



PREMIER LEAGUE  
COMMUNITIES  
2014/15



SUPPORTING. INVESTING. DELIVERING.

# CLUBS AS HUBS OF THEIR COMMUNITIES



## OUR COMMUNITIES STRATEGY

The success of the Premier League both on and off the pitch enables us to make a significant investment in community work and the wider football world. Our strategy is to support clubs in their role as hubs at the heart of their communities.

Effective partnerships underpin club delivery of a wide range of activities for young people. We have a clear focus on investing in facilities, football and sports participation, as well as supporting education and skills.

- ◆ Delivering in high-need areas
- ◆ Supporting schools
- ◆ Enhancing the lives of young people
- ◆ Working in partnership
- ◆ Engaging locally, inspiring globally

**161**

Premier League, Football League and Conference clubs supported

**Over 546,000**

young people on projects we fund directly

**4,158**

schools with Premier League sport and education programmes

# A FOCUS ON FACILITIES

Delivering first-class facilities is a key element of our strategy to get as many people enjoying sport as possible. Facilities are delivered via the Football Foundation and the funding partnership between the Premier League, The FA and Government via Sport England.

- 525

artificial grass pitches built to date

- 24.9m

hours of sporting activity at Premier League and The FA Facilities Fund sites last season

# 700,206

PEOPLE PLAYED SPORT AT PREMIER LEAGUE FUNDED SITES IN THE LAST YEAR



*"It's huge for schools and local communities. You can play on these pitches throughout the whole of winter – no games will have to be called off anymore."*

**Jermaine Jenas**, former Premier League player who visited a new pitch in Nottingham funded by the Premier League and the FA Facilities Fund.

# DELIVERING SPORT IN SCHOOLS

From running PE lessons across the country to organising national competitions for schools, the Premier League aims to build a sporting habit for life and create more opportunities to play in competitive football matches.



- £10.5m

three-year investment in school sport

- 67

Premier League and Football League clubs funded to deliver in schools

# 125,000+

PRIMARY SCHOOL CHILDREN  
IN PREMIER LEAGUE SCHOOL  
SPORT SESSIONS IN 2014/15

*"The kids want to come to you when you have the Sunderland and Premier League badge on, and because the engagement is something they can link to, they can learn and take away the skills we give them."*

**Steven Jackson,** Foundation of Light Community Coach

# INSPIRING YOUNG PEOPLE

Premier League Kicks uses the reach and appeal of professional football clubs to engage young people from challenging communities in regular football, sport and personal development activities.

*"We've got huge amounts of child poverty, deprivation, illiteracy and kids who have a lack of self-esteem. A project like Premier League Kicks can totally turn their lives around."*

**Boris Johnson, MP, Mayor of London**

• 50

Premier League and Football League clubs funded to deliver Premier League Kicks

• 56,302

young people took part in 2014/15



*"It's just about helping the community really. It shows that you can come from nothing and become something. Crystal Palace Kicks is giving them a chance to come and show their talent and that's a great opportunity."*

**Wilfried Zaha, Crystal Palace winger pictured with George Henry, both former Premier League Kicks participants**

# 862

PREMIER LEAGUE KICKS VENUES.  
THREE-QUARTERS ARE IN THE  
TOP 30% MOST DEPRIVED AREAS.



Go online to see Zaha's Match of the Day interview  
[review.premierleague.com](http://review.premierleague.com)

*"Football is the draw, that's why we have forged a strong partnership with the Premier League. The clubs' qualified coaches then build a real relationship and hopefully get them back in education, training or even employment. It just works."*

**Phil Smith, Sport England Director of Sport**

# LOCAL TO GLOBAL

Premier Skills is our long-standing international initiative which engages young people in challenging areas around the world.

Premier Skills combines the global appeal of the Premier League, the British Council's international network and our clubs' experience in delivering community football programmes in the UK.

*"Premier Skills has had great success around the world in helping young people gain the skills to reach their full potential. Through working to reduce violence and gender discrimination, I'm sure this project will do the same for the women and girls of western Kenya."*

**Ciaran Devane**, British Council Chief Executive

- **6,300**

coaches and referees trained by Premier Skills

- **30%**

of those involved in Premier Skills are female

*"Seeing the commitment of the people we train to making a difference to others is hugely rewarding. In Jakarta I was training university students to deliver inclusive football sessions to street children and youngsters on the margins of society. Despite being so young, these coaches were eager to learn and determined to improve themselves for the benefit of those around them."*

**Hayley James**, an Outreach Development Officer at The Albion Foundation, has delivered Premier Skills training in Indonesia and Kenya

# 945,000

YOUNG PEOPLE HAVE WORKED WITH PREMIER SKILLS-TRAINED COACHES AND REFEREES.

**25 ACTIVE COUNTRIES**



# DEVELOPING POTENTIAL



**INVESTING IN FACILITIES — HIGH QUALITY FOR ALL LEVELS**

**FOCUS ON YOUNG PEOPLE — PARTICIPANTS AND PLAYERS**

**SKILLED SUPPORT NETWORK — STAFF, COACHES AND VOLUNTEERS**

The 'football pathway' shows one route young people can follow to play regularly, access competitive opportunities and even make a career in the game.

The Premier League's focus on youth and education not only gets young people playing sport, but also engages communities. This delivers improvements to health and confidence, as well as pathways into volunteering and employment.

*"I've been with the club since I was eight and after volunteering on City in the Community projects like Kicks, I'm so pleased to now work on our girls' football and school sport sessions too."*

**Alex Brooks**, signed a professional deal with Manchester City Women in 2015.

*"I still drop in to my old Kicks project sometimes – the sessions make a big difference to young people. I'm really proud to say that I'm a product of the Arsenal Academy and of what the club delivers on London estates."*

**Kaylen Hinds**, England youth international, signed as a professional with Arsenal in 2015.

# CHANGING LIVES

Premier League clubs provide many positive pathways to help young people make the most of their potential.

► Rachel Key was given the opportunity to present the Barclays Premier League trophy to Chelsea captain John Terry after the team's final match to recognise her achievements

*"I'd had some tough times, but getting involved with Chelsea's Barclays Premier League Works scheme was such a positive step. It's given me so many skills, and I'm working hard towards becoming a fully-qualified coach."*



► Yassen Mukadam (third from left) won the Premier League Enterprise Challenge, along with his West Ham United teammates

*"I wasn't going anywhere and had signed on the dole. I'd failed to get into university but the Challenge kept my head high and improved my presentation skills. This year I secured a place at King's College to study medicine."*

Flossie hadn't played volleyball before attending Premier League 4Sport with Stoke City. Coach Anthony Viggars built on her enthusiasm, encouraging her to volunteer to help the younger ones:

*"She was a timid girl, but is now a confident young woman. It's working so well – six of the eight young coaches at the school's session, including Flossie, were originally participants."*

# PREMIER LEAGUE CLUBS 2014/15 SEASON

## FIND OUT MORE ABOUT THEIR COMMUNITY WORK



ARSENAL  
[arsenal.com/community](http://arsenal.com/community)



ASTON VILLA  
[avfc.co.uk/community](http://avfc.co.uk/community)



BURNLEY  
[burnleyfccommunity.org](http://burnleyfccommunity.org)



CHELSEA  
[chelseafc.com/foundation](http://chelseafc.com/foundation)



CRYSTAL PALACE  
[cpfcfoundation.org](http://cpfcfoundation.org)



EVERTON  
[community.evertonfc.com](http://community.evertonfc.com)



HULL CITY  
[tigertrust.co.uk](http://tigertrust.co.uk)



LEICESTER CITY  
[lcfc.com/club/foxes-foundation/](http://lcfc.com/club/foxes-foundation/)



LIVERPOOL  
[foundation.liverpoolfc.com](http://foundation.liverpoolfc.com)



MANCHESTER CITY  
[mcfc.co.uk/community](http://mcfc.co.uk/community)



MANCHESTER UNITED  
[mufoundation.org](http://mufoundation.org)



NEWCASTLE UNITED  
[nufoundation.org.uk](http://nufoundation.org.uk)



QUEENS PARK RANGERS  
[qprcommunitytrust.co.uk](http://qprcommunitytrust.co.uk)



SOUTHAMPTON  
[saintsfoundation.co.uk](http://saintsfoundation.co.uk)



STOKE CITY  
[stokecityfc.com/community](http://stokecityfc.com/community)



SUNDERLAND  
[foundationoflight.co.uk](http://foundationoflight.co.uk)



SWANSEA CITY  
[swanseacity.net/club/community\\_trust](http://swanseacity.net/club/community_trust)



TOTTENHAM HOTSPUR  
[tottenhamhotspur.com/foundation](http://tottenhamhotspur.com/foundation)



WEST BROMWICH ALBION  
[thealbionfoundation.co.uk](http://thealbionfoundation.co.uk)



WEST HAM UNITED  
[community.whufc.com](http://community.whufc.com)



Go online to see the Premier League digital Season Review. Available at:  
[review.premierleague.com](http://review.premierleague.com)

