



This is  
**Premier  
League**

# Welcome

to our Season 2017/18 highlights and inspiring stories from across the Premier League. Another exciting season has contained plenty of memorable moments and our clubs and partners have again produced incredible work to bring the fans and their football clubs even closer together. It has been record-breaking and remarkable, and we are proud to say, 'This is 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

Competitive and compelling

Premier League season awards

Rising stars

## The Fans



### This is for everyone

Full and vibrant stadiums

Entertaining audiences

Global appeal

Open and inclusive



The 2017/18 Premier League season has been one to remember.

Manchester City manager Pep Guardiola deserves huge credit for creating a team which won more matches, scored more goals and earned more points than any other since the League began. Their skill and incisiveness were a joy to watch.

We say goodbye to Arsène Wenger following 22 brilliant years at Arsenal. His innovative coaching and player-development methods transformed the English game. He has made a huge contribution to Arsenal and to the Premier League.

The three promoted clubs – Brighton & Hove Albion, Huddersfield Town and Newcastle United – deserve credit for securing another season of Premier League football. Burnley, led by Sean Dyche, are also worthy of praise for qualifying to play in Europe for the first time in 51 years.

We have all enjoyed watching Liverpool's exciting football, highlighted by the incredible goalscoring feats of Mohamed Salah, and are proud to have seen them make the UEFA Champions League Final.

Highlights of the extensive work carried out off the pitch included clubs using their popularity and reach to take community and education programmes to new levels. Through Premier League Primary Stars, we are working in 15,000 schools across England and Wales, and more than 25,000 children were inspired to submit a poem for our Writing Stars competition.

It is encouraging to see more and more females getting involved in the game, thanks in part to the Premier League Girls Football programme which our clubs are promoting in their communities.

We continued our work with Kick It Out to provide opportunities for the BAME (black, Asian and minority ethnic) community and our wide-scale backing for Stonewall's Rainbow Laces campaign, which supports LGBT equality in sport.

One thing is clear: our competition is compelling and open to everyone.

## Richard Scudamore

Executive Chairman,  
Premier League

## The Communities



### This is a force for good

Inspiring a generation

Sporting opportunities

Making a difference

## The Premier League



### This is Premier League

Economic impact

Final standings

The Football



"This is the Premier League. England is so special, it's so tough. You win, you lose, but always you have to try to do what you believe. Going back-to-back will be tough but we accept the challenge."

Pep Guardiola  
Manager,  
Manchester City FC

# This is exciting football

With performance levels rising on the pitch season after season, the Premier League and its clubs are committed to producing world-leading players and coaches.



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

# Competitive and compelling

This season saw fascinating football across the League, with records broken, exciting matches, a competitive battle to avoid relegation and goals galore.



## A season like no other

Manchester City's incredible performance to claim their third Premier League title rightly attracted plaudits from far and wide. Their record points total, number of matches won and goals scored demonstrate their consistent excellence across the season.

The likes of Kevin De Bruyne, David Silva and Raheem Sterling lit up the competition with their talent and skill.

For only the third time in the Premier League era, all three promoted clubs – Brighton & Hove Albion, Huddersfield Town and Newcastle United – maintained their League status.

## 48 & 49

Brighton & Hove Albion and Huddersfield Town became the 48th and 49th clubs to join the Premier League since its inception in 1992



## On the up

Sean Dyche and Burnley had a fantastic season, which saw them secure a seventh-place finish. They started the season with a 3-2 win over Chelsea at Stamford Bridge and their total of 54 points was enough to secure European football at Turf Moor for the first time in 51 years.

**"For this football club to get to the status of being in European competition is remarkable. The big marker for me was can we get better than last year, but to jump from 40 points to 54 is a big shift, and with some of the results we've had along the way, has been fantastic."**

**Sean Dyche**  
Burnley manager



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## Farewell Arsène

Season 2017/18 was the 22nd and final one for Arsène Wenger's reign at Arsenal. The Frenchman will forever be remembered for leading his "Invincibles" side to an unprecedented unbeaten League campaign in 2003/04. His incredible managerial career includes having taken charge of a record 828 Premier League matches.

Wenger's innovative training methods and the style of football he introduced to England were remembered fondly by his former player, Thierry Henry.



## 5

Burnley lost just five away matches during 2017/18 – a record only bettered by champions Manchester City

## 121

Aggregated league points achieved by the promoted clubs

**"The biggest compliment I always had when I used to play for Arsenal was people telling me, 'We like the way you play.' That speaks volumes to the vision the man had and what he did to the club."**

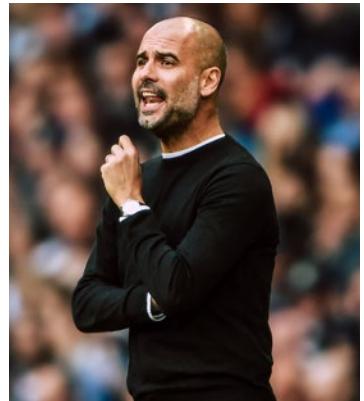
**Thierry Henry**  
Former Arsenal striker

# Premier League season awards

Season 2017/18 saw impressive landmarks reached by players and managers. The Premier League Playmaker award was also introduced, recognising the player with the most assists over the campaign.

## Golden Boot Mohamed Salah

Golden Boot winner Mohamed Salah beat the Premier League record for goals in a 38-match season, scoring 32 to surpass the previous best of 31 jointly held by Alan Shearer, Cristiano Ronaldo and Luis Suarez. The Egyptian also added the Premier League EA Sports Player of the Season award to his PFA and FWA honours.



## BARCLAYS Manager of the Season Pep Guardiola

Pep Guardiola won the Barclays Manager of the Season award after leading his Manchester City side to an incredible title triumph. His peers at the League Managers Association also awarded him their Manager of the Season accolade.



## Premier League Playmaker award Kevin De Bruyne

Kevin De Bruyne made his 16th Premier League assist of the season in stoppage time of Manchester City's final match, as he teed up Gabriel Jesus for the winner against Southampton, pipping team-mate Leroy Sané to this inaugural award.

## Golden Glove David De Gea

Manchester United's David De Gea was awarded the Golden Glove for an impressive 18 clean sheets this season, the first time he has won the accolade.



CARLING

## Goal of the Season Sofiane Boufal

v West Bromwich Albion

Sofiane Boufal's superb solo effort for Southampton against West Bromwich Albion on 21 October won the Carling Goal of the Season award. Boufal beat five challenges and completed a 60-yard run with a fine finish.



## Player of the Season Mohamed Salah



## PL2 Player of the Season Reiss Nelson

Arsenal's Reiss Nelson was named Premier League 2 Player of the Season, having played a key role in his side's PL2 Division 1 title win. The 18-year-old midfielder also broke into the Arsenal first team, making three Premier League appearances.



100

Manchester City became the first Premier League club to earn 100 points and now hold the record for most wins (32), most goals (106) and best goal difference (+79).

39

Harry Kane broke Alan Shearer's 22-year record for most Premier League goals in a calendar year (2017). Kane also became the second-fastest player to reach 100 Premier League goals, doing so in 141 appearances. Only Shearer has achieved the feat in fewer matches.

200

Wayne Rooney became only the second player to reach 200 Premier League goals. He finished the season with 208.

653

Gareth Barry set a new benchmark for all-time appearances in the Premier League.

1,000

The six ever-present Premier League clubs - Arsenal, Chelsea, Everton, Liverpool, Manchester United and Tottenham Hotspur - played their 1,000th match on the final day of the season.

# Rising stars

The second Premier League 2 season featured some exciting football and is the perfect stage for Under-23 players to showcase their talents, while we also continued our commitment to providing clear pathways for coach development.



## Meet Hamza

Leicester City's Hamza Choudhury will never forget Season 2017/18 after his impressive performances while captaining the club's Premier League 2 side to a third-place finish, narrowly missing out on the title to Arsenal in the final match round. It led to him making his mark in the first team.

The 20-year-old midfielder has been with the Leicester City Academy since the age of seven and his dreams came true when he was awarded his Premier League debut as a substitute in Leicester City's 2-1 win over Tottenham Hotspur at the King Power Stadium.

"Running out into the King Power, it was quite emotional, to be honest, especially to have my family watching me," he says. "I really enjoyed it and as soon as I came off the pitch, I had the biggest smile on my face and I couldn't get rid of it for the rest of the night."

"When I joined I dreamed of making it to first-team football and playing in front of thousands, especially with being from around Leicester."

Choudhury finished the campaign with nine senior appearances under his belt and believes Premier League 2 offers a great platform for home-grown players looking to make the next step in their career.

"For a lot of the lads it's been a massive learning curve and helped us grow as people, and football-wise we've become a lot better and stronger," he said.



43

home-grown player debuts in Season 2017/18

Leicester City's Hamza Choudhury is full of praise for Premier League 2



## Meet Nia

Swansea City Academy coach Nia Davies has already achieved a great deal in her professional life, and is currently undertaking the Premier League's Elite Coach Apprenticeship Scheme with a view to graduating at the end of 2018. Through her participation on the course, she has developed a range of skills that she feels can benefit her and the youngsters she works with.

Nia, 28, is in her fourth season with the Swans, where she works primarily with the club's Under-10s boys team. She was given the opportunity to join ECAS as a result of the Premier League's Black and Minority Ethnic (BAME) and Female Coach initiative.

The programme launched in 2015 and provides opportunities and funding for coaches at Premier League clubs and Category 1, 2 and 3 Academies, while making the coaching landscape in this country more reflective of our diverse society.

"The ECAS course was great and it's definitely helped my confidence in and out of a work environment," says Nia. "It's taught me a lot about building relationships and forming a system to help players develop."

**"The ECAS course was great and it's definitely helped my confidence in and out of a work environment."**

**Nia Davies**  
Swansea City Academy Coach

The two-year ECAS course places great emphasis on giving participants an idea of how different organisations are structured. Nia believes this has been of huge benefit.

"We went on visits to Sky Sports, Manchester Velodrome, the SAS in the Brecon Beacons and on an international trip to Holland," she explains. "You can learn so much from different sports and organisations, and that's a massive part of the ECAS philosophy."

"I also spent four really interesting days with the Lawn Tennis Association, which was really helpful because you can take elements of what they do and apply it to the football world. The course has been so beneficial to my coaching."

Nia also thinks the Premier League's commitment to giving more opportunities to BAME and female coaches is a major step forward.

"It's excellent," she enthuses. "I was lucky to have a full-time role with Swansea before I went on ECAS, but I know other women who have got a full-time job as a result of going on the course. If you have variety in your coaching staff you cater for all the kids in a different way."



"Our fantastic fans are proud and vocal in their support of the club. Their dedication is what drives us to improve in everything we do."

Rafael Benítez  
Manager,  
Newcastle United FC

# This is for everyone

We are committed to being an open and inclusive competition which supports fans both locally and globally.

## The Fans



# Full and vibrant stadiums

The passionate support of fans is vital to the competition as people travel home and away to back their teams and share the excitement.



### Meet Jeremy

Jeremy King has been a devoted Huddersfield Town fan since February 1979, but nothing could have prepared him for the pleasure of watching his side in the Premier League.

Jeremy lives in Stowmarket, Suffolk, but happily takes a four-hour drive back to West Yorkshire to watch the Terriers; he also saw all 19 of Huddersfield's away matches last season.

David Wagner's men had many moments to cherish in their debut Premier League campaign, and the thrill of watching Huddersfield Town in the top flight is something Jeremy looks back on with delight.

"Playing in the Premier League week in and week out is fantastic," he explains.

"I travelled all over the country watching Huddersfield and the atmosphere was fantastic. Clubs like Manchester United are iconic – as are many teams in the Premier League –

and to beat them at home was superb. "The ground was rocking that day and the John Smith's Stadium was great all season."



Huddersfield Town fan Jeremy King, below, loved watching his side in action at the John Smith's Stadium

In 2017/18, average attendance across the Premier League was:

**38,495**

a Premier League record

In Season 2017/18 stadiums were

**96%**

full



Season 2017/18 witnessed full stadiums, captivating action and enthralled fans

### Price of football study

A Premier League analysis of the cost of attending matches in Season 2017/18 revealed:

**£32**

average ticket price in the Premier League

**54%**

of all tickets cost £30 or less

**£10m**

total saved by season-ticket holders across the campaign through discounts offered by clubs

**£26**

average away ticket price, with the £30 cap on away tickets maintained for a second season



### Welcoming venues

Stoke City have demonstrated how Premier League clubs go to great lengths to continually improve their stadiums for all fans.

The Potters not only increased the capacity at the bet365 Stadium to more than 30,000 by filling in the corners to provide an additional 1,800 seats, they also modified access to the stadium for wheelchair users.

"We consulted with wheelchair-using fans about what we could do to improve their matchday experience and really took their opinions on board," explains Rob Killingworth, Stoke City's Health and Safety Manager and Access Officer.

"One fan told me he'd never seen a corner in 10 years because fans would stand up in front of him. As a result, we raised the viewing platforms in 17 of our mid-tier wheelchair bays, introduced two high-level bays and three bays at pitch level so wheelchair users get a far better experience."

In addition to these changes, Stoke introduced an "Access Room" for fans who struggle with loud, large



crowds and also enhanced their changing rooms and toilets for all disabled fans.

"It's been so beneficial," Rob adds. "The feedback we've had has been great. Existing fans say it has made the stadium a lot easier to visit and we're also attracting new disabled supporters as well, so it's opened up some fantastic avenues for everybody."

# Entertaining audiences

In the UK, average live viewing is up five per cent season on season as our broadcast partners bring compelling football and expert analysis to passionate fans, who enjoyed another season of drama and excitement.

The Premier League is the most-watched football league in the world and our broadcast partners enable millions of fans to get closer to 90 minutes of unpredictable action. The Premier League draws the highest global television audience of any football league and has the most live coverage of all European leagues.

**"We kicked off the season with Arsenal beating Leicester 4-3 live on Friday Night Football. It was a great start to a landmark season which went to the very last kick of the campaign."**

Gary Neville

**sky sports**

In the UK, Season 2017/18 saw nine audiences in excess of

**2m**

viewers



**"The Premier League never fails to entertain. For example, who would have thought that when Mo Salah netted in Liverpool's first game of the season against Watford that he would end the campaign breaking my goal-scoring record and running away with the Golden Boot?"**

Alan Shearer

**BBC SPORT**

**"I've enjoyed watching Manchester City throughout another exciting Premier League season. Their quantity and quality of goals has been unbelievable. Pep Guardiola has created a team who are a joy to watch."**

Frank Lampard

**BT Sport**

This season's Manchester derby saw a record

**28**

international Premier League broadcast partner crews in attendance at the Etihad Stadium

**3.24m**

The peak audience in the UK for the Manchester derby



# Global appeal

The Premier League is proud to have so many passionate fans around the world. The competition is available to watch in one billion homes in 189 countries.

## Spotlight on Egypt

Season 2017/18 was a memorable one for Liverpool's Mohamed Salah. He brought Anfield to its feet, as he won the Golden Boot with a record-breaking 32 goals. He also prompted an enormous boost in Premier League interest in his homeland, Egypt.

West Bromwich Albion's Ahmed Hegazi, Ramadan Sobhi at Stoke City and Arsenal's Mohamed Elneny have also played their part in driving new interest outside of the UK.

This African influence has seen Egypt become the country with the second-highest number of Fantasy Premier League (FPL) players behind England.

At the end of Season 2016/17 there were 201,000 Fantasy Premier League managers in Egypt. This has more than doubled since Salah's goalscoring heroics.

**"I'm trying to improve all the time because I want Egyptian people to follow my way."**

Mohamed Salah  
Liverpool FC

Last season, 523,000 FPL managers in Egypt competed, with 81 per cent of those picking Salah for their side.

"I'm trying to improve all the time because I want Egyptian people to follow my way," Salah said, when proudly discussing his fellow countrymen and women.

Around the world, Fantasy Premier League was played by 5.9million people in 2017/18, a 31 per cent rise on the previous season.

**81%**

of Fantasy Premier League managers in Egypt picked Salah for their side



## Premier League Live

India is home to millions of passionate and loyal Premier League fans and last October Premier League Live went to Bengaluru, bringing a Premier League experience to more than 20,000 fans.

Supporters travelled from near and far to watch matches live on a big screen and enjoy the chance to interact with Premier League clubs. Legendary players including Alan Shearer, Robert Pirès, Shay Given and John Barnes were on hand to meet fans and share their football stories. "It is very exciting the Premier

**"The thirst for Premier League football in India is incredible. Thousands of fans came from all over the country to watch the matches together and it was an amazing atmosphere."**

**Alan Shearer**  
Premier League champion

League has come here," said one Arsenal fan who travelled more than 600 miles from Mumbai to Bengaluru for the event. "There's a lot of passion when it comes to supporting the clubs out here and so to have an event like this and rub shoulders with some of the stars we have seen on television is fantastic for us."

**155m**

people follow the Premier League in India



## Premier League Asia Trophy

In July 2017, Hong Kong hosted the eighth edition of the Premier League Asia Trophy.

For the first time, fans in Asia were able to see four Premier League clubs compete for the trophy - Crystal Palace, Leicester City, Liverpool and West Bromwich Albion - and enjoy the experience of what a live Premier League match must be like.

"You'll Never Walk Alone" reverberated around the ground before kick-off bringing fans of all clubs to their feet, the support helping Jürgen Klopp's side, who went on to lift the trophy, beating Leicester City 2-1 in the final.





## Open and inclusive

The Premier League and its clubs are committed to ensuring all fans are welcome. This was seen with the announcement of our three-year partnership with Stonewall. Working with clubs, we dedicated a match round to the Rainbow Laces campaign.



### Pride in football

The Proud Lilywhites are flying the flag for the LGBT community – quite literally.

They work closely with Tottenham Hotspur and their rainbow flag, adorned with Spurs' famous cockerel insignia, can be seen flying at every home match and has caught the attention of fans across the world.

The Proud Lilywhites were set up in February 2014 to work with Spurs in making football matches more accessible to their LGBT supporters.

Co-chair Chris Paouros says they have been hugely helped by Spurs' commitment to spreading the Pride in Football message.

"It is so important that football is

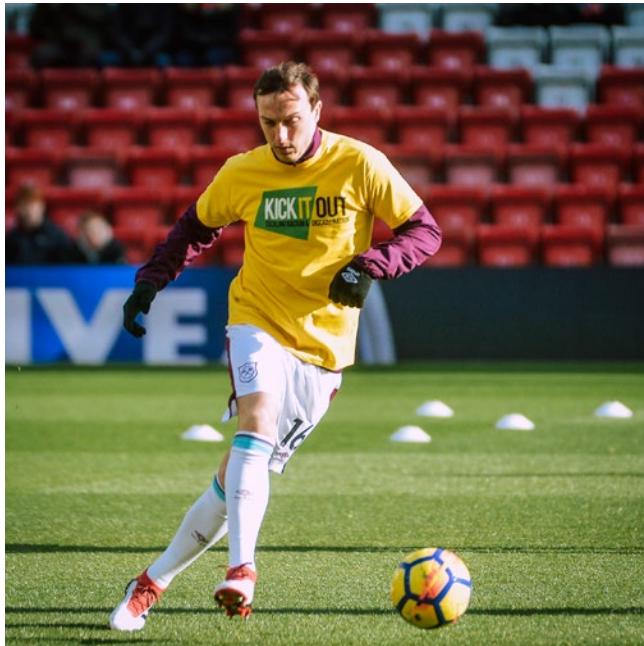
**"Spurs are a major Premier League football club but it still feels like a family and we have been made so welcome."**

**Chris Paouros**  
Co-chair,  
Proud Lilywhites

welcoming to the LGBT community and the support we have been given by the club has been vital in helping us get established," she said.

"We have around 400 members and 4,000 followers on Twitter and the engagement from people across the globe has been amazing. We get messages all the time saying, 'We've seen your flag at the game,' which all helps put the message across that football in 2018 is a welcoming place for the LGBT community.

"The best thing is, Spurs are a major Premier League football club but it still feels like a family and we have been made so welcome. We are part of that family and that is fantastic."



The Premier League and our clubs continue to support Kick It Out to tackle racism and discrimination in all areas of the game. There has been ongoing education of players, staff and fans, including the Equality Inspires programme at Academy level. Players and fans can also report all instances of discrimination thanks to a new app launched by Kick It Out.



### Inspiring equality

Premier League clubs continue to work on new initiatives to help make football inclusive and accessible to all.

Chelsea's "Building Bridges" campaign is one example of how clubs fight discrimination.

A new addition to their work this season was their "Say No to Antisemitism" programme.

It launched in January with a visit from Holocaust survivor Harry Spiro BEM.

Harry, 88, is one of 732 child survivors of the Holocaust who settled in the UK. He shared his inspirational story with Chelsea's players and staff.

"There is still a big job to do, but football is a great influence with youngsters and you have footballers supporting the message not to hate," said Harry.

Backed by Chelsea owner Roman Abramovich, the initiative aims to educate players, fans and the wider community about antisemitism in football.



Chelsea's "Say No to Antisemitism" campaign is part of their Building Bridges inclusivity programme

The Communities



| SAINTS  
FOUNDATION



"When I was very young I was involved in all sorts of bad things, there was criminality, getting arrested. The drug addiction just brought all sorts of real bad situations to us. These Saints Foundation sessions have literally changed our lives around. We've got something positive we enjoy doing and without this I wouldn't really like to think where we'd be."

Laura Cook  
Saints4Sport participant

# This is a force for good

Through football our clubs  
connect and inspire communities.

FULFILLING POTENTIAL.  
CHANGING LIVES.



# Inspiring a generation



## Ambition in the classroom

Premier League Primary Stars uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills.

Our most ambitious community programme to date, it has engaged more than 15,000 schools in its first year.

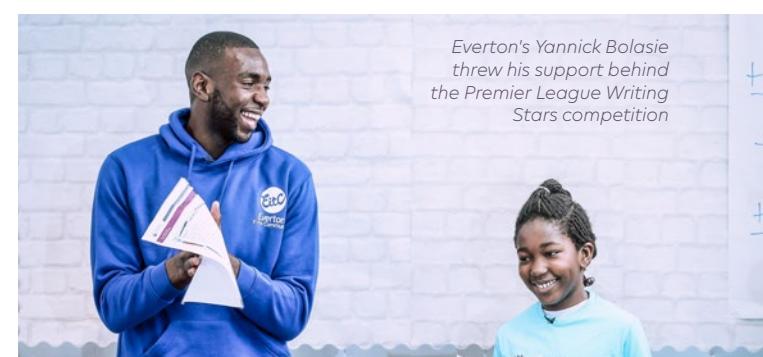
## Writing Stars

More than 25,000 primary school children were inspired to write a poem for Premier League Writing Stars. This national poetry competition asked children to write about resilience, with two national winners and 20 regional winners announced in March 2018.

One of the Writing Stars competition judges was Everton midfielder Yannick Bolasie, who used his skills as a lyricist to help select the winners.

"It is so important to keep young children motivated and engaged with learning," he said. "Premier League Writing Stars not only underlines the importance of resilience in life but also shows that poetry can be fun and can take many forms, including song lyrics and raps."

Sadie from The Hermitage School in Woking was the Key Stage 2 national winner. Her poem described her mother's battle with cancer.



The 10 year-old said: "I'm shocked and speechless, I was not expecting to win. I thought that some other kid was going to write another poem that was going to be judged better than mine. I'm really happy."

The national and regional winners' poems, as well as some written by former footballers and friends of the Premier League, were published in April in a book titled 'Try, Try Again'.

To find out more information on Premier League Primary Stars, visit [www.plprimarystars.com](http://www.plprimarystars.com)

**101**  
Premier League and professional football clubs deliver Premier League Primary Stars

**15,442**  
Primary schools engaged in Premier League Primary Stars

## SUPER MOVERS



## Time to move

Super Movers is helping teachers to inspire children to become more active through their school day.

The Premier League and BBC are working together to enhance their learning, and club community coaches add Super Movers content to their sessions to encourage children to get moving in thousands of primary schools across the country.

West Bromwich Albion players Kieran Gibbs and Sam Field, as well as CBBC presenter Karim Zeroual, surprised pupils at Tividale Community Primary School to launch Super Movers in January.



Emma Burnell, Headteacher at the Oldbury-based school, has already noticed a positive difference following The Albion Foundation's delivery of Super Movers.

"Super Movers has brought a whole new dimension to the creative buzz around the school. The staff and pupils value and adore the sessions, and we make sure there are plenty of opportunities to do some Super Moves throughout the day.

"It's absolutely fantastic. We do a lot of work with The Albion Foundation and to work with the charity on this is amazing for us."

**60+**

free educational videos available to download and use in classrooms or at home



For more information visit [www.bbc.co.uk/supermoves](http://www.bbc.co.uk/supermoves)

## Meet Junior

Junior Rene's life has been turned around thanks to his involvement in Premier League Kicks, which uses the power of football to help young people in high-need areas.

The University of Manchester's Wythenshawe site hosted this year's Premier League Kicks Cup, the largest one-day community football tournament run by the Premier League.

The annual tournament brings together players from 69 Premier League and professional football clubs, with teams competing in the Under-16 mixed or Under-16 girls' competitions.

West Ham United ran out winners of the mixed competition, with Junior named the player of the tournament.

"It helps if you go there, play football, have fun and learn different things," he explains. "The coaches have pushed me. When I've been down they've said, 'Junior, you can do it.' They've believed in me."

"I think life would be hard without it."



I wouldn't be doing good things. I'd be playing football but not as well as with the coaching at Kicks. I don't think I'd be in a good place right now.

"Premier League Kicks means the world."

Since 2006, more than 257,000 young people have participated in a variety of Kicks activities, including football, coaching, music, volunteering and personal-development sessions, covering topics from career development to workshops on the dangers of joining gangs or carrying weapons.

# Sporting opportunities

The appeal and success of the Premier League allows us to connect with communities and fund new facilities and programmes that unite and inspire.



## Creating places to play

Dean Trust Ardwick opened as a secondary school in a tough Manchester suburb in 2016.

The school had many things to be proud of, including a 3G pitch, but it was still a struggle to get pupils and the community to use the facility throughout the day.

But a grant of £676,098 from the Premier League & The FA Facilities Fund has enabled Dean Trust Ardwick to open a new pavilion. Its much-improved changing areas, a multi-function room as well as an office and reception space means not only the pupils at the school, but the community can now use the sports facilities outside school hours.

Andy Burnham, Mayor of Greater Manchester, opened the venue.

"Grassroots sport is so important to our area," Burnham says. "The school's new sports pavilion, and their other excellent facilities, will be of real benefit to its students and all other users."

Tarun Kapur, the CEO of the Dean Trust, is delighted by the potential offered by the new facilities.

"Ardwick is one of the most deprived wards in the country," he says. "We



had two changing rooms and 1,200 children, which is clearly not enough. We wanted to make it a true community school.

"The pavilion is here for the children of the school but more importantly for the community that we serve."

The school also has a close working relationship with the Manchester United Foundation, which has a permanent Community Development Officer based on site.

"For those youngsters who could just drop off the edge, the Foundation helps us to spot them early and re-engage them," adds Tarun. "It's a route to college, university and employability."

**718**

artificial grass pitches supported by Premier League & The FA Facilities Fund to date

Ruairi Coyne has learned valuable new life skills as part of a three-year Premier League initiative with BT



## Meet Ruairi

The Premier League & BT Disability programme is a three-year initiative which enables Premier League clubs to inspire disabled people through sport. Over the past two years, more than 21,000 people have participated in club-run sessions including Crystal Palace DS Eagles player Ruairi Coyne.

Ruairi loves nothing more than playing football, and the 10-year-old, who has Down's Syndrome, has been given the opportunity to fulfil his dreams thanks to the work of Crystal Palace and a scheme supported by the Premier League & BT Disability Fund.

"Ruairi engaged in occasional football sessions at school and at the weekend we would play in the park," explains Ruairi's mum, Valerie.



"He looks forward to the session every week. He loves meeting up with his friends and, by being sociable, it's put him in a situation where he has had to develop his speaking skills."

The sessions Ruairi attends are supported by the Premier League & BT Disability programme which sees 25 clubs committed to helping remove barriers and provide more opportunities for disabled people to participate in sport.



**21,427**

people have participated in Premier League & BT Disability programme sessions since launch in 2016



## Away-day happiness

AFC Bournemouth fans Philomena and Tony Mutter have been attending matches for nearly 20 years, but their trip to watch the Cherries take on Liverpool was a memorable one as they travelled on a Jumbulance - a service sponsored by the Premier League and run by the Jumbulance Trust.

Philomena suffers from MS and was given the opportunity to make the journey from the Vitality Stadium to Anfield on the Jumbulance, a cross between a coach and an ambulance with special facilities for disabled fans.

"It was excellent – the drivers were really helpful, we had everything we needed and were very comfortable for the entire journey. The Jumbulance is such a worthwhile facility and I'm delighted I got the opportunity to travel on it," says Philomena who was accompanied on the trip by other fans, including participants from AFC Bournemouth Community Sports

Trust's Premier League & BT Disability programme sessions.

Tony adds: "The thing that can restrict us travelling to away matches more than anything else is the transport. As well as this Jumbulance trip, the club has been putting on an accessible minibus to take disabled fans to some away games and we have also used that."

"Bournemouth are doing their utmost to cater for disabled fans, despite having such a small stadium."

Philomena and Tony Mutter travelled to Anfield on the Premier League-sponsored Jumbulance



For more information on the programme visit: [www.premierleague.com/communities](http://www.premierleague.com/communities)

# Making a difference

The unique reach of the Premier League and its worldwide fanbase ensures our clubs can spread an array of vital social and environmental messages which can help change lives.



## Meet Laura

Laura Wilson, Newcastle United's Community Projects Co-ordinator, got to see first-hand how the Premier Skills programme is changing lives in North Africa.

Laura, 26, was selected to go on a six-day trip to Egypt in January 2018 to take a leading role in the delivery of the Premier Skills programme in Hurghada, which saw her work alongside a Premier League Coach Educator and other UK club coaches to run intensive training for 36 grassroots coaches from across the country.

Premier Skills is a global coaching and referee development programme run by the Premier League and the British Council, and to date, has trained more than 20,000 coaches and referees in 29 countries.

Supported by the Ministry for Sport in Egypt, this Premier Skills course saw UK club coaches provide

face-to-face training and education materials to participants who are then able to use and share their newly acquired skills to develop and co-ordinate projects in their own schools and communities.

Laura was thrilled to pass on her knowledge and skills in order to help community development in Egypt. "It was an amazing experience and one I am so thrilled to have taken part in," she explains. "We focused on empowering female coaches as we want to make football more widely available to everybody."

"The local coaches and players I spoke to were absolutely amazed the Premier League were trying to help improve their footballing knowledge. This scheme will not only make better footballers and better coaches, but the health and safety and wellbeing of young Egyptian players, and especially women, can only get better because of this idea. It was an absolute privilege to be involved."

Through Premier Skills young people, often including the most vulnerable in society, are given opportunities to become more involved with their local communities, improve their employability and raise their self-esteem.

## Premier Skills



**20,027**

coaches and referees trained in 29 countries

Laura Wilson (left) embraced the chance to go and coach in Hurghada, Egypt



## Pass on plastic

The Premier League is partnering with the Sky Ocean Rescue campaign to raise awareness of the environmental issues caused by plastic. The partnership aims to inspire Premier League clubs and fans across the world to take positive action to reduce their single-use plastic intake, making small changes that will have a big impact.

The Premier League's support for Sky Ocean Rescue will see pupils involved in the Premier League Primary Stars programme educated on what it means to be single-use plastic free. They will learn how they can make a difference and educate their parents in the process.

One club leading the way is Tottenham Hotspur, whose state-of-the-art new stadium will be free from plastic straws, stirrers and cutlery, while its retail outlets will phase out standard 5p carrier bags.

Club Ambassador Gary Mabbutt says: "The Sky Ocean Rescue programme is absolutely fantastic, the main reason being that there are so many sea creatures being killed every year through plastic in the ocean.

"We all have to look at what we can do to try and stop that and the more we can do to get rid of single-use plastics, the better."

To find out more about the Premier League's partnership with Sky and how clubs and fans are being encouraged to [#PassOnPlastic](#), visit [skyoceanrescue.com](#)



**8m**

tonnes of plastic ends up in our oceans every year

**2050**

At current rates, by the year 2050 there will be more plastic than fish in the ocean

Sky Ocean Rescue Ninja Isaac Nartey forms part of a specialist team of experts who will help the Premier League provide support and guidance to clubs on how they can phase out single-use plastic from their stadiums and operations.

He believes that having access to 15,000 primary schools in England and Wales via the Premier League Primary Stars initiative, will be a major step in getting the message out.

"It's all about inspiring people to make small everyday changes that can really stop our oceans from drowning in plastic," he said. "When you make people aware of what they do at a young age – not to use single-use plastics and just throw them away – they will take that through into their adult lives."

# This is Premier League

A successful competition leads to wider economic and social benefits.

"Exciting football, packed stadiums and passionate fans around the world – this all creates a vibrant competition, which generates positive economic and social impact at local and global levels."

**Scott Duxbury**  
Chairman & Chief Executive Officer,  
Watford FC

# Economic impact

The Premier League and our clubs generate significant social, cultural and economic impact that is felt far beyond a matchday.

## A substantial impact

A successful competition leads to wider benefits to the UK, from tax contributions to the Treasury, to creating employment and attracting international tourism. An EY Economic Impact Assessment estimates that the League and our 20 clubs contributed £3.3 billion in taxes to the UK economy in Season 2016/17 alone.



**£3.3bn**

to the Treasury in taxes



**100,000**

jobs supported



**686,000**

people travelled to the UK to watch a Premier League club



**£7.6bn**

value added to the economy (GVA)

All figures from 2016/17 season



## Supporting local businesses

Brighton & Hove Albion pride themselves on their close links with the community. The name on the stadium is the first indicator: the American Express Community Stadium signals the role the community plays in the club and their history.

Albion in the Community, the club's charitable arm, co-ordinates many programmes to engage the local community, from supporting primary schools to running adult health initiatives. But the role of the club stretches beyond this as Chief Executive Paul Barber explains: "We aim to support local businesses wherever we can by employing local suppliers and selling local produce. For example, matchday pies are sold by a Brighton-based pie manufacturer and the ale is provided by a brewery down the road. It is

important to us that we are able to support the local economy in this way, as well as providing the significant community outreach work we do."

The club's promotion to the Premier League last season brought wider economic and cultural benefits to the city. Executive Director Martin Perry adds: "There are direct impacts created by the increase in revenue and jobs at the stadium and training ground. There are also indirect benefits to our supply chain and jobs supported by the club, and the induced effect which is the increase in spending by close on 3,000 away supporters every game, many of whom go into the city, staying overnight or enjoying the facilities. In addition, there is the value of the media coverage from images of Brighton being shown in 189 countries around the world."



# Final standings

The distribution of our central and broadcast income enables all our clubs to improve facilities, while developing and acquiring players and supporting their communities.



**£100m**

The amount the Premier League invests per season in the development of community facilities, sports participation, community and schools programmes, and to support the well-being of players in lower leagues. The Premier League also supports the English Football League with a further £100m per season of Solidarity payments and ring-fenced Youth Development grants.

## Central payments to clubs 2017/18

The collective and central way the Premier League markets rights and distributes revenues to clubs supports all of them to not only invest in talented players and facilities, but also their local communities and the wider football pyramid.

The income generated by fans watching compelling matches in the Premier League is what allows

our clubs to remain as competitive as possible. The investment they make using these central payments creates safer and more accessible stadia for fans. This on-pitch success enables the responsible distribution of investment through the rest of the football pyramid to ensure participation in the game can thrive at every level.



"Producing young players is a key part of what we stand for as a club. We've been delighted to see a number of players from the Academy appear in the first team this season and the performance of our teams at all levels, which included winning Premier League 2. We have invested significantly in our Academy facilities and staff across all areas and look forward to more young players developing their careers under the guidance of Per Mertesacker, who will lead the Academy next season."

Ivan Gazidis  
Chief Executive, Arsenal FC

Pos	Club	W	D	L	GD	Pts	Total payment
1	Manchester City	32	4	2	+79	100	£149.4m
2	Manchester United	25	6	7	+40	81	£149.8m
3	Tottenham Hotspur	23	8	7	+38	77	£144.4m
4	Liverpool	21	12	5	+46	75	£145.9m
5	Chelsea	21	7	10	+24	70	£141.7m
6	Arsenal	19	6	13	+23	63	£142.0m
7	Burnley	14	12	12	-3	54	£119.8m
8	Everton	13	10	15	-14	49	£128.0m
9	Leicester City	12	11	15	-4	47	£118.2m
10	Newcastle United	12	8	18	-8	44	£123.0m
11	Crystal Palace	11	11	16	-10	44	£114.3m
12	AFC Bournemouth	11	11	16	-16	44	£111.2m
13	West Ham United	10	12	16	-20	42	£116.1m
14	Watford	11	8	19	-20	41	£106.3m
15	Brighton & Hove Albion	9	13	16	-20	40	£107.7m
16	Huddersfield Town	9	10	19	-30	37	£102.4m
17	Southampton	7	15	16	-19	36	£107.2m
18	Swansea City	8	9	21	-28	33	£98.5m
19	Stoke City	7	12	19	-33	33	£98.9m
20	West Bromwich Albion	6	13	19	-25	31	£94.7m

# Premier League Season 2017/18 clubs



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### UK broadcast partners



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