



# This is Premier League





## The Football



### This is exciting football

Action-packed entertainment  
Premier League season awards  
Rising stars

04-05

Supporting the supporters  
Entertaining audiences  
Being part of the action

06-07

08-09

10-11

## The Fans



### This is everyone's game

12-13  
14-15  
16-17  
18-19

## The Communities



This is a force for good  
Inspiring a generation  
Creating places to play  
Making a difference

20-21

22-23  
24-25  
26-27

## The Premier League



This is Premier League  
Open and inclusive  
Economic and social impact  
Final standings

28-29

30-31  
32-33  
34-35



Go to [premierleague.com/This-is-PL](http://premierleague.com/This-is-PL) to  
read more and watch our exclusive videos

# Welcome



The 2018/19 Premier League season was competitive to the last, with fans across the world captivated by a brilliant title race. The football played by Manchester City and Liverpool was of the highest quality and a joy to watch. City edged it and deserve huge credit for their success – they are the first club to retain the Premier League title for a decade.

As the final stages of the campaign played out, I was struck by the performances of the clubs standing in the way of the top two. Leicester City matched Manchester City before Vincent Kompany settled things with an extraordinary goal, and Liverpool were pushed all the way by Newcastle United before a late winner from Divock Origi.

Wolves surprised everyone with a seventh-place finish. With 57 points, it was the best campaign by a newly promoted club since 2001.

A record number of goals were scored, and some fantastic ones too, from Kompany's to Andros Townsend's against Manchester City and Eden Hazard's against West Ham United.

As well as a successful domestic campaign, to have four Premier League clubs in the finals of the European competitions was a remarkable achievement. Congratulations go to Liverpool and Chelsea for their respective Champions League and Europa League triumphs.



I can't possibly look back on the season without paying tribute to Vichai Srivaddhanaprabha, Emiliano Sala and the other victims of the two tragic accidents. Khun Vichai made an enormous contribution to Leicester City, and to the local community. In the face of such tragedy, the immediate response of the clubs and their supporters showed football at its best.

Unfortunately, players and supporters had to witness some serious cases of discrimination this season. We and our clubs remain fully committed to fighting prejudice in all its forms. We are developing new initiatives to improve BAME representation across the game to supplement those already in existence and we will build on our No Room for Racism campaign to keep letting the world know we are an open and inclusive football competition.

We take our responsibilities within wider society extremely seriously and local communities continue to be positively impacted by the wide-ranging programmes delivered by clubs. More than 500,000 children and young people engaged in activities run by the clubs we fund. Events ranged from the Premier League Kicks Cup, which saw 90 Under-16s teams from across the country compete in a national football tournament, to more than 25,000 primary schoolchildren writing about diversity for the Premier League Writing Stars poetry competition.

On the pitch, I think we can all agree it was a compelling season with nine months of continuous drama. Let's hope for more of the same in 2019/20.

### Richard Masters

Interim Chief Executive  
Premier League



Go to [premierleague.com/This-is-PL](http://premierleague.com/This-is-PL)  
to read more and watch our exclusive videos

The Football

# This is EXCITING FOOTBALL

Another season of captivating action demonstrates the ever-growing quality in the Premier League and, together with our clubs, we are dedicated to developing the playing and coaching standards



"My first Premier League title was amazing, but no team has won it back-to-back for a decade, which shows how tough this competition is and how good we were. It was incredibly difficult because of the amount of points we needed to be champions."

Pep Guardiola  
Manchester City FC Manager



# Action-packed entertainment

**Season 2018/19 saw a tense title race go down to the wire, with compelling football, record-breaking achievements and exciting drama at the heart of a captivating campaign**



**195**

The combined points total of Manchester City and runners-up Liverpool; a new Premier League record

**1,072**

The number of goals scored – higher than in any previous 20-club Premier League season, beating the record of 1,066 from 2011/12

## Fight to the finish

Manchester City defended their Premier League title after one of the most astonishing seasons in the history of English football.

Pep Guardiola's side won their last 14 matches to equal their 2017/18 record-breaking tally of 32 victories and finish with 98 points, just one ahead of Liverpool after a title race that went down to the very last match round.

"The fact we played these 14 games, knowing that if we lost or drew a game it would be difficult to retain the title, means a lot," said Guardiola. "It is incredible what this team has done over two seasons."

"At this high level, it is not just about mentality, skills, power or technique – it is a mix of everything. It doesn't matter what competition or what game, the players never gave up and that was the key point this season."

Guardiola's side were a joy to

watch as the ever-clinical Sergio Agüero combined with the likes of Raheem Sterling and Bernardo Silva to help City fend off Jürgen Klopp's side, who became the first-ever team to reach 97 points in a Premier League season and not win the title.



## Developing homegrown talent

Since the launch of the Premier League's Elite Player Performance Plan (EPPP) in 2012, significant steps have been made to develop homegrown players.

The Premier League and our clubs have invested more than £800m to enhance facilities and increase the number and quality of coaches – going from 250 working full time in Academies throughout the Premier League and EFL to around 800 today.

There has also been a focus on ensuring higher standards of education and welfare, while an age-appropriate and varied games programme provides players with regional, national and international festival and tournament experiences.

In Season 2018/19, the Premier League Youth Department administered 10,000 fixtures, in addition to delivering 212 festivals and tournaments across the Under-9 to Under-23 age groups.

Some of the best young English talent is also thriving in European competitions and across the age groups at international level. Trent Alexander-Arnold is a great example. The 20-year-old made 29 Premier League appearances in Season 2018/19, when he also helped Liverpool reach their second-consecutive Champions League final, and he ended the campaign with five senior England caps to his name.

**754**

minutes played on average by homegrown debutants in Season 2018/19 – a 17 per cent increase on 2017/18

**354**

homegrown player debuts since 2012



## Impressive return

Season 2018/19 was one to remember for Wolverhampton Wanderers, with head coach Nuno Espírito Santo leading the club to a seventh-place finish following promotion back to the Premier League for the first time since 2011/12.

There were many highs along the way and it was their results against top-six sides which really caught the eye, including victories over Arsenal, Chelsea, Manchester United and Tottenham Hotspur on the way to a total points haul of 57.

"I'm very proud of the players – the way they have worked and the friendships they have built between them," Espírito Santo said. "Every training session is a nice environment, every game is important and we really want to play and compete and give the best of each one of us."



**4**

Manchester City and Wolverhampton Wanderers are among four teams competing in the 2019 Premier League Asia Trophy in China, along with Newcastle United and West Ham United

**7th**

Wolves achieved the highest Premier League finish by a promoted side since Ipswich Town finished 5th in 2000/01

# Premier League season awards

Recognising the individuals who made their mark on an outstanding Season 2018/19 with some milestone achievements and remarkable contributions, including a three-way tie for the Golden Boot award



## Golden Boot

### Pierre-Emerick Aubameyang, Sadio Mané & Mohamed Salah

The Golden Boot award was shared by three forwards who scored 22 goals apiece. Salah picked up the award for the second season running and was joined by Liverpool team-mate Mané and Arsenal's Aubameyang, who scored twice on the last day of the season against Burnley to join his fellow Africans at the top of the goalscoring chart.



### Playmaker of the Season Eden Hazard

Hazard had another wonderfully exciting season at Stamford Bridge, featuring in 37 of Chelsea's 38 matches. As well as scoring 16 times himself, he assisted a further 15 goals, underlining once again his attacking credentials.

### Golden Glove Alisson Becker

Becker had a debut Premier League campaign to savour, becoming the first Liverpool goalkeeper since Pepe Reina in 2008 to be awarded the Golden Glove. He kept 21 clean sheets during Season 2018/19 – a new club record.



### Player of the Season Virgil van Dijk

Liverpool's van Dijk was an ever-present tower of strength during Season 2018/19. The 27-year-old has become idolised at Anfield for his prowess in defence and his attacking exploits in the opposition box. He has become a true leader for Jürgen Klopp's side and played a huge part in the club's incredible campaign.



**4**

Vincent Kompany and Petr Čech – both four-time Premier League champions – announced their retirement from playing in 2018/19.



**500**

James Milner became the 13th player to reach 500 Premier League appearances.



**100**

David De Gea is the seventh goalkeeper to keep 100 Premier League clean sheets for one club.



**16**

Fulham's Harvey Elliott became the youngest player to appear in the Premier League, aged 16 years and 30 days.



### Manager of the Season Pep Guardiola

Guardiola won his second consecutive Manager of the Season award as he guided Manchester City to back-to-back Premier League titles, making them the third team to achieve the feat and the first since Manchester United in 2008/09. Guardiola did an incredible job in helping City retain the Premier League crown, masterminding a brave and attacking brand of football that saw them score 95 goals and win their final 14 matches.



### Goal of the Season Andros Townsend v Manchester City

There were some stunning goals in the 2018/19 season, but Townsend's volley against Manchester City at the Etihad Stadium in December was of the very highest quality. He fired an unstoppable effort past Ederson as the Eagles won 3-2.



### PL2 Player of the Season Aaron Connolly

Powerful striker Connolly scored 11 times in Premier League 2 for Brighton & Hove Albion, a further five in the EFL Trophy and made one first-team appearance in the EFL Cup before going out on loan to Luton Town.



*Southampton's Under-23s celebrate promotion to Division One of Premier League 2*

# Rising stars

Premier League 2 provides a platform for the next generation of stars to shine. Along with a commitment to producing top-class coaches, the future of English football looks bright



## Graduating in style

Southampton has a proud history of developing talent from within the club's ranks and Season 2018/19 was no different.

Homegrown products Callum Slattery, Kayne Ramsay and Tyreke Johnson were key figures in the Saints side which won promotion to the first division of Premier League 2. They were also awarded their senior debuts during the campaign, while youngsters Yan Valery and Angus Gunn became first-team regulars in the second half of the season.

Valery impressed at Academy level before making his League bow in the 2-2 home draw with Manchester United and ended up with 23 Premier League appearances to his name.

"I signed here because I knew it was one of the best Academies in the country," said the 20-year-old. "They trust young players, they have great staff and facilities, a good training ground and they try and make you the best you can be if you work hard."



*Kayne Ramsay with his debut ball and (right) Angus Gunn and Yan Valery with Southampton manager Ralph Hasenhüttl*



This club is like a family and I think that is good for young players.

"I am really happy – there are five or six of us and hopefully there will be more coming through next season."

Gunn kept a clean sheet on his first Premier League outing, a goalless draw against Chelsea, and featured 12 times before the end of the season.

The shot-stopper was a youth product at Manchester City, where he gained valuable experience in Premier League 2, before a season-long loan with Norwich City was followed by a permanent move to the South Coast last summer.

"Academies have to take credit for the development of players across the country," he said. "They seem to be getting better every year and Southampton are renowned for that."



*Leicester City's Under-14s travelled to Mumbai to compete in the PL-ISL Youth Games 2019*



## Development opportunities

Ashvir Johal is Leicester City born and bred and, thanks to the Premier League's Elite Coach Apprenticeship Scheme (ECAS), is now a full-time Academy coach at his hometown club.

The 24-year-old accessed ECAS through the BAME and Female Coach initiative and explained how the Premier League is helping him fulfil his coaching potential.



*Ashvir Johal has embraced coaching opportunities made available by ECAS*



"The Elite Coach Apprenticeship Scheme has provided me with chances and knowledge that I simply wouldn't have been able to get any other way," he said. "I look forward to coming into work every day. The people and the environment are wonderful and it is a great opportunity to develop as a coach."

The two-year ECAS course supports the holistic development of players and also provides unique learning experiences for potential elite coaches within the Academy environment. In February, Ashvir took Leicester City's Under-14s to the Football Development Week in Mumbai,

India, which saw Premier League coaches share their knowledge and experiences with counterparts from the Indian Super League (ISL).

Ashvir coached Leicester City's youngsters as they competed in the PL-ISL Youth Games 2019 alongside a youth squad from Arsenal and Indian teams. The trip also provided learning and cultural opportunities. This included a visit to the Oscar Foundation, training with local community coaches who are part of the Premier League's international football development programme Premier Skills, and participation in a kabaddi session hosted by broadcaster Star Sports.

"It was incredible," said Ashvir, who will enter the second year of his ECAS course in 2019/20. "Taking the players there was such a wonderful opportunity for them as footballers but also as young people – showing them a different way of life and a different culture. It will stay with me – and them – for a very, very long time."

# This is Everyone's Game

The Premier League is committed to creating an open and inclusive atmosphere, embracing all our fans locally and globally



**"The supporters at Watford understand well the importance of always being positive. They create a special energy for the team and they have a very solid connection with the players – an atmosphere you can feel strongly when we play at our home."**

Javi Gracia  
Watford FC Head Coach



Go to [premierleague.com/This-is-PL](http://premierleague.com/This-is-PL)  
to read more and watch our exclusive videos

# Supporting the supporters

Fans across the Premier League have benefited from clubs going the extra mile to make watching top-flight football as affordable and inclusive as possible



## Happy families

Cardiff City season ticket holder Vince Alm has been watching the Bluebirds since 1968 – and he believes the club's ticketing and pricing structure is better than ever.

Vince, 57, attends matches with six members of his family and travels to all home and away matches thanks to Cardiff's "brilliant" understanding of their fans.

In 2018/19, an adult and a junior attending a Cardiff home fixture with season tickets worked out at a combined cost of just £22 and Vince is full of praise for the work his club does.

"The club have been brilliant at keeping football really affordable," he said. "We get extremely good value for money and the club take into

consideration the area we are from and the wage levels and incomes in that area. They really do get it spot on – they are always listening to the fans via forums and they want to keep football at an affordable level."

As part of his season ticket, Vince was also able to buy further discounted tickets for matches at the Cardiff City Stadium, giving others the opportunity to enjoy Premier League football at minimal cost while helping to attract new supporters to the club.

"You get the chance to really connect with the club," Vince added. "Last season I could bring people to some games for just a tenner. That means you are bringing more revenue into the club and also a potential new fan, so everybody benefits."



Vince Alm and his family have taken advantage of Cardiff City's ticket prices

**£22**

The combined cost per match for an adult and junior season ticket holder at Cardiff City during Season 2018/19



**95%+**

For the seventh season in a row, Premier League stadiums were more than 95 per cent full

**£30**

away ticket price cap extended until the end of Season 2021/22

**Price of football study**  
A Premier League analysis, conducted with EY, of the cost of attending matches in Season 2018/19 revealed:

**£31**

average ticket price in the Premier League, compared to £32 in 2017/18

**£12**

average junior ticket price

**£13m**

total saved by season ticket holders through discounts offered by clubs

facility alongside his dad, Russell, who says the addition has been a huge help to his son.

"I'm very, very impressed," Russell said. "I see it as a bridge to him sitting in the seats with the rest of the crowd. It's wonderful. Currently I go to games with his older brother Dan and it makes me feel really pleased that both of them can one day sit together."

Russell also believes the efforts by Brighton & Hove Albion to assist Robbie, and others, are having a positive impact on his entire life, not just his days at the Amex.

"It's most definitely helping him develop," Russell said. "Without the inclusion room, I don't think we would have got to this point, where he has the confidence to think he can cope with big crowds."

# Entertaining audiences

Our broadcast partners brought their excellent coverage and in-depth analysis of one of the most exciting Premier League seasons of all time to approximately 70 per cent of the UK population



"As a member of the defenders' union, I have to congratulate Premier League and PFA Player of the Season Virgil van Dijk for his consistently fantastic performances. His impact on the season was matched only by Manchester City's Raheem Sterling who is thriving under maybe the best manager in the world and in the best team in the League."

Jamie Carragher  
**sky sports**

**3.047m**  
average live UK TV audience for Manchester City v Liverpool on Sky Sports, the highest for a match since 2011/12

"The title race in 2018/19 will last long in the memory, but there was so much to enjoy from a sensational campaign. Wolves were a revelation and to see four Premier League teams reaching the finals of the European competitions was amazing for English football."

Jermaine Jenas

**BT Sport**



"It was an unbelievable season from both Manchester City and Liverpool, the best we have had since the Premier League started in 1992. What they gave us was nothing short of incredible to watch, but there was entertainment throughout the League as well, with a record number of goals scored."

Alan Shearer

**BBCSPORT**

**10.2%**  
increase on average live TV audiences in the UK compared to 2017/18



# Being part of the action

The Premier League is available to watch in one billion homes in 188 countries, and the ways in which we engage fans are always evolving



## Fantasy fulfilled

With more than six million players worldwide, Fantasy Premier League (FPL) plays an important part of the football experience for fans in all corners of the globe, and that was certainly the case for 2018/19 winner Adam Levy.

In his sixth season playing the game, the 53-year-old West Ham United supporter who hails from Wellington, New Zealand, amassed an impressive 2,659 points to be crowned champion. Adam acknowledges that FPL allows him to forge a deeper connection with the Premier League.

"It plays a crucial role," he states. "It's easy to know about the 'big' teams



because there's plenty of focus on them. FPL ensures you know about the other teams as well. The game is really popular in New Zealand – there are plenty of workplace mini-leagues – and hopefully I've made it more popular here!"

Adam will be rewarded for his superb season with an all-expenses paid trip to the UK, where he will attend two 2019/20 Premier League matches of his choosing as a VIP guest, as well as receiving a host of other great prizes.

"It all feels genuinely unbelievable," he said. "I'm really looking forward to watching Premier League football in person next season, what an opportunity!"

**6.3m**

The number of FPL managers in 2018/19, higher than the 4.8million population of New Zealand



## Premier League Mornings Live

The Premier League's ongoing commitment to bringing unique experiences to its fans continued with the Premier League Mornings Live event series run with NBC Sports in the United States.

More than 15,000 supporters attended the events in Washington DC, New York and Boston, interacting with hosts Rebecca Lowe, Kyle Martino, Robbie Earle and Robbie Mustoe and former Premier League footballers at the special match screenings.

Members of Chelsea's Boston Blues enjoying Premier League Mornings Live

## Gamers go head-to-head

The inaugural instalment of ePremier League culminated in a contest between two classic rivals of English football as Liverpool's Donovan 'F2Tekkz' Hunt overcame Manchester United's representative Kyle 'KyleLeese\_' Leese to lift the trophy.

The tournament was open to UK players of EA SPORTS FIFA 19 aged 16 or over and attracted the largest-ever number of entrants to an open league FIFA competition as gamers competed over three rounds: online qualification, live club play-offs and the ePremier League Final, staged in London and broadcast live on Sky Sports.

In the online qualification phase, registered players took each other on to find the 16 best players on both PlayStation 4 and Xbox One. These 32 players advanced to the club play-offs, with all 20 Premier League clubs hosting a live play-off round, giving two FIFA 19 competitors, one for PlayStation and one for Xbox, the right to advance to the ePremier League Final.



**50m**

The ePL Final was streamed live across Facebook, Twitch and YouTube. More than 50 million minutes were watched online



ePremier League  
winner F2Tekkz



"We're passionate about getting young people involved in activities that are healthy, that take them off the streets, give them a purpose, and the Premier League Kicks programme is perfect for that."

Commander Mark McEwan  
Metropolitan Police

# This is a force for good

Our clubs occupy a special place in their communities, uniting and inspiring through the power of football



Go to [premierleague.com/This-is-PL](http://premierleague.com/This-is-PL)  
to read more and watch our exclusive videos



# Inspiring a generation

**The Premier League uses the appeal of football to offer a range of programmes that educate, inform and support young people**



Go to [premierleague.com/](http://premierleague.com/)  
This-is-PL to read more  
and watch our exclusive  
videos



## From pitch to poetry

Ten-year-old Maariya proved she is no 'Ordinary girl from Birmingham' after being named the Premier League Writing Stars poetry competition national winner at Key Stage 2 (7-11-year-olds) for her brilliant poem themed on diversity.

She was among more than 25,000 primary schoolchildren who wrote poems for this year's Writing Stars competition, which was judged by Waterstones Children's Laureate Lauren Child, former Premier League footballer Rio Ferdinand, singer and songwriter Olly Murs and poet Joseph Coelho. The quartet selected pupils from Class 1 at St. Finbar's Catholic Primary School in Liverpool as the Key Stage 1 (5-7-year-old) winners.

All of the winning and highly

commended poems, as well as some penned by friends of the Premier League, have been published in a limited-edition book titled *Beautifully Different, Wonderfully the Same*.

Writing Stars is one of the competition elements of the Premier League Primary Stars education programme which uses the appeal of professional football clubs to inspire primary schoolchildren to learn, be active and develop important life skills. It provides free downloadable resources across PE, PSHE, English and Maths for teachers through the dedicated website. Community staff from 105 Premier League, EFL and National League football clubs also deliver sessions within thousands of local primary schools.



## Clarets in the classroom

Super Movers is inspiring the nation's schoolchildren to become more active while they learn, with Burnley manager Sean Dyche and some fellow Turf Moor stars showing their support for the initiative.

The Premier League and BBC combined to create Super Movers, which includes free online resources that teachers, club community coaches and parents can use to encourage primary school-aged children to give their minds and bodies a boost while in class.

Clarets players James Tarkowski, Matt Lowton, Leah Embley and Lauren Bracewell surprised children



at Castercliff Primary Academy in Nelson as they launched a new matchday warm-up video.

The 200 pupils joined in the set of exercises, which can be viewed on the BBC website, with all the moves designed to encourage pupils' concentration, motivation and enjoyment of learning.

"Super Movers aims to get kids active and give them some ideas for exercises and moves," said Lowton. "We came today and surprised the kids – it was nice to see the smiles on their faces and help them out!"

## Positive pathways

Premier League Kicks began in 2006 and since then has engaged more than 300,000 young people in high-need areas. The programme aims to inspire participants to achieve their potential, working together to build stronger, safer and more inclusive communities.



Fulham were one of four clubs to pilot the programme 13 years ago and Fulham FC Foundation coach Hussein Mohammed knows how important Kicks is in giving youngsters a safe place to play.

"We try to engage as many young people as we can and give them something to do, to get them off the streets," he said.

"We're not just coaching football, we always want to know what's going on in the kids' lives, is there anything we can help them with?"

"We're here to support them with both football and life skills, encouraging them to volunteer and contribute to their local community."



# Creating places to play

**The Premier League plays an active role in communities, using its success and appeal to provide sporting opportunities and facilities locally**



## Bringing people together

Everton's efforts to combat social isolation and dementia have taken a huge stride forward thanks to the opening of The Blue Base in the shadows of Goodison Park.

It received funding from the Football Foundation, a charity established by the Premier League, the FA and Sport England to invest in community facilities. The £800,000 fully-accessible centre provides community-focused activities for elderly participants living in the area, as well as matchday support for the club's disabled and vulnerable fans.

Pat, aged 72, lost her husband to Alzheimer's last year and regularly attends the Everton in the Community sessions run at The Blue Base. She is extremely thankful for the support

she has received from the club.

"I never thought when I reached this age I would need Everton, but they are there for me and they always will be," she said. "For those couple of hours, they just lift you. If you need any support, you know they're there."

Everton CEO Denise Barrett-Baxendale and manager Marco Silva opened the centre in September 2018.

"On the day I arrived, Denise and the board told me about Everton in the Community and what the club does to help people," Silva said.

"I told her straightaway that I want to be part of this. It is important for me to be involved with these projects."

Barrett-Baxendale added: "The work we do here is an example of how you support your extended family. That family value is important to us."



Go to [premierleague.com](http://premierleague.com), This-is-PL to read more and watch our exclusive videos



## 12,296

participants engaged  
in PL/BT Disability  
programme sessions  
this season

## Inspiring individuals

The Premier League and BT Disability programme provides opportunities for disabled people to embrace sport and physical activity, showing youngsters like Macauley Appleton that anything is possible.

As part of the initiative, six-time Premier League champion Rio Ferdinand went back to his old training ground to see the amazing work undertaken by Macauley, a volunteer with Manchester United Foundation.

Macauley has autism and experienced social anxiety, but the Foundation – supported by the Premier League and BT Disability programme – helped him improve his confidence so much he has become a member of United's delivery team, assisting children from all over Greater Manchester in sessions run as part of the Foundation's Inclusive Reds disability sport initiative.

"I love Manchester United and to



have the opportunities that I have had through the club have really helped to strengthen me as a person and build up my confidence as an individual," Macauley said.

Rio added: "We have seen, through the power of sport and with the help of funding from BT and the Premier League, how the Manchester United Foundation has been able to transform the lives of not just one young man, but also the lives of so many more individuals in the community."

## Football legacy

Youngsters in Haringey, north London, are benefiting from a new all-weather 3G football pitch, partly funded by the Premier League, which offers them a safe space to play and provides a fitting legacy to former Tottenham Hotspur player and coach Ugo Ehiogu.

The facility is located at Seven Sisters Primary School, just two miles from Spurs' state-of-the-art new stadium. It was opened by Ugo's widow Gemma with the assistance of up-and-coming defender Kyle Walker-Peters, who grew up in the



area and was coached by Ugo in their Under-23s team.

A £120,000 investment came from the Premier League, The FA and Sport England with additional funds from Side-On, the foundation created in honour of Ehiogu, as well as the school. The Tottenham Hotspur Foundation is delivering Premier League Kicks sessions at the new facility and local community groups are also eager to start using the pitch to help youngsters develop and boost their physical activity levels.

"It's been a real privilege being at the opening of the mini-pitch," said Walker-Peters. "I wish I had something like this when I was growing up – it's a fantastic facility for children in Haringey."

Emma Murray, headteacher of Seven Sisters Primary School, added: "This new facility is going to allow our children to play sport every day, and we would like to thank all funding partners for their generosity and support."



# Making a difference

**Our clubs work on a wide range of programmes designed to help local organisations as well as fans and coaches overseas**



## Local to Global

Premier Skills is a global coach and referee development programme run by the Premier League and the British Council, which has helped train more than 25,000 coaches and referees in 29 countries.

More than 1.7m young people have been reached since the initiative launched in 2007 with the aim of raising the aspirations of those taking part, enhancing both their football and life skills, helping raise self-esteem, as well as providing participants with a safe place to play.

Steve Cuss, AFC Bournemouth's Head of Community Sports Trust, and his colleague Steve Batson headed to western Asia to help run a four-day course, in partnership with Premier Skills and the Oman FA. While there, they helped to deliver the programme by providing theory and practical workshops to 20 local coaches,



giving participants the knowledge and expertise to develop their own coaching skills and football delivery in their communities.

"It was a fantastic trip," Steve said. "We wanted to show how we improve and increase community engagement in the UK and how we can share that message with others around the world."

On the last day of the trip, Steve helped host a football festival for schoolchildren, who also had the chance to see the Premier League trophy.

"For me personally, the entire experience was fantastic. Premier Skills gives club community staff the opportunity to go international and showcase what we can do while also developing our own abilities.

"I've been at Bournemouth for a long time, so watching us grow and become well-established worldwide is a real honour."

**25,000+**

coaches and  
referees trained by  
Premier Skills in  
29 countries



## Pass on Plastic

The Sky Ocean Rescue campaign continues to inspire Premier League fans to think about ways in which they can 'Pass on Plastic', raising awareness of the negative impact single-use plastic has on the environment.

Season 2018/19 saw the launch of a reusable cup trial run by Arsenal, Chelsea, Fulham and West Ham United on behalf of all 20 clubs. Manchester City and other clubs also ran their own initiatives to reduce single-use plastic. The trial asked fans to reuse cups in stadia, encouraging them to place them in appropriate bins so they can be cleaned and reused at the following home match.

Eden Hazard and Callum Hudson-Odoi (pictured right) helped the initiative, featuring in the #PassOnPlastic Reusable Cup Challenge to raise awareness of the issue.

"Nobody gets the attention of the public like our players, so it's extremely helpful to be able to use their profiles for these positive messages," said Navjeet Daine, Chelsea's concessions operations manager.



"We have been delighted with how the trial went and it was a huge success, so we will be introducing reusable plastic cups permanently at Stamford Bridge from the beginning of 2019/20.

"The cup trial is just one of a series of positive changes we have made on a matchday at our food and drink outlets. We have now introduced paper straws and wooden cutlery, replacing the plastic alternatives, and provide sauce bottles rather than plastic sachets at our condiment stations.

"As a club, we are working on all areas of sustainability and carbon reduction at both the stadium and our Cobham training ground."



## Breaking the Cycle

The Premier League and BBC Children in Need established a joint programme aimed at reducing youth violence in clubs' local communities, with Crystal Palace leading an initiative to support youngsters in south London.

The club's official charity, Palace for Life Foundation, launched the 'Breaking The Cycle' programme to offer young people – some of them young offenders – extra guidance and steer them towards further education, training and employment.

Ernest Eghan, the 'Breaking The



Go to [premierleague.com/This-is-PL](http://premierleague.com/This-is-PL) to read more and watch our exclusive videos



Cycle' interventions officer, believes Crystal Palace's role is crucial in convincing people not to re-offend.

"When they see it's Crystal Palace, and they come to Selhurst Park, it is not intimidating," he said. "The power of installing life skills – things like preparation, planning, psychological and social skills – will help them find work, so they don't feel they are beneath a glass ceiling."

The programme is already delivering results, with a number of participants going into full-time education or employment, including 16-year-old Kyle Dell (pictured), who now works in the club shop.

"It's helped me a lot," he said. "I don't know where I'd be right now if I wasn't here. I'd be in prison, or on tag, that's the way my life was going."



"The Premier League is the world's leading league, with exciting, competitive football on the pitch and passionate fans supporting in stadiums throughout the country every week throughout the season."

Vinai Venkatesham  
Managing Director, Arsenal FC

# This is Premier League

Our competition delivers a wide range  
of economic and social benefits



Go to [premierleague.com/This-is-PL](http://premierleague.com/This-is-PL)  
to read more and watch our exclusive videos

# Open and inclusive

All Premier League clubs supported the new No Room for Racism campaign, with the clear message that we will not tolerate racism in our competition or the wider sport



## Standing up to racism

The Premier League demonstrated its continued commitment to equality with the launch of the No Room for Racism campaign, which uses the power and popularity of the League to oppose racism in football.

As well as celebrating diversity, the campaign recognises the significant contribution by Kick It Out, which celebrated its 25th anniversary during the season.

The Premier League and its clubs backed plans to improve career pathways and encourage more people from different backgrounds to take up coaching, refereeing and administrative roles in the sport, agreeing that more needs to be done to ensure BAME fans and players are supported.

This was reflected when Premier League Executive Director Bill Bush spoke at Kick It Out's Raise Your

Game conference at Arsenal's Emirates Stadium. Inclusion and diversity were the key themes at the annual event, which helps young people discover more about employment opportunities within the game from hundreds of football industry delegates and experts.

"Racism in the stadium is totally unacceptable," said Bush, emphasising the Premier League's belief that everyone attending or taking part in a football match has the right to feel safe, valued and included.

"The Premier League supports Raise Your Game every year to show that not only are our grounds welcoming to anyone who wants to come, but our career paths are open to anyone who thinks they have the talent to achieve what they want to."



Go to [premierleague.com/This-is-PL](http://premierleague.com/This-is-PL) to read more and watch the No Room for Racism video



## Making a difference

West Ham United's commitment to promoting diversity and equality was formally recognised when the Premier League awarded them the Intermediate Equality Standard.

The club's Vice-Chairman Karren Brady said: "Equality and diversity



## Everyone equal

"I think it's pretty straightforward. The LGBT community is a big part of society and should be a big part of football as well."

In the season leading up to the 30th anniversary of LGBT inclusion charity Stonewall, that one quote from Huddersfield Town defender Zanka perfectly encapsulated why the Premier League is delighted to stand side-by-side with the organisation in promoting equality and diversity across our sport.

Stonewall was formed in May 1989 to fight homophobia in society and, via the Rainbow Laces Campaign, continues to work hard alongside sporting organisations including the Premier League to tackle this issue.

The 2018/19 Rainbow Laces campaign, which ran across fixtures between 30 November and 5 December, saw all 20 Premier League clubs supporting the initiative and no player was



are at the heart of West Ham United's values. We are committed to eliminating discrimination and creating an environment in which everyone is not only respected but valued.

"Since our move, we've invested more than £6m into Newham and the surrounding boroughs, which has allowed us to work hand-in-hand with a number of local charities, while our brilliant Disabled Supporters Advisory Board makes a real difference to the matchday experience for supporters with accessibility needs."

"West Ham United pays all full and part-time staff the London Living Wage, helping to address social inequality."

"We passionately believe in a culture that embraces equality and values diversity, so we are thrilled that our important work in this area has been recognised by the Premier League."

prouder to be involved than the Terriers' Zanka.

"I believe that football is for everyone and I'm against every form of discrimination," he said. "I am involved with the Rainbow Laces campaign because I basically believe in equality for everyone."

"I hope it inspires people to get involved, to support the initiative and to accept and support the LGBT community. As a football player you have an incredible platform to try to influence people in the right way."



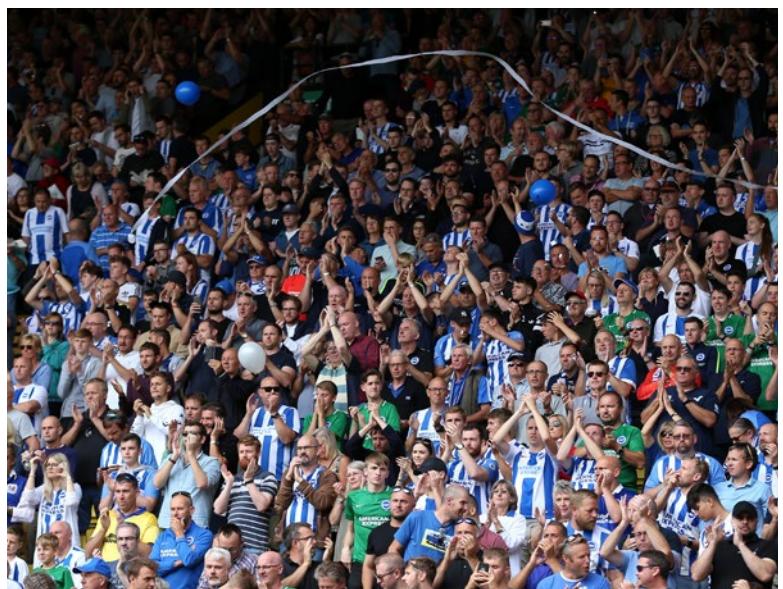
# Economic and social impact

The positive influence of the Premier League is felt within local communities and around the globe

## British institution

A survey of 20,000 people from 20 countries saw the Premier League top a list of Britain's best-known institutions, companies and brands in terms of carrying the story of modern Britain.

The Premier League came first in the British Icon Index, produced by world-leading pollsters Populus, scoring highest in eight of the 20 countries and finishing ahead of the likes of Rolls-Royce, Jaguar Land Rover, the BBC and British Universities.



**68%**

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

**"The Premier League is the most influential performer because of its ability to engage people en masse"**

Rick Nye,  
Populus Principal  
Director

Nearly 70 per cent of all respondents said the League makes them feel more positively about the UK, more than any other British Icon, and this proportion rises to 87 per cent among Premier League followers.

"In this study the Premier League is the most impactful performer overall because of its ability to engage people en masse, regardless of their background, and its reach within developing economies," said Rick Nye, Principal Director at Populus.



## Community contribution

The city of Newcastle and Newcastle United have always had a proud and inextricable link, something underlined by the findings of an EY report which highlighted the club's economic and social contribution to the wider North-East economy.

The independent EY analysis, published in February 2019, showed that Newcastle United generated a total Gross Value Added (GVA) contribution of £236m within the region during Season 2017/18.

Newcastle United also welcomed 174,600 fans from outside the Newcastle city region to St James' Park plus 13,400 international fans, adding a further £21m to the area's economy.

"Newcastle United is at the heart of the city in every sense and this independent report highlights just how much the club positively impacts on the community and the local economy," Lee Charnley, Managing Director at Newcastle United, said.

"We are determined to continue changing lives for the better as a

club, through the work of our charity, Newcastle United Foundation, and in partnership with key organisations across the region."

The findings of the report were unveiled as the club took ownership of a community centre located just half a mile away from St James' Park.

The Project Pitchside initiative at Murray House intends to convert the venue into three floors buzzing with physical activity, four innovative classrooms, a rooftop 4G football pitch and a high-tech digital hub.

The centre is just the latest venture undertaken by the Newcastle United Foundation, which invested £3.2m in projects across the North-East during Season 2017/18.

Newcastle United great Shola Ameobi grew up just around the corner from Murray House, and he is thrilled by the potential impact it can have.

"This is a passionate project for me and it's huge the influence this place has and can have on so many lives," he said.



**£22.5 million**

of social benefit to the North-East

**2,027**

The number of jobs Newcastle United helped support during Season 2017/18

# Final standings

The way the Premier League distributes our funds ensures we can support clubs and communities across the football spectrum



**3,853**

community pitches delivered via the Football Foundation to date

## Leading the way

The scale of Premier League support and investment in the wider game, and in communities and schools, is unprecedented in the world of professional sport. The League and its clubs fund community facilities across England and Wales, via the Football Foundation, as well as operating national and local sports participation and education projects.

**69**

clubs across the UK delivering the Premier League Kicks programme

The Premier League invests £100m per season to support the development of community facilities, sports participation and schools programmes, with more than £140m going to the EFL in Solidarity Payments and ring-fenced Youth Development grants in 2018/19.

## Community support

One of the ways in which the Premier League supports communities is through Premier League Kicks. It is one of our flagship programmes, delivered by 69 clubs across the country, engaging tens of thousands of youngsters aged 8-19 and will form part of the League's work with the Government to support young people in areas of high need.



"Giving back to our community has been part of the Liverpool way for decades. Through the club's official charity, LFC Foundation, and our dedicated local community programme, Red Neighbours, we have provided thousands of life-changing experiences this season for local people. As chief executive officer, I am immensely proud to say this great club has a local heart with a global pulse."

Peter Moore

Liverpool FC Chief Executive Officer and Vice-Chair, LFC Foundation

Pos	Club	W	D	L	GD	Pts	Total payment
1	Manchester City	32	2	4	72	98	£151.0m
2	Liverpool	30	7	1	67	97	£152.4m
3	Chelsea	21	9	8	24	72	£146.0m
4	Tottenham Hotspur	23	2	13	28	71	£145.2m
5	Arsenal	21	7	10	22	70	£142.2m
6	Manchester United	19	9	10	11	66	£142.5m
7	Wolverhampton Wanderers	16	9	13	1	57	£127.2m
8	Everton	15	9	14	8	54	£128.6m
9	Leicester City	15	7	16	3	52	£123.3m
10	West Ham United	15	7	16	-3	52	£122.5m
11	Watford	14	8	16	-7	50	£113.9m
12	Crystal Palace	14	7	17	-2	49	£114.2m
13	Newcastle United	12	9	17	-6	45	£120.1m
14	AFC Bournemouth	13	6	19	-14	45	£108.1m
15	Burnley	11	7	20	-23	40	£107.3m
16	Southampton	9	12	17	-20	39	£104.3m
17	Brighton & Hove Albion	9	9	20	-25	36	£105.7m
18	Cardiff City	10	4	24	-35	34	£102.7m
19	Fulham	7	5	26	-47	26	£101.9m
20	Huddersfield Town	3	7	28	-54	16	£96.6m

\*figures rounded to the nearest thousandth

# Premier League Season 2018/19 clubs



Thank you to our broadcast and commercial partners

UK broadcast partners



Official partners and licensees



Go online to read full stories  
and watch exclusive videos  
[premierleague.com/This-is-PL](http://premierleague.com/This-is-PL)



Premier  
League