a number of fans from the club’s LGBTQIA+ supporters’ groups Pride of Irons and Inclusive Irons at the bar’s special launch event.

The Hammers Pride Bar offers a social space to encourage people to hold positive conversations about how we can all support the LGBTQ+ community and help create inclusive environments where everyone feels welcome.

“We never imagined when we started that we would be having events like today,” said Lorna Severn from Pride of Irons.

“There are going to be fans and players that, for various reasons, can’t come out, and I just think that what we can do – what we have done – is give visibility to people who can’t be visible, give them a voice. You can’t take away the importance of that.”



Improving pathways for Asian players

The Premier League launched the South Asian Action Plan in Season 2021/22 alongside Kick It Out, with the aim of increasing the number of British South Asian players in the Academy system.

Premier League Emerging Talent Festivals have been held each summer for the last two years in partnership with six Premier League clubs, with hundreds of grassroots players of South Asian heritage participating.

Other activity to have taken place since the programme launched includes the South Asian Talent ID Summit, analysis of South Asian participation in grassroots football in conjunction with Kick It Out and other stakeholders, along with workforce development initiatives to increase South Asian representation within Academies.



Arsenal set British Sign Language standard

Arsenal became the first Premier League club to provide a permanent British Sign Language (BSL) service, in conjunction with Level Playing Field’s #UniteForAccess campaign.

The initiative was launched in March 2023, with all Arsenal’s home matches, including the club’s pre-match and half-time live broadcasts, now having full BSL integration. Club content within the stadium has an embedded BSL interpreter.

Arsenal Disability Access Manager Jon Dyster said: “We know from our conversations with supporters that these improvements have such a positive impact on their matchday experience.”



Kick It Out

The Premier League is a long-term supporter and the primary funder of anti-discrimination charity Kick It Out (KIO). Continued partnership support of KIO enables the organisation to tackle discrimination and promote inclusion in the game, focusing on supporting people from under-represented and minority communities. This season, KIO celebrates its 30th anniversary and continues to build upon a wide range of work, from campaigning and advocacy to developing opportunities for training and education. KIO 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 stadia to delivering training focused on disability inclusion. Level Playing Field has also been leading the review of the Accessible Stadia Guide (ASG), which is the benchmark for accessibility for new and existing sports grounds.

Promoting mental health and wellbeing

The Premier League and clubs conduct a wide array of work to support the mental wellbeing of a wide range of people

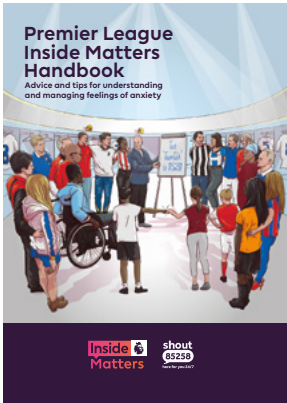
The Premier League’s Inside Matters campaign took place in May 2023 to reinforce the League and clubs’ commitment to supporting the mental wellbeing of players, fans and those on community programmes. The campaign encouraged supporters to keep up the conversation on mental health by talking and listening to others and came ahead of Mental Health Awareness Week.

In 2020, the Premier League signed up to the Mentally Healthy Football Declaration, committing to make mental health a key priority at all levels of the game. Through the Declaration, the League and other football bodies are working to create a mentally

healthy culture across the game by supporting those involved with raising awareness, training and education to embed mental wellbeing within existing policies and practices and drive progress in this area.

As part of Inside Matters, the Premier League collaborated with Shout, a free, confidential 24/7 text support service for anyone in the UK who is struggling to cope. The service was launched in 2019 and has since helped hundreds of thousands of people.

An Inside Matters Handbook was also made available online to provide people with advice for managing symptoms of anxiety. This included input from players and managers, plus advice from Shout clinicians.



Working together with clubs and in communities

The Premier League’s Equality, Diversity and Inclusion Standard covers clubs’ culture, policies and people and now also includes mental health and wellbeing requirements.

All 20 Premier League clubs have first-team and Academy-player care leads. And over 100 mental and emotional wellbeing sessions were delivered across Season 2022/23 as part of players’ life skills and personal development programmes.

The Premier League Charitable Fund, which supports 106 professional club Community Organisations across the Premier League, EFL and National League, issued new guidance this season on how to focus on positive wellbeing outcomes and support people with mental health concerns as part of its Capability Code of Practice.

There are also 37 Premier League and PFA-funded community projects being delivered around the country by clubs, which focus on mental and physical wellbeing and support local need. Through the Premier League Primary Stars schools programme –

which is delivered in more than 19,000 primary schools across England and Wales – there are eight free resource packs for teachers to download on wellbeing topics including self-esteem and emotions.



“I’ve got friends who have had mental health issues and talking about it is the best thing to do. Keep being a friend; if they want to talk to you, they will. Let them know you’re there for them.”

Ben Mee,
Brentford FC defender



37
Premier League and PFA-funded community projects delivered by clubs last season, focusing on mental and physical health and wellbeing

42,000+
downloads of free Premier League Primary Stars resilience and wellbeing schools resources

8
free Primary Stars resource packs for schools on wellbeing topics including self-esteem and emotions

105
mental and emotional wellbeing sessions delivered last season as part of players’ Life Skills and Personal Development Programme

20
Premier League clubs have a dedicated mental and emotional wellbeing lead

Working towards a sustainable future

The Premier League works closely with clubs to reduce football’s environmental impact



The Premier League recognises the need to take action on climate change and is committed to reducing its overall environmental impact. In November 2021, the League joined forces with other leading sports organisations by signing up to the UN Sports for Climate Action Framework. As part of this commitment, the Premier League as an organisation aims to halve its greenhouse gas emissions by 2030 and achieve net-zero emissions by 2040.

Having consulted widely with a variety of stakeholders and sustainability experts, the Premier League is also developing an environmental sustainability strategy. As part of this strategy, the League will continue to engage with and work alongside clubs to find practical ways of reducing football’s environmental impact.

Positive club progress

Premier League clubs have taken great strides to make positive change on environmental topics and, in February, Wolverhampton Wanderers unveiled the club’s One Pack, One Planet programme.

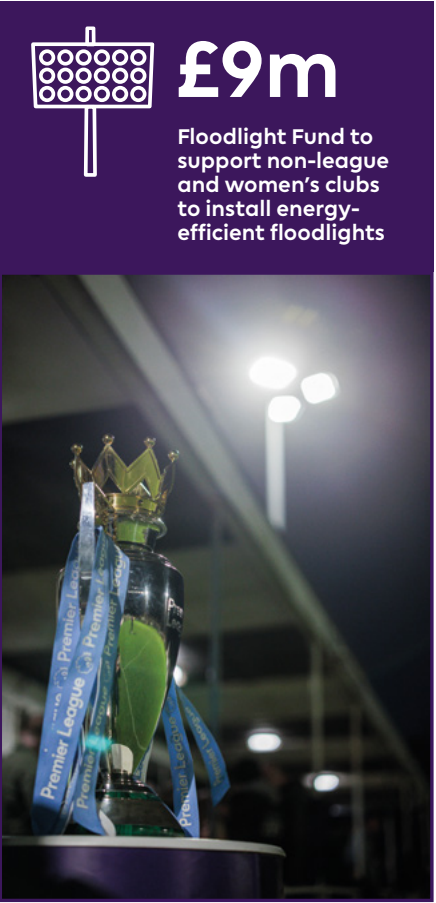
Aligned with the UN Sports for Climate Action Framework, the programme focuses on four key commitments to environmental sustainability, including working towards becoming a net-zero football club by 2040, minimising waste, and maximising reuse, protecting our natural environment and embedding environmental sustainability across the club while engaging, educating and communicating around sustainability. More than 1,000 Wolverhampton Wanderers fans got involved in the programme by taking part in a fan survey.



Energy-efficient floodlights

Through the Premier League Stadium Fund, a total of £9 million is being made available to support non-league and women’s clubs with the installation of energy-efficient LED floodlights at their stadiums. The floodlight upgrades will financially benefit clubs that are facing increased energy bills. They will also improve clubs’ environmental sustainability as LED lights use less energy and need replacing less frequently compared to traditional floodlights.

Grants, which are delivered by the Football Foundation, are being made available to National League System and Women’s Football Pyramid clubs over the next three years.



Premier League Inspires Challenge

More than 1,750 young people from across England and Wales joined forces to help tackle environmental sustainability at their football clubs and in their communities as part of the Premier League Inspires Challenge.

The Challenge is one element of the Premier League Inspires programme, which 44 Premier League and EFL clubs are supported to run. For the second successive season, young people were tasked with considering what environmental sustainability challenges football clubs and local communities might face.

Bolton Wanderers in the Community participant Zahra said: “I have learned so much about environmental issues. Being part of a project to help the local community makes me feel so proud. This project is inspiring young people who don’t usually have a voice to use it in a positive way.”

Young people visit Anfield to Protect the Planet

In November 2023, young people representing 25 clubs came together at Anfield to share their passion and commitment to the environment at the Premier League’s Protect the Planet event.

Co-designed by the Premier League Charitable Fund Protect the Planet Youth Panel, and supported by the #iwill Fund, the event enabled young people to exhibit their youth social-action projects and engage in workshops with Liverpool players.

Abdul, who was representing the Chelsea Foundation (see right) said: “It’s a good feeling to be a part of this event. It’s really nice to see that other clubs and other people are helping out the environment.

“I wanted to be involved in this because I want to help out the environment and because climate change isn’t good. This is our only planet; there’s nowhere else left to live.”



"The Premier League is proud to provide world-leading financial support for football at every level, helping thousands of clubs to have a positive impact on their local community."

Richard Masters, Chief Executive, Premier League



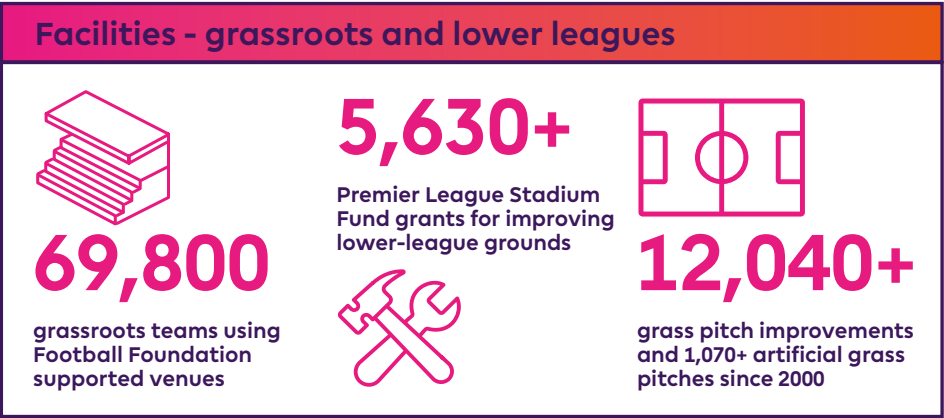
Wider Football and Communities

The Premier League provides unparalleled levels of investment to benefit football clubs and communities at all levels of the game

World-leading support to clubs, communities and grassroots

Premier League funding plays a crucial role in supporting community programmes at all levels of the game in thousands of clubs and schools across England and Wales

The Premier League’s success has allowed annual investment in charitable projects, wider football support and good causes to grow to levels unrivalled in world sport. Investment has accelerated considerably over the last decade, underpinning delivery via clubs throughout the football pyramid and in thousands of community venues.



Long-term funding for facilities and community impact

Sustained Premier League investment has helped establish two of the world’s largest sports charities



Football Foundation and Premier League Stadium Fund
Since 2000, the Football Foundation has been funded by the Premier League, The FA and the Government, delivering thousands of grassroots football pitches and facilities which have benefitted tens of thousands of grassroots clubs. Collaborating with local partners, investment to date has surpassed £2 billion in 2023/24.

The Premier League Stadium Fund, administered and delivered by the Football Foundation, allocates capital grants to lower-league clubs, supporting the enhancement of stadium facilities for players, supporters and officials. Funded solely by the Premier League, these grants cater for clubs participating in Steps 1 to 6 of the National League System, Tiers 1 to 4 of the Women’s Football Pyramid and those promoted to the English Football League (EFL).

Premier League Charitable Fund (PLCF)
Over the past 13 years, annual Premier League investment into the PLCF has almost quadrupled, with a three-year budget surpassing £110 million until the close of Season 2024/25. This funding backs major community programmes such as Premier League Kicks, Primary Stars, Inspires and the Premier League Fans Fund. Long-term core and programme funding to over 100 charitable organisations associated with Premier League, EFL and National League clubs has helped grow a network of over 6,200 employees in Club Community Organisations – one of the largest national charitable networks in the country.

The PLCF aims to foster positive outcomes in sport, health, personal development, and education for children, young people and the broader community. It allocates Premier League and partner funds, including Professional Footballers’ Association (PFA) backing. Inclusive community programmes have reached more than 2.1 million individuals.

Before granting funds, the PLCF requires a Capability Code of Practice (CCOP), developed collaboratively with the PLCF, PFA and EFL Trust, to be adhered to. This rigorous governance standard includes safeguarding and finance prerequisites for club charities. Further comprehensive training and workforce development supports ongoing improvement within the network.

Additionally, the EFL Trust and National League Trust are supported by the Premier League and PFA to further develop the charities associated with clubs in those leagues.



Supporting non-league clubs and their communities

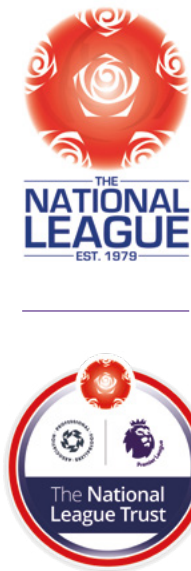
The continued success of the Premier League means unprecedented support can be distributed across leagues in England and Wales, from grassroots to professional football

Increased National League commitments
In Season 2022/23, the Premier League announced an increased investment package across the fifth and sixth tiers of the football pyramid, with £12.6 million to support the National League and its 72 clubs over three years.

The majority of the funding will support clubs with their running costs and sustainability, with £3.6 million made available via the Premier League and Professional Footballers' Association's partnership to support the National League Trust, providing funding for clubs' community delivery.

"This new investment provides a timely boost of vital funding to our clubs – it is brilliant news for our competition and its future. Fans and communities are at the heart of everything we do. The increased funding package for the National League Trust means even more resources for our club foundations to continue and expand their roles in local communities."

Mark Ives, General Manager, National League



Delivering support to benefit the whole community
Maidenhead United and their Community Trust have benefitted from the Premier League's increased contributions. In addition to core and community funding, grants of over £300,000 for stadium improvements have also helped introduce covered seating areas, a new accessibility entrance, updated turnstiles and floodlights via the Premier League Stadium Fund.

Maidenhead's Chief Executive Jon Adams has seen how the Premier League funding has helped them develop as a club in a multitude of ways.

He said: "It goes towards the day-to-day running and operations of the club – the overheads, maintaining the football club so it's safe and has a great spectator experience. But also, to help us improve what we do, including our marketing."

The club has grown from two senior teams to an additional 52 junior teams, also engaging with over 650 primary school children thanks to involvement in the Premier League Primary Stars programme.



Premier League Chief Executive Richard Masters with representatives from the National League and Maidenhead United



"The success of the Premier League supports the success of clubs like us – without it we wouldn't be able to do the things that we're doing. Funding has been vital to the development of our extensive community programme and support for grassroots football."

Jon Adams, CEO Maidenhead United



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 lower-league and grassroots football clubs and facilities.

Working in partnership with the Football Foundation and The Football Association, 1,877 sites have now benefitted to date. The AEDs are accessible, if required, to an estimated 1.6 million people per season.

Stadium Fund support for lower-league and women's clubs

Over 1,000 clubs from more than 100 leagues have benefitted from Premier League funding to improve their stadiums and infrastructure

Premier League Stadium Fund
To date, the Premier League has funded more than 5,630 ground improvement grants to 1,083 clubs across 114 leagues, including the EFL, National League System and Women's Football Pyramid. The Premier League Stadium Fund has contributed over £193 million towards projects including new stands, clubhouses, changing rooms, floodlights, turnstiles, provision for disabled supporters and safety improvements. The League has also provided over 125 clubs with grants for ground repairs following storms and floods.

Ground improvement grants to:



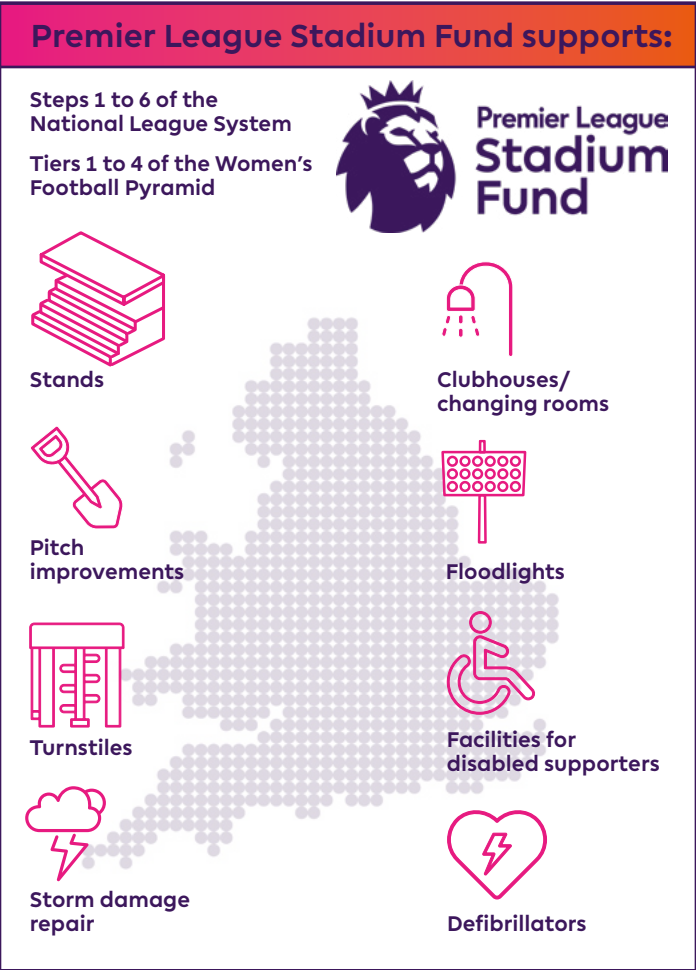
1,083
clubs to date



114
different leagues covered



160
clubs in Season 2022/23



Lighting up lower leagues
As part of the Premier League Supports campaign to highlight the impact of its investment on wider football and communities, the Premier League announced further investment packages to benefit clubs at multiple levels.

This included funding of £9 million over three years to support clubs with the installation of energy-efficient LED floodlights at their stadiums; saving on bills and reducing energy usage.

Peacehaven & Telscombe FC, who play at Step Five of the National League System, have received more than £120,000 of funding for ground improvements, including grants for a new stand, a new roof on their clubhouse and an upgrade to their dressing rooms as well as the installation of LED floodlights.



“We are extremely grateful for the support through the Premier League Stadium Fund over the years. The new floodlights have significantly reduced our bills and we also received grants which helped us make emergency repairs to our stadium following storm damage.”
Sue Norwood, former club Chair, Peacehaven & Telscombe FC



Ongoing support for non-league clubs
On Non-League Day, the Premier League Trophy and former Premier League striker Dion Dublin went to Coventry Sphinx, a non-league club playing in the United Counties League Premier Division South, which is the ninth tier of the English football pyramid.
Shaun Thomas, Coventry Sphinx manager, said: “The Premier League Stadium Fund has been vital to continue our progression as a club – the new floodlights have made a big difference when we have night matches and allowed us to train on the pitch at night.”



“Clubs such as ours need funding and, if it comes from the top level, it is fantastic and much appreciated. It gives us an opportunity to get children off the streets, from different backgrounds and cultures, and long-term friendships start to be built.”
Dannie Cahill, Chair, Coventry Sphinx

Funding grassroots facility improvements

Investment into 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

The work aims to strengthen communities and deliver better places to play, where the need is greatest and impact will be strongest. Premier League and partner funding has contributed to the delivery of over £2 billion of facility investment in communities across England and Wales. Grants have supported the development of 1,076 artificial grass pitches and 12,042 grass pitch improvements, as well as 1,316 changing pavilions. There were 2,392 grants awarded in Season 2022/23 alone.



Committed to developing pathways for women and girls

The Premier League has added to existing initiatives to provide enhanced support and further develop women’s and girls’ football - from initial participation to the development of elite players. An additional £21m has already been committed over three years, including £10.5m for the grassroots game and a new strategy for the FA Women's National League



Improving the talent pathway in girls’ football
A new national network of Girls’ Emerging Talent Centres (ETCs), aimed at eight to 16-year-olds, has been created thanks to a £5.25 million investment from the Premier League. The ETCs have already increased the number of young female players engaged in the England talent pathway from 1,722 to almost



5,000. There are 73 centres being introduced throughout England, providing better accessibility and improving inclusivity for young female players, while enhancing player development.

73
Girls’ Emerging Talent Centres funded

“Opportunities at the younger age groups have developed and grown since I was a young player coming through, as we see at the Emerging Talent Centres that have been heavily invested in by the Premier League.”
Fara Williams, England Women’s most-capped player



Significant engagement in primary schools
Through Premier League Primary Stars, the League funds 104 professional football clubs across the pyramid to deliver free school sports sessions to five to 11-year-olds. Tens of thousands of girls participate, with 14,500 involved in the Primary Stars Football Tournament in 2023.



14,500+
girls in the 2023 Premier League Primary Stars Football Tournament



Free kit for girls’ teams
The Premier League Primary Stars Kit Scheme re-opened for applications in 2023, giving teachers the opportunity to apply for free Nike football kits for their girls’ teams. The scheme encourages more girls across England and Wales to take part in football, building on 7,000 kits already given to schools.

4,000+
more free kits available for girls’ teams

Inspiring future leaders
Premier League Changemakers has supported over 1,200 young women by inspiring, empowering and equipping them with the tools to develop a positive attitude towards leadership. Lauren (pictured below) was inspired by seeing people from minority backgrounds represented at events, including Zahra Zahid (below right), who progressed through Premier League Kicks at Leicester City to become a coach.



FA Women’s National League Strategy
In addition to support provided to the Women’s Super League and Women’s Championship, £3 million of Premier League funding also went to The FA Women’s National League (WNL), which covers Tiers 3 and 4 of the Women’s Football Pyramid. This has helped to finance The FA’s Empowering For Success strategy, which launched at the start of Season 2022/23. Third and fourth-tier clubs can also apply for grants of up to £20,000 for ground improvements via the Premier League Stadium Fund to improve matchday experiences.



“The Premier League investment has been huge, and with The FA, Women’s National League and Premier League working together in lockstep, it has allowed us to really think about strategic ways to move the game forward. It has absolutely been a game changer.”
Sandi Dosanjh, WNL, Board director



Inspiring young people and creating stronger communities

A network of Premier League, EFL and National League Club Community Organisations are supported to deliver programmes at significant scale, with over 6,200 people employed to reach communities and schools across England and Wales

Celebrating one million hours of Premier League Kicks delivery
Season 2022/23 saw Premier League Kicks reach one million hours of free football-session delivery to young people aged eight to 18 in communities across England and Wales.

The programme, which is widely regarded as a benchmark of community activity within sport, targets some of the most deprived communities, where cost-of-living challenges may be most acute. This is complemented by other sports and educational workshops, ranging from equality and inclusion to the dangers of getting involved in crime.

The programme was formed in partnership with the Metropolitan Police in Season 2006/07 to inspire young people to reach their potential and to create stronger, safer, more inclusive communities. It now covers 36 police force areas, with more than 520,000 participants having benefitted from the regular provision at over 4,900 venues since the programme began.

Premier League Kicks has a long track record of engaging young people and teenagers from diverse communities, reflective of towns and cities where the 90 clubs delivering the programme are based. Girls' participation has also increased significantly, with 27,200 engaged last year.



Premier League Kicks



116,000+
participants last year

90
clubs supported to deliver

38%
from ethnically diverse communities

23%
female participants

1,500+
venues last year – over half in top 30% deprived communities

1,300
active volunteers

36
police forces covered across England and Wales

20%
of workforce are former participants

“Premier League Kicks is all about inclusion. I’m proud that it has positively engaged so many young people for 17 years in high-need areas across the country. It gives safe spaces to play, strengthens communities and boosts safety across 36 police force areas.”

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

Clubs work with young people to:

- Offer more opportunities to play, coach and officiate
- Enhance physical and mental wellbeing
- Create a culture of volunteering, social action and positive role models
- Reduce anti-social behaviour and violence, developing pro-social attitudes and skills
- Provide pathways into education, training and employment

The annual Premier League Kicks Cup brings together thousands of young people to represent 90 clubs delivering the programme across the country





Premier League Disability Football Festivals

In summer 2023, participants representing over 40 professional football clubs came together to celebrate the Premier League’s year-round commitment to providing access to football for all.

Hundreds of young people from across England and Wales took part in three Premier League Disability Football Festivals hosted by Wolverhampton Wanderers, Chelsea and Burnley.

As part of an inclusive approach to delivering national programmes, the pan-disability football festivals created opportunities for players to develop their skills and confidence in a supportive environment, catering for the needs of people who are neurodivergent and those who have sensory or physical disabilities.

Positive outcomes for communities

Premier League and PFA Community Fund

The Premier League and Professional Footballers’ Association (PFA) Community Fund supports clubs to develop partnerships that tackle inequality and respond to local challenges.

Premier League clubs have delivered projects responding to local need for the last 14 years, with 32 Club Community Organisations supported to create inclusive environments and positively impact hundreds of thousands of people in communities across England and Wales.

Delivered with local partners, the programmes are supported by current

and former professional footballers and Academy players to inspire local communities to improve their wellbeing, achieve their potential and develop personal skills and positive attitudes to succeed.



Professional Footballers’ Association



PFA CEO Maheta Molango meets Academy players

Premier League and PFA Community Fund

23,700

unique participants engaged in

41,500+

sessions in 2022/23 at

89

projects

40%

female

29%

from ethnically diverse communities

Project themes include:

- Mental/physical health and wellbeing
- LGBTQ+ inclusion
- Social isolation in older people
- Supporting people with dementia
- Education
- Employability and training pathways

Premier League Inspires

11,500+

young people engaged

446

schools

44

Premier League and EFL clubs

Clubs work with young people to:

- Support them to improve their wellbeing
- Develop character, life skills and opportunities
- Enable them to plan for the future and be work-ready
- Help schools keep pupils present and committed

Premier League Inspires

Premier League Inspires is an education programme developed by the Premier League and professional football clubs and supported by the PFA.

Predominantly delivered in secondary schools, Premier League Inspires uses the power of

football to empower participants aged 11-25 to develop personal, social, employability and life skills. This is achieved through a series of regular face-to-face group sessions, mentoring, workshops and social-action projects, providing pupils with the help they need and supporting them to plan for their future. A total of 44 Premier League and EFL clubs deliver the programme, working in partnership with local schools.

Youth social action is also supported via the Premier League Inspires Challenge (see page 75)



Premier League Inspires



Supporting schools nationwide

Premier League Primary Stars

Premier League Primary Stars uses the appeal of professional football to inspire children aged five to 11 to be active and develop essential life skills. The programme is available to every primary school in England and Wales, with 86 per cent (19,000+) engaged to date.

Teachers can access free curriculum linked resources for PE, PSHE, Maths and English to support children to develop skills and values that are crucial in life. Unsurpassed in world sport, more than 650 free resources have been created in conjunction with subject matter experts, with 68,000+ teachers using them so far.

The Premier League has invested over £62 million, supporting three million sessions and events since the programme launched in 2017. There have been more than 18 million attendances by primary school pupils at club-led sessions, which are delivered by 104 professional football clubs ranging from the National League to the Premier League.



Premier League Primary Stars

Premier League Primary Stars

104

clubs delivering sessions

19,000+

schools engaged to date

1,500+

schools participate in national football competitions

1.1m

children engaged through digital resources per year

119,000+

participants in PE/sport sessions in 2022/23

Clubs work with schools to:

- Enable children to take part in and enjoy more football, sport and physical activity
- Support teachers with the knowledge, skills and confidence to deliver PE and sport
- Help children gain the skills they need to reach their goals
- Increase children's interest, understanding and confidence in English and Maths



Over 6,500 boys and 14,500 girls competed to represent their respective clubs at the Primary Stars Football Tournament at Leeds United's Elland Road

Premier League

Season 2022/23



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