



Annual Report

2023/24



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"Premier League support makes clubs like ours not only better today, but more sustainable for the future."

David Faulkner
Redditch United Chair

"Our culture makes the League what it is: the full crowds, the passion, the jeopardy, and the sheer gut-wrenching amount it matters."

Steve Parish
Crystal Palace Chair

Chief Executive's welcome

Welcome to the latest Premier League Annual Report, which highlights how the thrilling football on the pitch captivates fans domestically and globally, and the far-reaching impact this has on clubs and communities across the entire game.

The focus for this report is the 2023/24 season, which was one of the most exciting we have ever seen, and the current campaign has been similarly entertaining. Last season we witnessed the closest title race in Premier League history, with Manchester City edging Arsenal on the final day to become the first club to be crowned Champions in four consecutive seasons.

It was a three-horse race for much of the campaign, with Liverpool only dropping out of the equation in the closing weeks, and there was incredible drama and entertainment throughout.

We had a record number of goals, with the average per game going above three for the first time in the Premier League era. Seven different teams led the League over the course of the season and unpredictable results occurred on a regular basis, something we are seeing a great deal of again this season. It is that sense of jeopardy – the constant fizz of compelling entertainment where nobody quite knows what is going to happen and who is going to win each week – that sets the Premier League apart and makes it so loved by fans in the UK and globally.



Our stadiums were fuller than ever in Season 2023/24 with an aggregate crowd of almost 15 million, the largest in Europe. Having announced strong new deals at the start of last year for our domestic broadcast rights from 2025 to 2029, there has been substantial growth in our international rights agreements, with more than 50 finalised in the last 12 months.

It is thanks to the enthralling football delivered by world-class players and managers and the League's widespread popularity that we are able to provide world-leading support for all levels of the game and improve the lives of millions taking part in community programmes delivered by clubs throughout the football pyramid.

We will invest £1.6 billion over the current three-year cycle into wider football and communities. Our long-standing support impacts every part of the game and this is a responsibility we have taken seriously over a long period of time.

From education schemes such as Premier League Primary Stars to social inclusion programmes like Premier League Kicks providing opportunities for all, we are proud of the community initiatives delivered not only by Premier League clubs, but those we fund throughout the EFL and National League too.

We have invested in the grassroots game and non-league football for 25 years through the Premier League Stadium Fund and Football Foundation. More recently, we have increased our investment and support for women's and girls' football – both at a grassroots and professional level.

"Thanks to the enthralling football delivered by world-class players and managers and the League's widespread popularity, we are able to provide world-leading support for all levels of the game and improve the lives of millions taking part in community programmes."

Richard Masters
Premier League Chief Executive

This report also highlights the wider economic and social impact of the League and our clubs beyond the game itself, with significant contributions made to the economy, communities and employment on a regional and national scale. A recent study by EY showed how the League contributed £8 billion to the UK economy in Season 2021/22, supported more than 90,000 jobs nationwide and contributed £4.2 billion in tax.

Something else we also take seriously is our commitment to equality, diversity and inclusion. We strive to make football a welcoming environment for all, including supporters, staff and players, and we are committed to fighting all forms of discrimination. Through our No Room For Racism Action Plan and Equality, Diversity and Inclusion Standard, we continue to work with clubs and other organisations to ensure football is inclusive in all areas and a true reflection of wider society.



Participants at a free Premier League Kicks session, delivered in thousands of venues across England and Wales

Looking further afield, our global growth has progressed over the last 12 months, with a new office opening in Beijing to join our New York and Singapore offices, the latter of which marked its fifth anniversary in 2024.

At the start of Season 2024/25 we held our 10th Premier League Mornings Live event in conjunction with NBC Sports in Chicago, with the latest instalment again attracting thousands of fans to enjoy a unique Premier League experience in an iconic location.

We are currently looking at more international developments in other key locations, as we aim to build on our popularity around the world and strengthen relationships with fans and partners.

On and off the pitch, there is a great deal to be positive about. I look forward to a thrilling end to Season 2024/25 and more exciting times ahead.

A handwritten signature in black ink, appearing to read "Richard Masters".

Richard Masters
Premier League Chief Executive

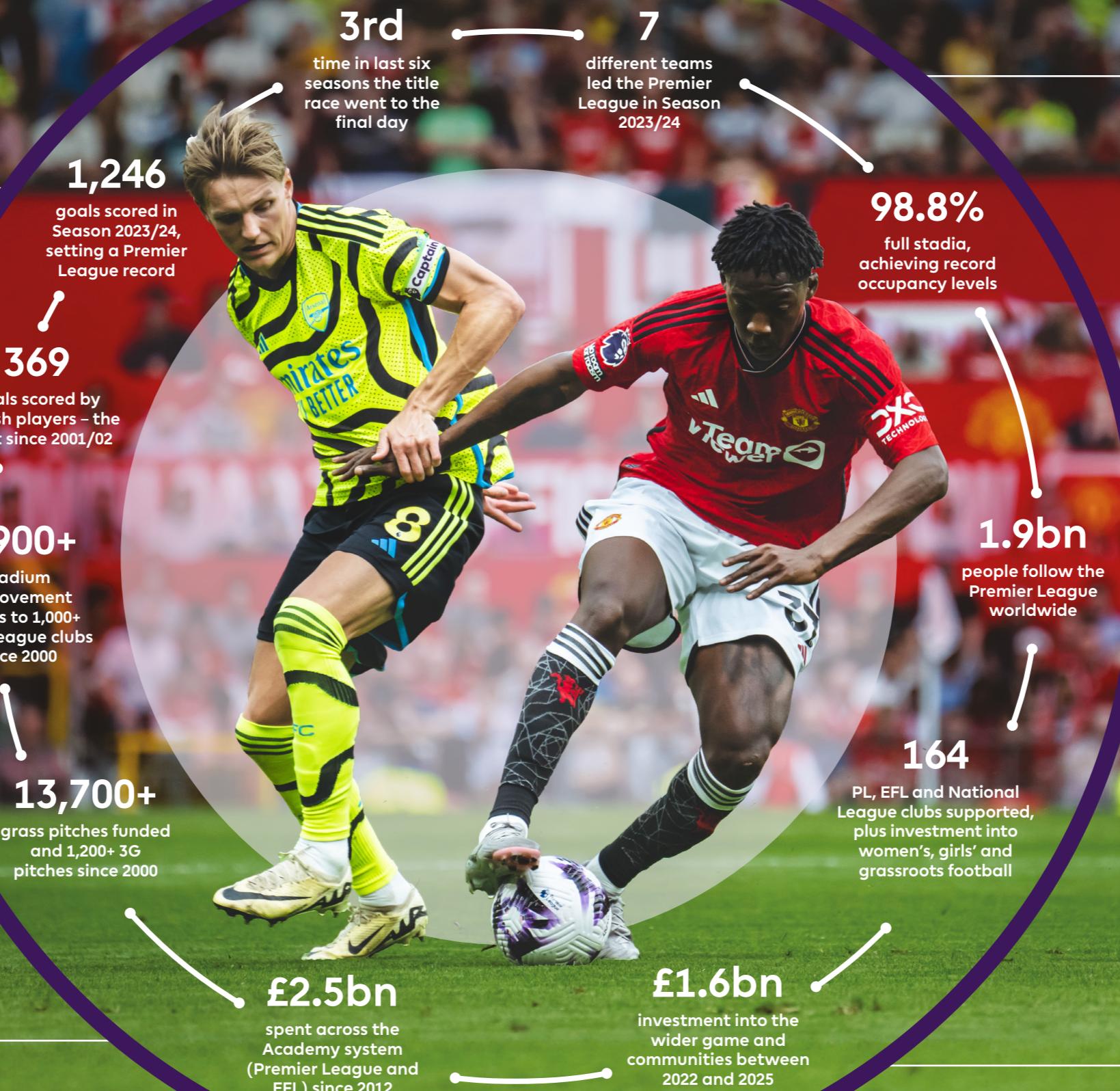
Premier League success delivers unrivalled support for football

1 Competitive football, brilliant to watch

Football drives everything the Premier League does. Clubs consistently produce exciting, competitive matches and develop and acquire the best players, managers and coaches in the world. Vibrant Premier League stadia are full of committed and passionate supporters, while global popularity has increased significantly for more than three decades.

4 Responsible distribution across the game

The positive impact and significant investment from the Premier League benefits clubs across the English Football League (EFL), National League System, women's and girls' football, national supporter groups, grassroots football and community provision connected to all levels of football. World-leading investment includes core club payments and funds to underpin Academies throughout the Premier League and EFL. Financial support is also provided for lower-league clubs, stadium improvements, grassroots pitches and programmes delivered in thousands of community venues and schools via Premier League, EFL and National League Club Community Organisations.



2 Passionate fans, everyone's game

Compelling football generates local and global interest, with millions of fans across the country and billions around the world following the most-watched league. The profile and popularity of the Premier League enable it to positively influence people, while attracting investment from broadcasters, commercial partners and sponsors, helping clubs to keep delivering for fans. The Premier League and its clubs are committed to promoting equality, diversity and inclusion and tackling discrimination to ensure football is welcoming for all.

3 Generating income for clubs, supporting the football pyramid

Commercial success enables continued investment in the competition, development of future talent and an unprecedented level of support for the football pyramid, wider game and communities. Central revenue is distributed equitably to clubs to maintain the competitive balance of the Premier League and support ongoing improvement across club operations.

Season timeline

Looking back at some of the key moments on and off the pitch from a thrilling 2023/24 Premier League season

August 2023

Record audiences on opening weekend

More than eight million fans tuned into the five opening Premier League games on Sky Sports. In the United States, Chelsea's clash with Liverpool hit record streaming numbers for NBC Sports.

September 2023

Brain Health Fund

The Premier League and Professional Footballers' Association announced the creation of a new fund to assist former players, and their families, who have been impacted by dementia and other neurodegenerative conditions.

[Read more ↗](#)



October 2023

Greatness comes from everywhere

During Black History Month in the UK and as part of the No Room For Racism initiative, the League celebrated how diversity on and off the pitch plays a vital role in football.

[Read more ↗](#)



December 2023

UK broadcast rights

It was announced that more Premier League matches than ever before will be shown live in the UK from 2025/26 onwards. Four-year deals were concluded with Sky Sports and TNT Sports, and with BBC Sport for free-to-air highlights.



February 2024

Positive community impact

The More Than a Game campaign was launched to showcase how the League's wide-ranging investment into all levels of football enables people connected to clubs to have a positive impact on their local communities.

[Read more ↗](#)

April 2024

Record crowd at Mornings Live

A record 15,500 supporters attended Premier League Mornings Live in Nashville, Tennessee, to watch matches with other U.S-based fans.



June 2024

Premier League stars light up international stage

A total of 104 Premier League players competed at EURO 2024. Of England's 26-man squad, which reached a second consecutive final, 24 were Premier League players and 19 came through the English Academy system since the introduction of the Elite Player Performance Plan. The Copa America 2024 featured 42 Premier League representatives.



May 2024

History made

Manchester City became the first team to win four consecutive Premier League titles in a race that went down to the final day. There was also a record number of goals across the season.

March 2024

Supporting grassroots football

The largest-ever grant of £6.2 million via the Football Foundation was used to build a new state-of-the-art community sports hub in Dagenham, London.

[Read more ↗](#)



July 2024

Premier League Disability Football Festivals

Hundreds of people had the opportunity to showcase their abilities and celebrate how football has made an impact on their lives at Premier League Disability Football Festivals hosted by Chelsea, Wolverhampton Wanderers and Middlesbrough.

01

The Premier League



Sharing success

Revenue generated by the Premier League is redistributed equitably, supporting clubs to develop and build for the future

Competitive and compelling football is underpinned by the equitable distribution of central revenue, with further redistribution throughout the game. The Premier League's central revenue system is the most equitable of any European league. This empowers clubs to attract top talent and supports them to continually enhance their world-class infrastructure, from stadia and training grounds to Academy facilities and community hubs.

Infrastructure has been enhanced and stadia has been redeveloped or rebuilt entirely in regions across the country. Clubs have improved concourse and hospitality facilities, introducing initiatives to enhance the matchday experience and promote inclusivity for all supporters. Premier League funding also contributes to significant lower league, community and grassroots infrastructure improvements across the country.



2023/24 club revenue distribution table

	Pts	GD	Live UK TV matches	UK (£m)		International (£m)		£m			
				Equal share	Facility fees	Merit payment	Equal share	Merit payment	Central commercial	Total payment	
1	Manchester City	91	62	28	31.2	24.4	33.8	55.7	22.6	8.2	175.9
2	Arsenal	89	62	31	31.2	26.9	32.1	55.7	21.4	8.2	175.5
3	Liverpool	82	45	29	31.2	25.2	30.4	55.7	20.3	8.2	171.0
4	Aston Villa	68	15	22	31.2	19.4	28.7	55.7	19.2	8.2	162.4
5	Tottenham Hotspur	66	13	28	31.2	24.4	27.0	55.7	18.1	8.2	164.6
6	Chelsea	63	14	25	31.2	21.9	25.3	55.7	16.9	8.2	159.2
7	Newcastle United	60	23	23	31.2	20.2	23.6	55.7	15.8	8.2	154.7
8	Manchester United	60	-1	28	31.2	24.4	22.0	55.7	14.7	8.2	156.2
9	West Ham United	52	-14	21	31.2	18.5	20.3	55.7	13.5	8.2	147.4
10	Crystal Palace	49	-1	15	31.2	13.5	18.6	55.7	12.4	8.2	139.6
11	Brighton & Hove Albion	48	-7	15	31.2	13.5	16.9	55.7	11.3	8.2	136.8
12	AFC Bournemouth	48	-13	12	31.2	11.0	15.2	55.7	10.2	8.2	131.5
13	Fulham	47	-6	12	31.2	11.0	13.5	55.7	9.0	8.2	128.6
14	Wolves	46	-15	17	31.2	15.2	11.8	55.7	7.9	8.2	130.0
15	Everton	40	-11	23	31.2	20.2	10.1	55.7	6.8	8.2	132.2
16	Brentford	39	-9	17	31.2	15.2	8.4	55.7	5.6	8.2	124.3
17	Nottingham Forest	32	-18	19	31.2	16.9	6.8	55.7	4.5	8.2	123.3
18	Luton Town	26	-33	13	31.2	11.8	5.1	55.7	3.4	8.2	115.4
19	Burnley	24	-37	10	31.2	9.3	3.4	55.7	2.3	8.2	110.1
20	Sheffield United	16	-69	13	31.2	11.8	1.7	55.7	1.1	8.2	109.7

■ UEFA Champions League qualification

■ UEFA Europa League qualification

■ UEFA Conference League qualification

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



21

have built or moved to a new stadium



26

have had stadium upgrades



4

have completely redeveloped stadia

Everton

New stadium at Bramley-Moore Dock

Everton Stadium will formally open in August 2025, with a capacity of 52,888.

The club's new waterfront home is expected to deliver an estimated £1.3 billion boost to the economy and attract 1.4 million visitors to the Liverpool City Region annually.

The venue will host matches for EURO 2028 as well as concerts and major sporting events, with a wide range of bars and restaurants available. It is set to be one of the most accessible and sustainable stadia in the country.



[Read more ↗](#)

West Ham United

New Foundation headquarters

Set to re-open in 2025, West Ham United will aim to generate more than £75 million in social value in the first five years of a redeveloped Foundation headquarters. The club unveiled detailed plans for their award-winning Foundation in a £4.1-million investment that will serve thousands of children, young people, adults, families, elderly residents and hard-to-reach groups and individuals. The new facility is set to double the current 2,000 weekly participant footfall in the process and has benefitted from Football Foundation investment, funded by the Premier League, The FA and the Government.



[Read more ↗](#)

Nottingham Forest

Stadium and training ground redevelopment

Nottingham Forest have undertaken comprehensive redevelopment on both their training ground and The City Ground. The club have increased capacity to more than 30,400 – some of which is safe standing – and opened three new hospitality areas, one containing a museum. They have also added new seats and high-definition screens. The investments at the training ground included the installation of a new gym as well as physio and rehabilitation rooms.



[Read more ↗](#)

World-leading support across the game

The Premier League's scale of support to lower leagues and the wider game is unmatched in world sport

The success of the Premier League means unparalleled levels of financial support are extended across football in England and Wales. Longstanding contributions span the three levels of the English Football League (covering club, Academy and community investment), the National League System, women's and girls' football, grassroots football and community initiatives, as well as funding for key national supporter groups and those promoting equality and inclusion.

Distributions encompass solidarity funding to all EFL clubs not in receipt of parachute payments and investment to support all 72 National League clubs. The Premier League's Elite Player Performance Plan has seen over £2.5 billion invested into developing a world-leading Academy system across the football pyramid since 2012.

Premier League success enables support across all levels of the football pyramid. Funding for leagues and clubs is used to build facilities, improve pitches, develop players and the workforce, as well as to engage fans and positively impact grassroots and communities.

Further detail on Premier League support can be found across:

- The football ecosystem ([pages 16-17](#))
- Elite Player Performance Plan / Academies ([pages 36-39](#))
- Fan engagement ([pages 50-51](#))
- Equality and inclusion ([pages 66-77](#))
- Wider football and communities ([pages 78-97](#))
- Women's and girls' football ([pages 90-91](#))



Supported by **Premier League**



Premier League

More than a game.

Breadth of support across the country and all levels of football

In addition to adding £8 billion in value (GVA) to the UK economy supporting more than 90,000 jobs and contributing £4.2 billion in tax, unrivalled levels of funding from the Premier League cover the football pyramid, wider game and communities as part of a £1.6 billion commitment over a three-year period. This includes organisations and initiatives covered here and throughout this report.

Youth development and career support

Academies (including the Elite Player Performance Plan)



- Premier League and EFL clubs are supported to develop a world-leading Academy system, including players' technical, personal and academic skills
- Aiming to develop more and better home grown players capable of excelling in the Premier League, professional game and at international level
- England have won five international titles in seven years in youth competitions and were finalists at UEFA EURO 2020 and 2024

Player care

Including player care staff in 60+ EFL clubs

Academies coaching and workforce programmes

Including 400+ key staff

Professional Game Academy Audit Company

Quality assurance across Premier League and EFL Academies and the women and girls talent pathway



Wider game, women and girls, grassroots and communities



Funding 106 Premier League, EFL and National League CCOs to deliver social impact programmes in thousands of venues



More than 87,000 grassroots teams playing on new and improved facilities funded by the Premier League, FA and Government



More than 1,000 clubs with improved facilities, enhancing sustainability and fan experience across 114 lower leagues



Supporting the development of the women's game, including 72 FA Girls' Emerging Talent Centres



Providing educational, wellbeing, medical and development support for current and former Premier League, EFL and WSL players



Support services for managers, coaches and administrators across the Premier League, EFL, WSL and Women's Championship



Funding and initiatives alongside PGMO, including the Elite Referee Development Plan



The League delivers equality and social impact programmes and campaigns such as No Room For Racism and Inside Matters

Fans and equality, diversity and inclusion

The Premier League provides core funding and delivery grants for:



Representative body for football supporters at all levels in England and Wales



Anti-discrimination education programmes, campaigns and support across the game



Campaigning, advice and support for disabled supporters and inclusive experiences across the game



Grants for Premier League, EFL, National League, WSL and Women's Championship

Driving economic growth

Independent studies show the significant impact of the League and clubs in the UK and globally

The Premier League and its clubs drive significant economic activity across the UK, with revenue created by the League benefitting clubs and communities at all levels and in all areas of the country.

Independent studies by EY have demonstrated how the continued success of the League and its clubs generates increased, widespread benefits for the economy, society and entire football pyramid.

Enabling investment

"The Premier League's economic impact is evident in regions and communities across the country, inputting a significant amount to the United Kingdom's wider economy. From the multi-billion-pound tax contribution to infrastructure and staffing for the whole pyramid, the League's continued success enables investment at all levels of football and society."

Peter Arnold
EY UK Chief Economist



Benefiting the UK and wider football (annual figures based on 2021/22)

£8bn

value added to the UK economy (GVA)



£5bn

of the League's economic footprint located in regions **outside London**



£4.2bn

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



90,000+

jobs supported in the UK



1,000%

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



Premier League tops British Icon Index .YONDER

The Premier League has ranked as the UK's leading icon according to Yonder's Index for three consecutive reports. Public perception analysis of 14 key British institutions, brands and industries across 11 different countries saw the Premier League outperform all other icons across different metrics. Eighty-seven per cent of those polled said the Premier League makes them think better of the UK.



1st

Premier League

2nd

Rolls-Royce

3rd

British universities



North-East Mayor praises League's regional investment

Football club foundations from across the North-East attended a special event at Newcastle United Foundation's NUCASTLE facility to celebrate the life-changing impact of the Premier League's investment and initiatives.

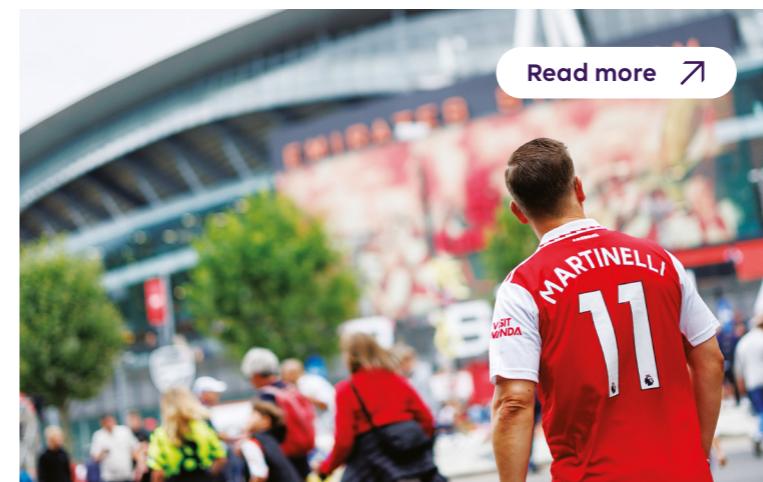
In total, more than 2.5 million people have participated in community programmes funded by the Premier League, including over 150,000 throughout the North-East.

North-East Mayor Kim McGuinness highlighted the impact of the Premier League's regional investment on grassroots football and communities in the local area.

"We've got brilliant football clubs in Newcastle and Sunderland, but also at the grassroots level right across our region," she said. "This game builds confidence, and when we invest in it, it creates opportunities and builds communities too."

More than 100 participants and staff from the Newcastle United Foundation, Sunderland's Foundation of Light, Middlesbrough FC Foundation and Hartlepool United Community Sports Foundation took part in an action-packed showcase of club community delivery.

Read more →



Read more →

The football ecosystem

The Premier League and its clubs make an unparalleled financial contribution to the domestic game and play a key role in world football

Domestic

Premier League

The competition organiser of the top division of English football, which runs the executive body owned by its 20 member clubs. The Premier League manages the fixture list, administers the rule book, promotes the League, sells broadcasting and commercial rights and works with partners to make the competition inclusive for everyone. This generates the revenue to put on the best possible competition while helping clubs to develop in all areas.

The Premier League provides world-leading levels of support, including funding for clubs throughout the professional football pyramid, National League System, Academies, grassroots and community football.



English Football League (EFL)

The EFL organises the second, third and fourth division leagues in English professional football (Championship, League One and League Two) and the EFL Cup.

The Premier League makes payments to all EFL clubs and is a significant funder of their Academies, youth development and community programmes.



National League

The National League organises the fifth and sixth tiers of English football (National League, National League North and National League South).

The Premier League contributes funding to all National League clubs and supports clubs' youth, community and facility developments.



Women's Professional Leagues Limited (WPLL)

A new independent company responsible for the Women's Super League and Women's Championship. Each club participating in these leagues acts as a shareholder in the company.

The WPLL is supported by the Premier League through a co-operation and funding agreement and knowledge-sharing in a wide range of areas.



Professional Game Match Officials Ltd (PGMOL)

PGMOL is responsible for the training and development of match officials in English professional football.

It provides referees and assistant referees for Premier League matches as well as managing the Video Assistant Referee (VAR) system.

The Premier League is a joint-funding partner of PGMOL along with The FA and EFL.



Professional Footballers' Association (PFA)

The PFA is the union for all current and former professional footballers and scholars in England.

The Premier League is the PFA's primary funder, contributing to the wide range of programmes, grants and projects it offers to members, including educational, financial and wellbeing services.



Professional Footballers' Association

League Managers Association (LMA)



The LMA is the association for current and former professional football managers and coaches in England.

The Premier League provides funding support to the LMA, the League Coaches Association and the League Administrators Association to deliver services. These include professional education, legal assistance and mental health support.

Supporters

Football Supporters' Association (FSA)



The national, democratic and representative body for football supporters in England and Wales, working to promote, campaign, advise and support on key issues of concern for football supporters at all levels.

The FSA works with a range of stakeholders, including leagues, clubs, governing bodies and groups promoting diversity and inclusion. The FSA is a founding member of Football Supporters Europe, which represents supporters across the continent. The Premier League meets regularly with the FSA and provides the majority of its core funding, underpinning its work across the game.

European

Union of European Football Associations (UEFA)



UEFA is an organiser of competitions including the Champions League, Europa League, Europa Conference League and the European Championship.

Premier League clubs can qualify to compete in UEFA club competitions. UEFA has rules and regulations, but these only apply to clubs that compete in their competitions. The Premier League engages with UEFA through the European Leagues. The Premier League provided 104 players at UEFA EURO 2024, more than any other league.

European Leagues



European Leagues represents professional leagues with regional political and sports bodies. The Premier League is on the European Leagues Board, which provides access to relevant UEFA committees and enables it to participate in a range of European Leagues initiatives that support the game across the region.

Fifty-one different clubs have played in the Premier League, with Ipswich Town returning after 22 years as runners-up in the 2023/24 Championship season, their second consecutive promotion



Global

International Federation of Association Football (FIFA)



FIFA is the world governing body of football and an organiser of competitions, including the FIFA World Cup and FIFA Club World Cup. It sets the international calendar along with regulations for player transfers and player agents, which are in turn administered by the FA in England. FIFA administers the International Football Association Board (IFAB), which is responsible for the Laws of the Game that must be adhered to by Premier League players and match officials. The Premier League engages with FIFA through the World Leagues Association. The Premier League provided 133 players at the 2022 FIFA World Cup – more than any other league.

World Leagues Association

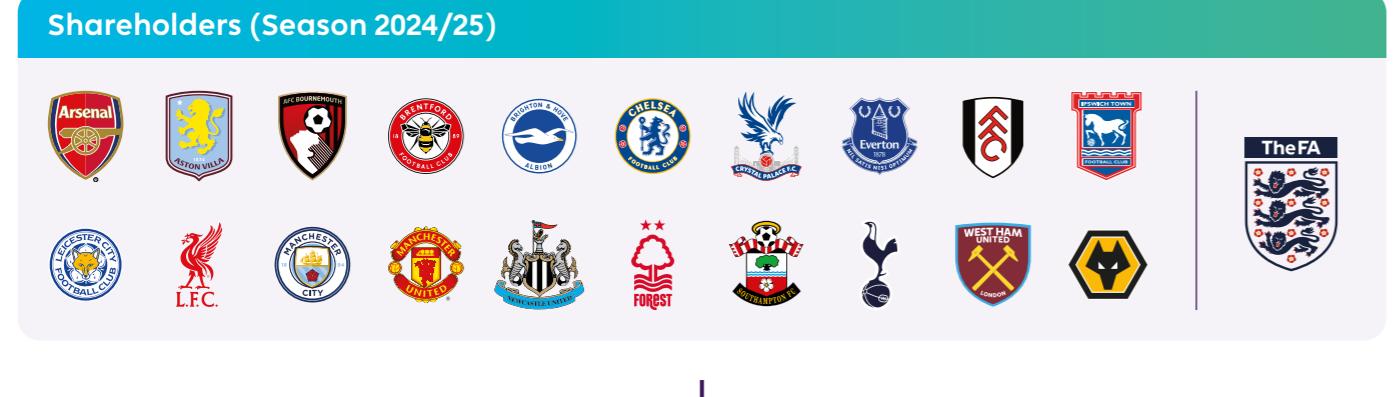


The World Leagues Association represents professional football leagues on a global level with political and sports bodies to foster co-operation between them.

The Premier League is a member of the World Leagues Association Board and Premier League Chief Executive Richard Masters was elected Chair of the Association in October 2022.

The Premier League's structure

The Premier League is a private company limited by shares, of which its shareholders are the 20 member clubs at any given time and The FA, which holds a special share



Structure

Each Premier League club holds a single share, giving them an equal vote on all matters and a right to the distribution of broadcast and commercial revenues.

The FA's special share means that certain actions can only be taken with its approval, such as the appointment and re-appointment of any directors. At the end of each season, shares are transferred from relegated clubs to those promoted from the EFL.

Advisory Groups

In addition to the Sub-Committees of the Board ([page 19](#)), a number of Advisory Groups are constituted to provide advice and support to the Board and the Executive on key areas.

- **Broadcast Advisory Group** provides advice and support in the development and execution of broadcast media strategy and subsequent recommendations to clubs.
- **Commercial Advisory Group** provides advice and support in relation to sponsorship and licensing opportunities, as well as strategy.
- **Game Improvement Advisory Group** provides advice and support in relation to all aspects of Premier League football and identifying and recommending improvements to enhance the game and viewing experience.
- **Legal Advisory Group** provides advice and support in relation to proposed amendments to Premier League Rules and other regulations.

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

Board Sub-Committees

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

The Audit and Finance Committee

Members

Dharmash Mistry
Chair

Matthew Ryder KC
INED

Andy Mollett
Chief Financial Officer, West Ham United

Rebecca Caplehorn
Director of Football Administration and Governance, Tottenham Hotspur

Main activities and key outcomes

- Review and approval of the Season 2022/23 audited financial statements and review of the draft audited accounts, providing challenge in relevant areas
- Meeting with the external auditors to discuss audit report findings
- Recommendation for Deloitte to continue as external auditor
- Review and approval of the Season 2024/25 budget

The Nominations Committee

Members

Alison Brittain
Chair

Dharmash Mistry
INED

Vinai Venkatesham
CEO, Arsenal, replaced by Billy Hogan, Liverpool CEO, for Season 2024/25

Nicholas Randall KC
Non-Executive Director, Nottingham Forest

Main activities and key outcomes

- Completion of a Board Skills Matrix review to help assess current Board composition and identify future needs
- Review of succession planning and recommendations for development
- Appointment of a new Chief Policy and Corporate Affairs Officer
- Review of the Season 2022/23 Board Performance Review

The Remuneration Committee

Members

Mai Fyfield
Chair

Alison Brittain
INED

Cliff Baty
Chief Financial Officer, Manchester United, replaced by Susan Whelan, Leicester City CEO, for Season 2024/25

Paul Barber
CEO and Deputy Chair, Brighton & Hove Albion

Main activities and key outcomes

- Approval of the Chair and INED fees for Season 2023/24
- Assessment and scoring of group performance objectives for Season 2022/23 and approval of group performance objectives for the 2023/24 annual discretionary bonus scheme
- Approval of Gender Pay Report 2023
- Salary benchmarking for key executives

Board profiles

**The Premier League Board
(the Board) consists of five Directors:**

Chair: Alison Brittain

Chief Executive: Richard Masters

Independent Non-Executive Directors:

Mai Fyfield, Dharmash Mistry
and Matthew Ryder KC

There were no changes to the composition
of the Board during Season 2023/24.

Mai Fyfield CBE

Mai is an experienced media executive and Non-Executive Director. She was the Chief Strategy and Commercial Officer at Sky, responsible for leading strategy and commercial partnerships across the group.

During almost 20 years at Sky, she was a key player in the growth and diversification of the business, driving the strategic decisions to launch Sky's own streaming service, add mobile to its product portfolio and significantly grow its wholesale business by partnering with rival platforms.

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

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



Dharmash Mistry

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

He started his career at Procter & Gamble before moving to The Boston Consulting Group. Dharmash then spent eight years in media as Group Managing Director of emap Consumer Media and emap Performance, the consumer divisions of emap plc. He subsequently co-led the delisting and sale of emap plc from the FTSE 100 in 2008.

Since 2008, Dharmash has been a technology venture capitalist. He was a partner at Balderton Capital and subsequently set up the London office of Lakestar, leading investments such as Revolut, Glovo, Infarm, Blockchain.com and LoveFilm and co-founding Blow LTD, which was sold to Holland & Barrett in 2021. He was previously a Non-Executive Director at the BBC, British Business Bank, Hargreaves Lansdown plc and Dixons plc.

He currently sits on the Boards of Halma plc, Rathbones plc and the Board of the Competition and Markets Authority, which is the UK's competition regulator. Dharmash also chairs the Premier League's Audit and Finance Committee and is the Premier League's representative on the Board of The FA.



Alison Brittain CBE

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

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

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

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



Richard Masters

Richard was appointed Premier League Chief Executive in December 2019, having held the post on an interim basis for a year. He joined the Premier League as Director of Sales and Marketing in 2006 and was later appointed its Managing Director in 2015.

As Chief Executive, Richard oversees all elements of the Premier League's operations and commercial enterprises and is responsible for the continuing success of the world's most watched football league.

Richard chairs both the Premier League's Broadcast and Strategic Advisory Groups, which enable the League, together with its clubs, to discuss strategic and growth opportunities, as well as media rights strategies and proposals. Richard is also currently the Chair of the World Leagues Association, a member of the Premier League Charitable Fund and a Trustee of the Football Foundation.

Prior to joining the Premier League, Richard was Commercial Director at the EFL and before that held roles at the World Sports Group and the England and Wales Cricket Board.



Board activity

During Season 2023/24, the Board met on nine occasions scheduled at the beginning of the campaign, and a further 12 times to discuss matters which required the Board's immediate attention.

As part of the scheduled meetings, Board activities included:

- Reviewing the implementation of the League's strategy
- Discussions on the proposed independent regulator for English football clubs and Football Governance Bill
- Taking regulatory decisions under the Premier League Rules
- Discussion on broadcasting, including input on international and domestic rights sales processes
- Discussions on funding and co-operation agreements with key stakeholders
- Commercial matters, including discussions surrounding existing and prospective partners
- Regular updates on safeguarding; equality, diversity and inclusion; compliance and company secretarial matters; and the review of financial management reports



Corporate governance and the Wates Principles

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

During Season 2023/24, the Premier League has continued to adopt and report against the Wates Principles on an ongoing basis.

This included an independent assessment from a third party to validate the Premier League's reporting and provide recommendations on where further improvements could be made.

The principles have provided a framework for the Board to monitor corporate governance standards and determine where they can be raised to a higher level across the business.

The Board believes this approach will in turn result in better engagement with stakeholders and ultimately build trust with clubs, employees, partners, supporters and other valued stakeholders.

The governance framework also provides the right environment for the Board to make high-quality and resilient decisions for the long-term success of the competition. An overview of each of the principles follows.



Premier League

Principle One: Purpose and leadership

The Board continues to play a key role in developing the Premier League's strategy and purpose, in consultation with clubs, and has ultimate oversight over its promotion and its execution by the Executive. Led by the Chief Executive, the Premier League has undergone a 'Culture Refresh', detailing expected behaviours aligned to the League's existing values. Those behaviours continue to be embedded within the organisation's culture through initiatives including individual and group objectives, with regular progress updates provided to the Board. There are various opportunities for staff to provide feedback, whether through internal networks or staff surveys. The Premier League also operates a whistleblowing policy for staff to raise any concerns should they arise, with an Independent Non-Executive Director (INED) acting as the organisation's Whistleblowing Champion.

Principle Three: Director responsibilities

The Board's powers are outlined within the Premier League's Articles of Association and within the Premier League Rules. Each of these documents is publicly available and also sets out and clarifies the organisation's relationship with member clubs. In conjunction with the conflicts of interest policy, there are clear processes in place to help identify and address any conflicts of interest should they arise. The Board delegates authority to Sub-Committees (Audit and Finance, Nominations and Remuneration), with membership from both INEDs and clubs. Where relevant expertise is required, it is reflected by a Committee's membership. The effectiveness of each Committee was assessed as part of the recent Board Performance Review. The Board receives regular and timely financial and non-financial updates at each Board meeting.

Principle Five: Remuneration

A reward policy (which includes remuneration) was last updated in September 2022 and is reviewed each year by the Remuneration Committee. Staff feedback is also obtained via an annual staff survey to ensure that the policy remains fit for purpose. The policy sets out job levels and salary bands, explaining broadly how remuneration is determined, including the consideration of industry benchmarking. The League's first Gender Pay Report was published in April 2024 and reaffirmed the League's commitment to removing barriers and supporting staff across the organisation to progress.

Principle Two: Board composition

The Board's composition is explained on the previous pages and is reviewed by the Nominations Committee on an annual basis. The most recent review determined that the current size, experience and expertise is appropriate for meeting the strategic needs of the business. The Board remains committed to ensuring that its composition is diverse and has approved a set of diversity targets. These targets concern both ethnicity and gender and include both the Board and the business as a whole, with progress reviewed regularly. The Board also underwent an externally facilitated Board Performance Review, with various actions identified to further improve Board effectiveness.

Principle Four: Opportunity and risk

As the Premier League's strategy continues to progress and develop, the Board remains engaged in discussions around creating greater value and future opportunities. The Board also ensures that the strategy remains relevant within a constantly changing environment. In May 2024, the Board approved an updated framework for managing risk, including an updated risk management policy. While the Board continues to receive formalised periodical updates on high-risk matters, the framework also includes individual risk registers for departments and designated departmental risk partners to champion and lead on risk management. The risk register now includes priority risks for different levels of management based on their impact and likelihood, with those risks deemed to have the highest impact and likelihood reserved for the Board.

Principle Six: Stakeholder relationship and engagement

Meaningful engagement with stakeholders is recognised across the organisation as a critical consideration in respect of how the Premier League operates. Stakeholders to consider include our member clubs, other football organisations, commercial partners, football supporters and the Government. Regular engagement through meetings, focus groups, advisory groups and committees enables the Board to make considered decisions for the business, while understanding the wider impact on those groups. Engagement with the workforce takes place through a variety of mechanisms, such as staff focus groups, knowledge-sharing sessions, staff networks and regular updates from the Board on important developments. Staff always have an opportunity to provide feedback or to share concerns in a number of ways, including the anonymous annual staff survey or the whistleblowing process.

The regulation of clubs

A key function of the Premier League Board is to manage the operation and implementation of the Premier League Rules (the Rules), ensuring they are adhered to by clubs and others bound by them

Premier League Rules

Each member club and its Directors, officials, players and manager are bound by the Rules which are contained within the Premier League Handbook and are publicly available on the Premier League's website. Any amendments to the Rules require approval from clubs and can only be passed with a two-thirds majority.

The Rules include:

- Expected levels of conduct by clubs and their officials and processes by which any misconduct will be adjudicated and sanctioned
- The terms on which the competition is organised
- The formula under which central funds are distributed to clubs (and relegated clubs)
- Minimum standards of governance and operation in a wide range of areas, from safeguarding and supporter relations to broadcaster access/stadium infrastructure and club Academies

Compliance

Where a club or individual bound by the Rules fails to comply with them, there are a range of disciplinary options available to the Board. These include the power to issue fines of up to £100,000, the power to agree sanctions and, where appropriate, to refer the breach to an independent commission.

Owners' and Directors' Test (OADT)

Season 2023/24 Board determinations:

91



approved applications for new Directors received in respect of 19 clubs*

3



approved change of control, i.e. changes to club ownership (subject to any conditions being met)

0



disqualifications of individuals or entities subject to the OADT

In respect of the above, extensive due diligence was undertaken to determine whether:

- a) any applications received were subject to any Disqualifying Events contained within the OADT; and b) that the changes of control met the Premier League's Rules.

*Of those 91 approved applications, 33 related to individuals already employed by clubs but captured by the expanded definition of 'Director' introduced for Season 2023/24, and 39 related to applications included within changes of control

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

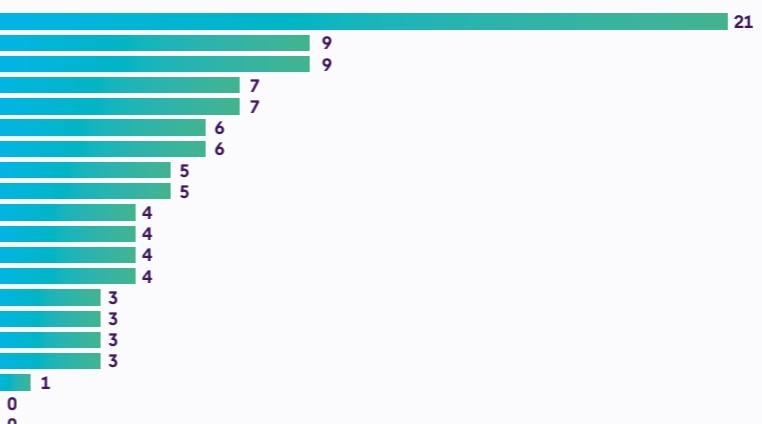
Where a commission is appointed, it has extremely wide sanctioning powers, including the power to impose significant fines and sporting sanctions. Should a club

wish to challenge a decision made by a Commission (or a fixed penalty from the Board), it can do so under the Rules, with an appeal board also selected by the Chair of the Panel.

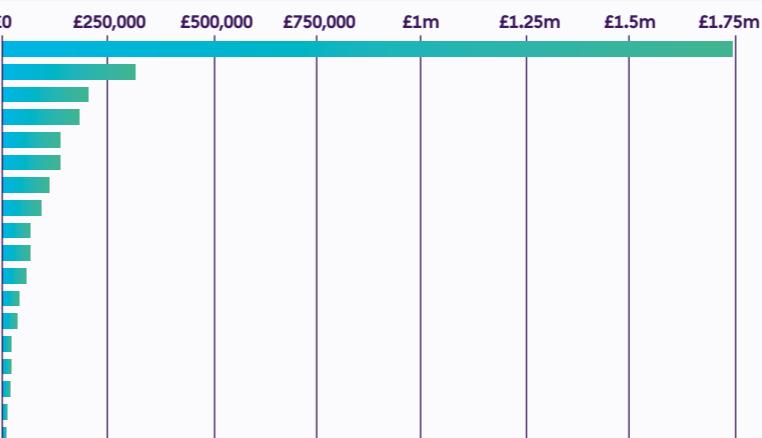
In advance of Season 2021/22, clubs agreed a range of amendments to the Rules to increase transparency around disciplinary action taken by the Board. Where the Board decides to refer a Rule breach to a commission, agrees a significant sanction with a club or a commission takes a decision on a disciplinary matter, it must be publicly confirmed by the League in each case.

Overview of sanctions (Season 2023/24)

Sanctions per club resulting in fines



Values of fines per club



The above graphics provide a snapshot of the number of Rule breaches handled by the Board (and its Football Board, a Sub-Committee of the Board) during Season 2023/24, and totals of the fines issued to individual clubs. During that period, there were 134 sanctions imposed on clubs. From those sanctions, 104 resulted in fines, which cumulatively amounted to £3,285,000. Monies collected from clubs in relation to financial sanctions are allocated to a specific account with

Profitability and Sustainability Rules (PSR)

During Season 2023/24, a number of those matters referred to independent commissions related to breaches of the PSR. Since Season 2015/16, all Premier League clubs have been assessed against their compliance with the PSR on an annual basis. The PSR look at a calculation of the aggregate of each club's earnings before tax over a period of time, with permitted adjustments to exclude certain costs, such as those relating to women's football and community and youth development expenditure. Clubs with calculations showing losses in excess of £105 million over the relevant period are in breach of the PSR.

In advance of Season 2023/24, clubs agreed to: a) bring forward the date for the submission of audited annual accounts for those clubs forecasting a loss (club PSR calculations are based on audited annual accounts); and b) introduce a set of standard directions for any PSR breaches referred to a commission. Both measures were designed to help ensure PSR cases were resolved during the relevant season, to help provide greater certainty to the League, member clubs and other stakeholders in advance of a season finishing.

During the season, two cases involving Everton (one of which related to a breach during Season 2022/23), one case involving Nottingham Forest and one case involving Leicester City (relating to a breach during Season 2022/23) were heard by independent commissions from the Judicial Panel. The outcomes of which were: a) in

respect of Everton, a 10-point and a two-point deduction, with the former reduced to six points upon appeal; and b) in respect of Nottingham Forest, a four-point deduction which was upheld following a subsequent appeal. Those proceedings were completed in advance of the conclusion of Season 2023/24.

In respect of Leicester City, the club challenged the League's jurisdiction to bring a complaint for a breach of the PSR relating to Season 2022/23. In each case the full written reasons are available on the Premier League website.



Safeguarding

The Premier League and its clubs strive to foster positive environments and experiences where children, young people and adults feel safe, valued and empowered

Governance

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

Barnardo's Training and Consultancy

Premier League clubs were subject to an independent audit process during Season 2023/24. The Premier League, in conjunction with the Premier League Charitable Fund, commissioned Barnardo's Training and Consultancy to conduct independent safeguarding audits of member clubs and their community organisations. The Season 2023/24 audits focused on the safeguarding provision of club matchday operations. This was tested by reviewing club compliance against the requirements of the Premier League's Safeguarding Standards, with recommendations provided where practice could be improved.

Education and empowerment

Educating and empowering stakeholders is a crucial part of the League's approach to promoting and protecting the rights, safety and wellbeing of children and adults at risk.

The League ensures that those working and volunteering with children and adults at risk receive regular training to support them with creating safe environments and to take appropriate action when concerns arise. In Season 2023/24, the League delivered safeguarding training to staff and 85 partner organisations.

Additionally, several training and awareness events for clubs were delivered. These focused on topics such as contextual safeguarding, safer recruitment, adultification, adult safeguarding, keeping children safe online, matchday safeguarding, delivering safe activities, Prevent duty, international safeguarding, and responding to concerns.



National Society for the Prevention of Cruelty to Children

The Premier League recognises the importance of ensuring that children are informed about their rights and that they are empowered to access support when they need it. The League continues to work with the National Society for the Prevention of Cruelty to Children (NSPCC) to give children involved in Academy football or League-funded community programmes positive experiences.

During Season 2023/24, several club and community organisation staff participated in the Premier League and NSPCC Safety Goals programme. Safety Goals covers topics such as equality, diversity and inclusion; healthy relationships and wellbeing. The programme aims to equip staff to empower and support the children they work with to speak out and be heard.

Parents and carers play an important role in the League's safeguarding efforts. The NSPCC has a regular presence at Academy events to engage with parents and carers to help them learn more about safeguarding and how to support their children with issues that may be affecting them.



Play Safe

Play Safe is a national safeguarding campaign which aims to amplify the importance of safeguarding. Led by The Football Association, the Play Safe campaign is endorsed by the NSPCC and supported across every level of English football, including the Premier League.

The Season 2023/24 iteration of the Play Safe weekend took place from 30 September to 1 October 2023 and focused on the safeguarding role that everyone has to play to keep children and young people safe. To show its support, the Premier League funded the NSPCC's Childline service across the Play Safe weekend, enabling young people up to the age of 19 to access free and confidential support either online or by phone to speak to a trained counsellor.

Online Culture Tool

During Season 2023/24, the Premier League collaborated with UNICEF and partners such as the NSPCC and the Ann Craft Trust, among others, to [develop an online tool](#). The tool assists sports organisations and their senior leaders to better understand and develop safer and healthier cultures in their workplaces. Senior leaders play an important role in setting the tone and ensuring that safeguarding is recognised and delivered as a shared responsibility across all levels of an organisation. The tool therefore centres on assisting senior leaders with fostering a culture where safeguarding is informed by learning and integrated into organisational priorities, governance, values, behaviours and practices.

02

The Football





Stories of the season



High drama

Manchester City claimed a fourth consecutive title, with Arsenal taking them to the final day in a thrilling race for the title

The 2023/24 Premier League title race was the closest on record as Manchester City were pushed all the way by Arsenal, with Pep Guardiola's side becoming the first to be crowned Champions in four successive seasons.

Over the course of the campaign seven different teams led the League and the average difference between first and second was just 1.5 points – the lowest ever. For much of the season the battle was contested three ways, with Liverpool sitting top as late as April.

Manchester City were sitting fourth after 15 matches, with ground to make up on Aston Villa,

Liverpool and Arsenal. An impressive run which saw them go unbeaten in their final 23 games and drop just eight points proved the difference, but their opponents did all they could to apply pressure.

With the finish in sight but still sitting third, the reigning Champions won their last nine fixtures and eventually moved top after their penultimate league match.

Everything came down to the final day for the third time in six seasons. City held their nerve to beat West Ham United and make Premier League history.



Emery guides Villa to top four

Unai Emery set the bar high after guiding an Aston Villa team that had been teetering a point above the relegation zone when he arrived in November 2022 to seventh in his first campaign.

The Spaniard bettered that in Season 2023/24, securing a fourth-place finish to make the Birmingham outfit the eighth Premier League club to qualify for the UEFA Champions League in three seasons. Among the keys to success were the form of Ollie Watkins and Villa's tally of 25 set-piece goals, which eclipsed everyone else in Europe's top five leagues.



New manager bounce

Emery and Arsenal's Mikel Arteta weren't the only Basque coaches making waves in 2023/24, with Andoni Iraola guiding Bournemouth to their highest-ever Premier League points tally of 48. It marked an impressive return, especially considering the Cherries managed only six points from their first 11 games.

The challenge was similar at Crystal Palace when Oliver Glasner arrived in mid-February. The Austrian revived his team's fortunes and a strong finish helped the Eagles match both their highest Premier League finish (10th) and highest points total (49).

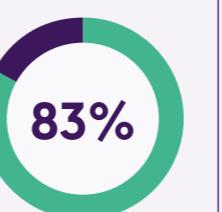
Goals galore

The goals flowed from start to finish in Season 2023/24. There were 1,246 goals across 380 matches, breaking the all-time Premier League record of 1,222 set in the 22-team 1992/93 season. Those goals came at a rate of 3.28 per game – the first time the average has exceeded three.

There were three eight-goal games across the campaign: two 4-4 draws (Chelsea vs Manchester City and Newcastle United vs Luton Town) and an 8-0 triumph for Newcastle over Sheffield United. Another common theme was closely fought matches. There were 225 equalisers – a record for a 20-club season – and the drama often went to the wire, with more than 100 goals netted in second-half stoppage time.



A season to remember



pass accuracy
– the highest
on record

369 goals

scored by English
players – the most
since 2001/02

5+ goals

scored in 23 per cent
of matches – a Premier
League record

67 debuts

by home grown
players – the highest
in four seasons

63 comeback wins

– more than any
other Premier
League season

70 nationalities

were represented
by Premier
League clubs



Award winners

There were standout achievements throughout the season, with players from six different clubs picking up individual prizes



Player of the Season

Phil Foden	Apps Goals Assists	35 19 8
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MANCHESTER CITY MIDFIELDER

Foden stepped up when Manchester City needed him most, elevating his game to a new level as he became the youngest player to win six Premier League titles.



Manager of the Season

Pep Guardiola	Wins Draws Goals for	28 7 96
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MANCHESTER CITY MANAGER

Guardiola won this honour for the fifth time after inspiring his team to a 23-match unbeaten run, which saw them become the first side to win four consecutive Premier League titles.



Young Player of the Season

Cole Palmer	Apps Goals Assists	34 22 11
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CHELSEA MIDFIELDER

Attacking midfielder Palmer enjoyed a sensational debut campaign with Chelsea after arriving from Manchester City, producing 33 goal involvements in 34 appearances.



Goal of the Season

Alejandro Garnacho	Date Versus	26/11/2023 Everton
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MANCHESTER UNITED FORWARD

Garnacho produced a remarkable finish in the third minute of United's 3-0 win, meeting Diogo Dalot's deep cross with a sublime overhead kick that found the top corner.



Game Changer

Cole Palmer	Date Versus	04/04/2024 Manchester United
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CHELSEA MIDFIELDER

Chelsea trailed 3-2 after 99 minutes at Stamford Bridge, but there was still time for Palmer to score twice to complete a hat-trick and a hugely impressive comeback victory.



Golden Boot



Erling Haaland

Apps
Goals
31
27

MANCHESTER CITY FORWARD

The Norwegian continued his incredible start to life in the Premier League as he claimed his second successive Golden Boot award, despite spending nearly two months on the sidelines through injury.

2ND

COLE PALMER
CHELSEA

Apps
Goals
34
22

3RD

ALEXANDER ISAK
NEWCASTLE UNITED

Apps
Goals
30
21

Playmaker

Ollie Watkins

ASTON VILLA FORWARD
Apps 37 | Assists 13



2ND

COLE PALMER CHELSEA

Apps
Assists
34
11

Golden Glove

David Raya

Apps
Clean sheets (C/sheets)
32
16

ARSENAL GOALKEEPER

Raya enjoyed a stellar first season with the Gunners after arriving on loan from Brentford, playing a pivotal role in the tightest defence in the League.



2ND

JORDAN PICKFORD
EVERTON

Apps
C/sheets
38
13

JOINT 3RD

EDERSON
MANCHESTER CITY

Apps
C/sheets
33
10

BERND LENO
FULHAM

Save of the Season



Thomas Kaminski

LUTON TOWN
GOALKEEPER

Date | 25/11/2023
Versus
Crystal Palace

Kaminski's brilliant double stop began with a dive to his right to parry Eberechi Eze's deflected drive before he sprang to his feet to deny Jeffrey Schlupp on the rebound.



ORACLE

Most Powerful Goal

Moussa Diaby

Date | 30/03/2024
Versus | Wolves
Average speed | 109.84km/h

ASTON VILLA FORWARD

Faced with a congested box when a deflected cross reached him on the edge of the area, Diaby spotted a gap and struck home an unstoppable effort.



Most Improbable Comeback

Bournemouth

Date | 13/03/2024 Score | 4-3

BOURNEMOUTH VS LUTON TOWN

Bournemouth became the first team in 21 years to win from 3-0 down in the Premier League when Antoine Semenyo led a stunning second-half turnaround by scoring an equaliser and late winner.



Enhancing an unrivalled Academy system

Over recent seasons, a comprehensive review of the Elite Player Performance Plan (EPPP) was undertaken, resulting in the most significant strategic change of the Academy system since the EPPP was launched in Season 2012/13.

Supported by initiatives and programmes, the new strategy framework represents broader objectives than the original EPPP – to create unrivalled development environments. This includes an enhanced focus on life-enriching

experiences and the off-pitch successes of young players so they can maximise their potential. Emphasis on the health of the game and the sustainability of the Academy system supports the League in delivering elite player development and personal growth.



Breaking through



Miley sets Newcastle records

Durham-born Lewis Miley joined the Newcastle United Academy aged seven, with his elder and younger brothers also part of the club's youth system at times during their football careers.

Just weeks after his 17th birthday he made his senior debut on the final day of Season 2022/23 to become Newcastle's youngest-ever Premier League player. The following season Miley became a regular in Eddie Howe's team, registering his first Premier League start, assist and goal – making him the League's youngest scorer since 2009.

In Europe, Miley made his UEFA Champions League debut against Paris Saint-Germain, becoming the third-youngest Englishman to start a Champions League match.

Danns steps up for Liverpool

Jayden Danns followed his father Neil into professional football, having joined Liverpool at the age of eight.

After a strong start to his 2023/24 Under-18s campaign – scoring nine goals from seven games – Danns was awarded his first team debut aged 17. He then went on to earn his Premier League debut and joined his new teammates in lifting the EFL Cup after playing in a 1-0 win over Chelsea in the final.

Success continued to follow for Danns as he scored twice in the fifth round of the FA Cup against Southampton and was named Man of the Match.



Building blocks for success

Several initiatives progressed the Academy system during Season 2023/24

Talent ID

Breaking down barriers

As part of the League's South Asian Action Plan, the third annual Emerging Talent Festival took place in August 2024. Two-hundred and twenty boys and girls of South Asian heritage represented 11 Premier League and EFL clubs in a tournament at Loughborough University. This offered them a platform to showcase their talent as part of the League's commitment to diversity and inclusion.

Innovation and insights

Intelligence platform

The Premier League's partnership with Kitman Labs to provide a centralised data and analysis platform across Academies and first teams throughout the pyramid entered its deployment phase. The platform is used to support information management and inform key decision-making across medical, sports science, coaching, player care, operations, recruitment and more.

Performance pathway

A new look for Premier League 2

The Under-21 competition underwent a format change in Season 2023/24 following extensive analysis and club consultation. The new format saw six Category one Academies compete in a Swiss-style league model, followed by a 16-team knockout phase. Both the league and play-off in its inaugural year in this format were won by Tottenham Hotspur (above).

Workforce development

Continuous learning

The annual Premier League Youth Development Conference took place at Leicester City's King Power Stadium in May 2024, welcoming more than 500 Academy leaders from 90 Premier League and EFL clubs to continue the work being done to bring expertise together from across the Academy system.

Duty of care

Outstanding education

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

Governance and quality assurance

100%

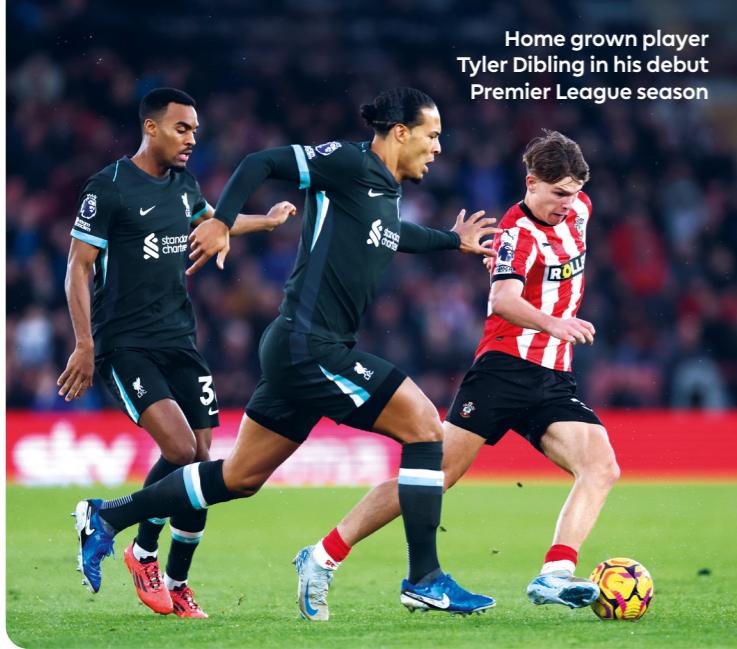


of Licensed Academies assessed by the Professional Game Academy Audit Company (PGAAC)

Delivering world-leading development environments

Measurement of success within the Academy system is divided into four core pillars

1. Developing the best talent



Home grown player
Tyler Dibbling in his debut
Premier League season

More Academy graduates are progressing through to the professional game. Off the pitch, the football workforce is continually supported with a variety of learning and development opportunities

67



home grown players made their Premier League debut across 18 clubs in Season 2023/24 – the highest since Season 2019/20 and the third highest since the launch of the EPPP in 2012

2. Providing life-enriching experiences

The Academy system puts holistic growth at the heart of player development

91%



of parents agree that Academies care about their child's development beyond football

Ofsted Outstanding across all four areas of inspection



Under-12 players learn about the sacrifices made in war at the Truce Tournament in Ypres

[Find out more](#)

3. Creating a thriving ecosystem



Brentford were awarded Category Two Academy status in 2024

Protecting the health of the game through extensive investment and collaboration with stakeholders within professional football

£67m



distributed in grants to the Academy system over the course of Season 2023/24 to ensure world-class environments were provided across the pyramid

4. Offering equitable opportunities

The development of players and workforce extends across the pyramid, with support throughout the Premier League and EFL

7,000+



Academy games scheduled and delivered

90

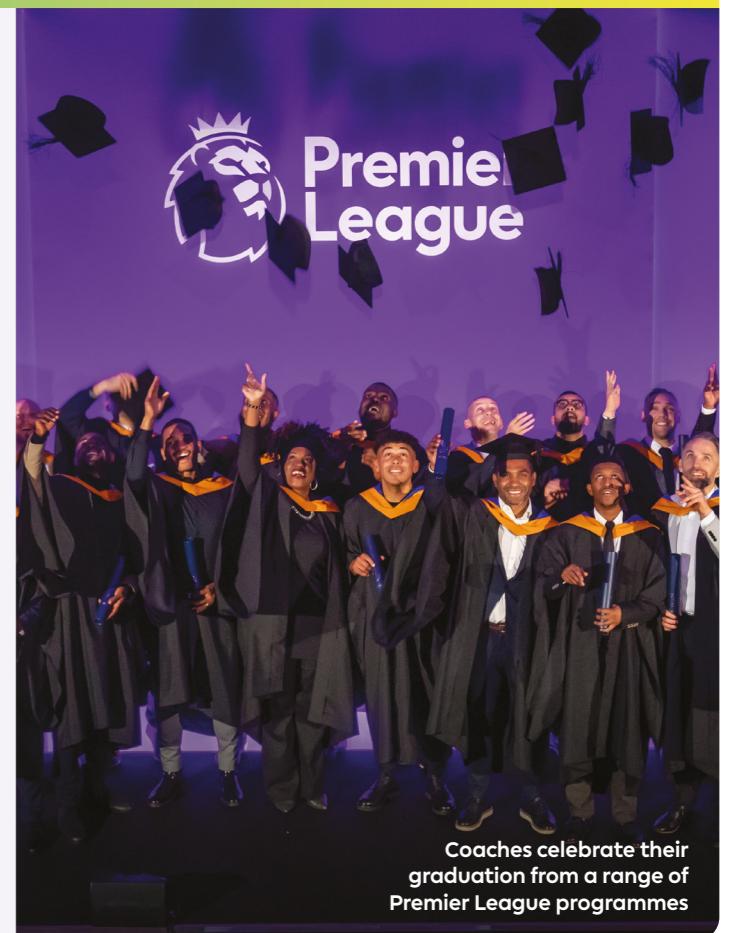


English professional clubs have had staff engaged on Premier League development programmes

5



referees from PGMOL's new Development Group officiated matches in the the 2023/24 Premier League Season ([page 43](#))



Coaches celebrate their graduation from a range of Premier League programmes

Advancing inclusive pathways

The Premier League delivers an extensive range of programmes to improve coaching and leadership opportunities for individuals from under-represented groups

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

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

Coach Inclusion and Diversity Scheme (CIDS)

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

Professional Player to Coach Scheme (PPCS)

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

Player to Executive Pathway Scheme (PEPS)

Following a successful pilot in 2022/23, the scheme will return in 2025/26 to provide former players with a placement to gain experience of club operations. PEPS is available to all former players but aims to help address under-representation in



Coaches from Premier League programmes attend a Coaching Craft workshop to develop their skills

executive roles. An official from each club will act as a mentor to their PEPS participant.

Future Academy Leaders

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

Coach Index

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

Broadening diversity

81



coaches have been supported across PPCS and CIDS, with 77 in full-time or fixed-term employment

45



clubs involved in positive-development programmes

37



coaches have graduated with a Diploma in Higher Education in Professional Football Coaching

400+



coaches registered on the Coach Index

Developing Academy leaders

After starting work as a volunteer Academy Scout at Crystal Palace in May 2018, Pelumi Kesinro's development in football has been assisted by his participation on the Premier League's Future Academy Leaders (FAL) programme.

Pelumi took part in FAL while he was working as Fulham's Local Academy Recruitment Manager and was subsequently promoted to Head of Academy Recruitment during his time on the scheme.

"When I first began the programme, I really wanted to challenge myself to be as authentic as possible and be as open as I could be," he said. "The combination of learning, networking and support have been more beneficial than I could have imagined."

"The course helped me challenge my perceptions of myself and has allowed me to think more broadly about what being a leader is and looks like within my context. I feel the course has provided me with tools to develop in a practical way, whether it be through mentor support or by providing access to impressive individuals that I have been able to take inspiration and knowledge from."

Courtney Pitt, one of the first graduates of the PPCS



Coaching opportunities for former players

Former Cambridge United and Portsmouth defender Courtney Pitt was one of the first graduates from the Professional Player to Coach Scheme.

Run by the Premier League in conjunction with the PFA and EFL, the programme is designed to improve pathways for former players from under-represented backgrounds who are looking to develop a career in coaching.

Pitt is one of 32 coaches to have taken part in the scheme since 2020. He discussed how graduation from the PPCS supported him in securing a full-time coaching role at Wolverhampton Wanderers.

"I would not be in the industry without the PPCS," he said. "It helped me get into a professional club and that was a huge step for me. It provided me with the bespoke teachings I needed and it wasn't just how I could develop my coaching craft, but also my personal development and my character."

"I just want these young people to remember me. I want to leave a lasting impression and help to build great characters. I would love for them to go on and play the game and have great careers, but the personal touch and making a real impact on someone's life journey is what I do it for."



Pelumi Kesinro (middle), FAL participant

Supporting football's current and future leaders

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

Through the varied coaching and leadership programmes delivered by the Premier League, current and future leaders within clubs are provided with growth opportunities and learning to create an unmatched level of sporting expertise and practice.

Additionally, the Premier League is raising standards by working with university partners so that coaches and future leaders at clubs achieve post-graduate qualifications as part of their programmes.

The League's programmes are:

Elite Heads of Coaching

Launched in 2016 to equip and empower Heads of Coach Development across the Premier League and EFL to increase the quality of coaching in their respective clubs.

Elite Academy Managers (EAM)

Launched in 2018, EAM is a leadership development programme to support Academy Managers through a bespoke programme of learning.

Elite Coach Accreditation Scheme (ECAS)

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

Academy Leaders

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

Premier League Next

Premier League Next aims to work alongside clubs to support the pathway of home-developed coaches and support them in preparing for future opportunities in the elite level of the professional game.

Football Leaders

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

Future Coach Developer (FCD)

A programme designed for Academy coaches who are motivated to develop and support other coaches in the club environment.

FCD candidate Amy Kay, formerly of Lincoln City and now Foundation Phase Lead at Brighton & Hove Albion, said: "FCD felt like a bespoke learning experience. We learned how to work with and help other people, and of course how to understand and develop yourself. It's been hugely beneficial to me from a coach developer point of view, and for my coaching as well."

Driving sporting expertise

11



400+



1,500+



days of mentoring delivered since Season 2020/21



Brighton & Hove Albion
coach Amy Kay

The next generation of officials

The Development Group is a programme established by the Professional Game Match Officials Limited to identify, train and develop referees and assistant referees with the potential to officiate at the highest levels of English football

The Development Group initiative stemmed from the Premier League-funded Elite Referee Development Plan. As well as an employment contract to enable their commitment, Development Group officials receive learning and development across five areas:

1. Enhanced coaching and performance support

Access and support from technical coaches, psychologists, football insight coaches, nutrition experts and sports scientists.

2. More contact time and additional group meetings

Several combined camps with the Select Group that offer Development Group official an opportunity to learn from their peers.

3. Individualised plans

Coaches provide selected officials with support based on their needs and development requirements.

4. New holistic performance assessment

Nine key performance characteristics for a high-performing official have been defined as part of a new holistic assessment process.

5. Tailored games programme

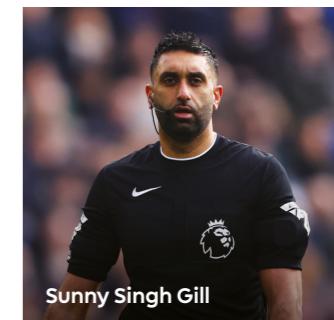
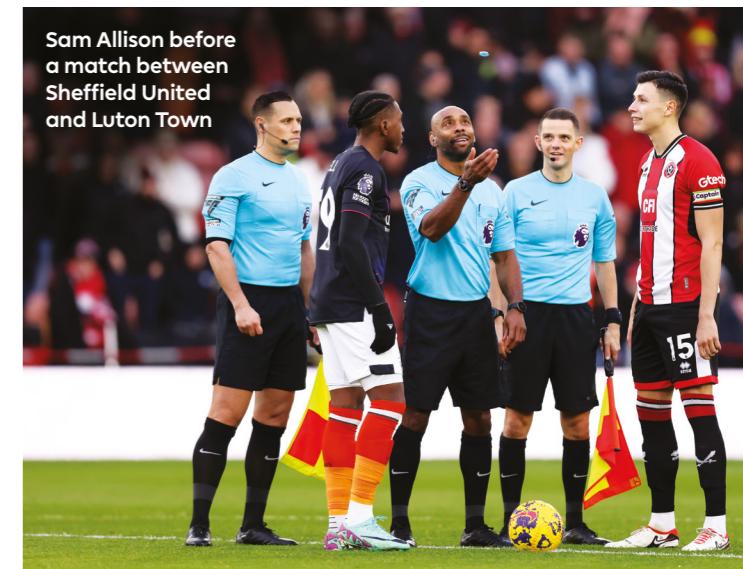
Selected officials are monitored and assessed throughout the season to ensure they can benefit from an accelerated progression plan. Development Group officials are awarded with appointments at higher levels when they are performing well across all areas of the performance framework.

144

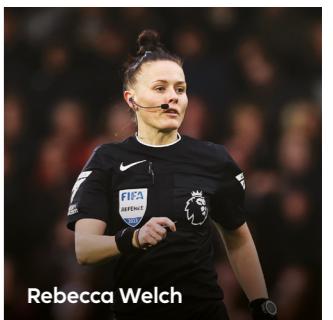


games in which referees were awarded appointments at higher levels than they were aligned against

Sam Allison before a match between Sheffield United and Luton Town



Sunny Singh Gill



Rebecca Welch

Diversifying pathways for match officials

There were notable milestones for referees from under-represented backgrounds during Season 2023/24.

Sunny Singh Gill became the first South Asian referee to take charge of a Premier League game (Crystal Palace vs Luton), having previously refereed 12 EFL Championship matches.

At Fulham vs Burnley, Rebecca Welch became the first woman to referee a Premier League game. Sam Allison became the first referee of black heritage to officiate a Premier League game in 15 years when he took charge of Sheffield United vs Luton Town.

Holistic welfare and education

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

Caring for players, coaches, staff and match officials is paramount and remains a priority across the game. The Premier League is committed to continually enhancing its duty of care, ensuring that all individuals within the football community are able to thrive both on and off the pitch. Through rigorous standards, comprehensive support systems and ongoing investment in welfare initiatives, the League aims to create a safe, inclusive and nurturing environment for everyone involved in the game.

Development programmes

Since Season 2017/18, the Premier League has run two development programmes within Academies to support Under-16 players and young professionals who are without a contract for the next season. Each programme delivers an elite training experience that provides players with football and elite performance preparation, personal development workshops and guidance on their next steps inside and outside football.

In Season 2021/22, these programmes were expanded to collaborate with the EFL and support more players in the U16 to U21 age groups. A three-year commitment of aftercare support is in place for all players released from clubs for the Professional Development Phase (U17 to U21 age groups).

This includes guidance on further and higher education opportunities, careers advice, alumni networks and the provision of mental and emotional wellbeing support.

Player care funding

As of Season 2022/23, there is a requirement for all Academies to have a full-time member of staff responsible for player care. To enable EFL clubs to fulfil this requirement, the Premier League provides £2 million per season to help fund staff salaries.



Premier League Futures participants take part in a development course

Premier League Futures

The Premier League Futures programme is a 12-month initiative for current and former Academy players with the aim of supporting careers in football beyond playing the game. The programme was launched in May 2022 with an initial pilot cohort of eight men and four women, all formerly part of Premier League, EFL or Women's Super League Academies and aged 18 to 23. The programme also has a specific focus on improving the diversity of the workforce.

Education progress

The education offer for Academy players is continually expanding. More boys are taking part in A-level qualifications, receiving higher GCSE results and outstanding Apprenticeship results.

91.2%



of players achieved the highest distinction grade in their Apprenticeship

19%



of second-year scholars are now studying for an A-level qualification. The number of players studying A-levels has tripled in the last five years

Boosting wellbeing and engagement

Promoting the mental and emotional health of players

The Premier League aims to create an environment in which footballers can thrive. This includes wide-ranging guidance on issues including mental and emotional wellbeing. Players can access help in several ways, notably through the Independent Player Helpline and the Premier League Player App. The League also engages directly with players through a regular forum with all club captains and celebrates milestones such as home grown debuts, appearances, goals and clean sheets.

Developing life skills

The Life Skills and Personal Development programme offers age-specific workshops for Academy and first team players, parents, carers and accommodation providers, and club staff. The programme covers various topics, including delivery from The FA on anti-doping, betting integrity, gambling awareness and agents. The Professional Footballers' Association (PFA) covers emotional wellbeing; equality, diversity and inclusion; plus dual careers and transition. Mandatory sessions are also carried out at first team level on healthy relationships and brain health.

Player App

The Premier League's personalised Player App offers important information round-the-clock. Resources include physical and mental health support, concussion protocols, and rules on issues such as anti-doping and gambling.

Player voice

The Premier League hosts a forum with the 20 club captains, considering their views and acting on them. Academy environments embed player and parent voice initiatives, including an online parent hub, parent focus groups and player leadership groups. These help to create more inclusive and positive environments.

Football Brain Health Fund

The Premier League and PFA launched a fund to assist former players and their families who have been impacted by dementia and other neurodegenerative conditions. An initial amount of £1 million will enable discretionary financial support to help improve quality of life for former players and their families.



Player care We're here to help

Putting plans in place

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

Opening up conversations

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

Ongoing commitment

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

03

The Fans





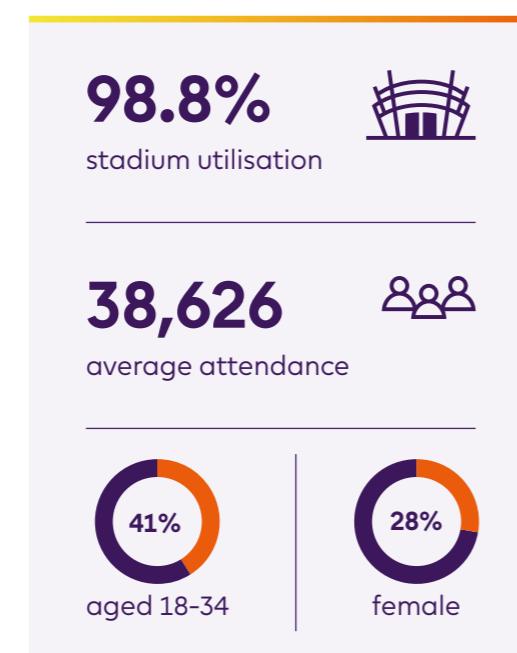
Capacity crowds in record-breaking season

Premier League grounds were more full than ever in Season 2023/24, with records again broken

Stadium utilisation at Premier League stadia reached a new high for the second successive season in 2023/24, climbing to 98.8 per cent. Of the 20 clubs, 18 had stadium utilisation over 97 per cent.

The figure has risen consistently throughout the Premier League era as the quality of football has led to lasting popularity. Wholesale stadium and facility improvements have encouraged rising crowds as the matchday experience has become more appealing and accessible to supporters.

Of the 51 clubs to have played in the Premier League since 1992, 21 have built or moved into new stadia, four have fully redeveloped their existing ground and the remaining 26 all engaged in material stadium upgrades. Further improvements implemented across clubs include the provision of improved concourse and hospitality facilities and initiatives to make attendance more enjoyable and inclusive for all supporters.



Fans flock to the Premier League

The Premier League was the best-attended league in Europe for the 2023/24 season, with an aggregate attendance of 14.7 million. The total crowd surpassed the nearest non-English league by 2.6 million and was most closely followed by the EFL Championship (figures right).

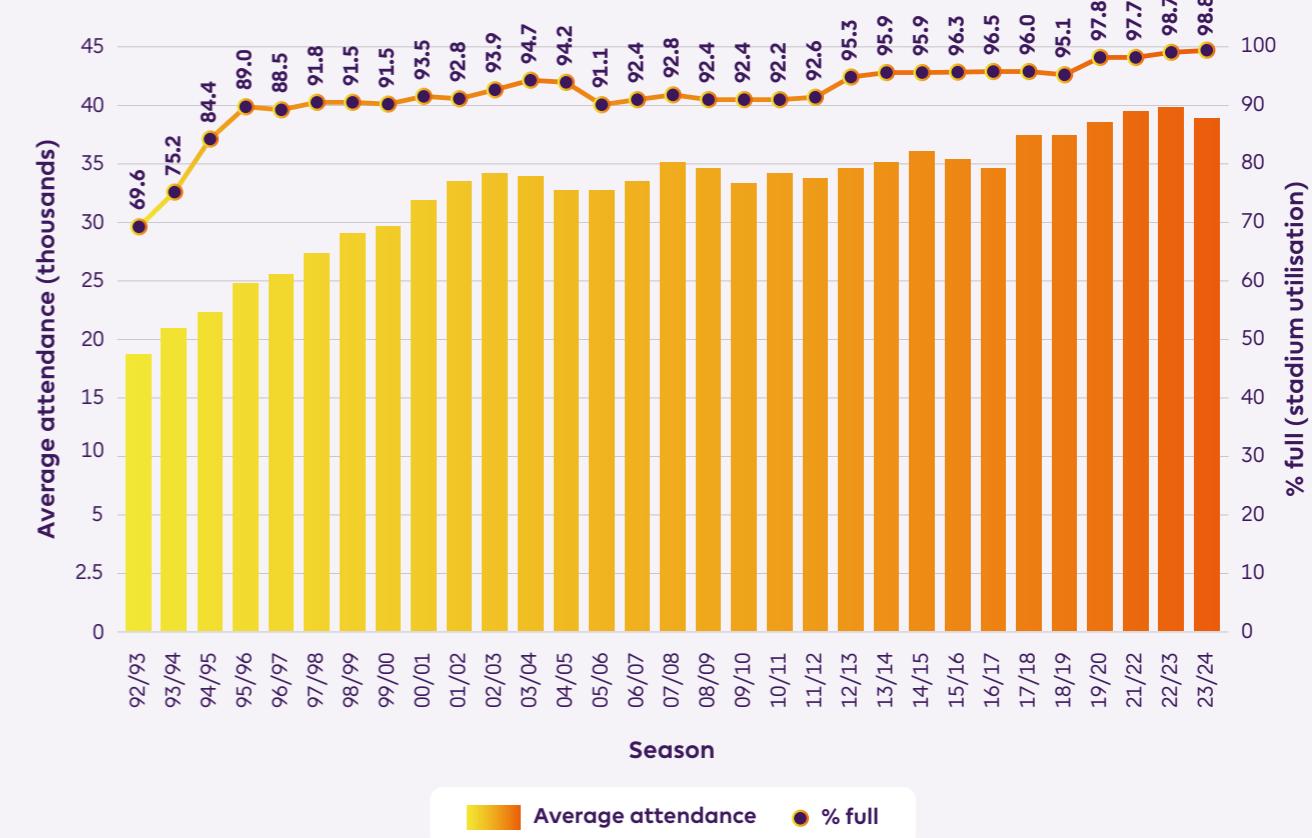
Six Premier League teams drew aggregate league crowds of more than one million, with Manchester United attracting almost 1.4 million overall. They were closely followed by West Ham United, Tottenham Hotspur, Arsenal, Liverpool and Manchester City respectively.

European leagues by aggregate attendance

	14.7m	Premier League
	11.7m	Serie A
	12.7m	Championship
	11m	La Liga
	12.1m	Bundesliga

*Source: UEFA European Club Talent and Competition Landscape Report 2023/24

All-time Premier League attendances



A marginal decline in average attendance occurred in 2023/24 because the three clubs promoted in 2022/23 had lower capacity stadia than those relegated.

Fan Engagement Standard

Setting the benchmark for meaningful fan engagement through a range of initiatives

The Premier League Fan Engagement Standard (FES) was in place for a full season for the first time in 2023/24. Based on the successful model of the Premier League Equality, Diversity and Inclusion Standard (PLEDIS), it provides a framework for clubs' approaches to fan engagement. The FES has five themes ([page 51](#)), each linked to a series of core commitments and activities. Collectively, these form a baseline for club engagement, with defined methods of consulting, reporting and reviewing, each designed to promote transparency and continuous improvement.

Fan Engagement Plans

Each club publishes an annual Fan Engagement Plan at the start of every season, defining their strategy for consultation and wider engagement with supporters. Clubs also use their plan to publicly set aims and objectives for the coming season and to promote the ways fans can become involved.

The Premier League uses its club staff networks and partnerships with other fan-facing organisations, including the



Football Supporters' Association and Level Playing Field, to showcase individual clubs' work and to share feedback and good practice more widely among fans.

Fan Advisory Boards

A key requirement of the FES is for clubs to establish Fan Advisory Boards (FABs) to engage in two-way dialogue, exchanging information and ideas and securing feedback from a fan perspective.

Clubs tailor the structure and representation of their FABs to suit the needs of their fanbase. Common approaches include dedicated posts for existing high profile or specialist fan groups, such as supporters' trusts or disabled supporters' associations, with additional fan representatives often added from other sections of the fanbase, such as by membership or ticket type. The FES calls on each club to devise a FAB structure that properly reflects the diversity of its fanbase, but all FAB members share a commitment and passion for their clubs.

Towards the end of each season, fan representatives assist clubs in evaluating the effectiveness of their FAB by completing an assessment. The Nominated Board Level Official (below) discusses the findings with fan leads with a view to agreeing any suggested changes before sharing a progress update with the club's Board.

Nominated Board Level Officials

A Nominated Board Level Official (NBLO) is a crucial requirement of the FES. It establishes a leadership figure from the club's senior staff to oversee fan engagement and the operation of the FAB.

In Season 2023/24 NBLOs held a range of key positions at their clubs, including Chief Executive Officer, Chief Operating Officer and Chair, as well as several dedicated Fan Director roles.

Fan Engagement Standard themes



Leadership and culture

The importance of club leadership in setting strategy and a culture of fan engagement and collaboration



Listening

Clubs listening to the views of their fans in a structured and timely manner



Collaborate and participate

Supporting collaboration and the introduction of a Fan Advisory Board to promote meaningful dialogue between clubs and fans



Share

Decisions taken by clubs are transparent and clubs share information in a timely and accurate manner



Learn and improve

Supporting clubs to learn and to develop their approach to fan engagement



Strengthening community connections

The Premier League Fans Fund provides individual grants of up to £25,000 to support clubs at all levels of the game to strengthen connections between them, their fans and their local communities.

The Fans Fund enables projects to be delivered by:

20 Premier League clubs



70 EFL clubs



21 Women's Super League or Championship clubs



7 National League clubs



Fourteen Premier League clubs used this funding to engage under-represented fan groups. Wolverhampton Wanderers were among those who did, renovating their accessible lounge to provide a better matchday experience for disabled supporters and for use in projects delivered by the club's Foundation on non-matchdays.

"Being able to revamp the lounge to make it more user-friendly is all thanks to generous funding provided by the Premier League Fans Fund," said Head of Wolves Foundation, Will Clowes.



REFRESHMENT
THIS WAY

DANGEROUS BEHAVIOUR HAS NO PLACE IN OUR GAME.

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

CRIMINAL BEHAVIOUR:

- Entering the pitch without permission
- Smoke bombs and pyros
- Throwing objects
- Drug use
- Discriminatory behaviour

CONSEQUENCES:

- Risk of serious injury
- Automatic club ban
- Reported to the police
- Criminal record
- Education and employment at risk

HELP US ENSURE MATCHES ARE SAFE AND ENJOYABLE FOR ALL
LOVE FOOTBALL. PROTECT THE GAME.



Safer matchdays for all

The Premier League and other football bodies pioneered three major initiatives to ensure a safer game for all in Season 2023/24

Premier League clubs welcomed almost 15 million supporters into their stadiums in Season 2023/24. The League and clubs are working hard with partners and police to make sure stadia are as secure as possible, and that the matchday environment is a safe and enjoyable one for everyone.

The Love Football, Protect The Game campaign, run by the League and other English football authorities, continued to operate during Season 2023/24. The campaign highlights that there is no place for dangerous or criminal behaviour within football. Tough measures, including the risk of criminal proceedings, are taken to tackle those engaging in acts such as discrimination and abuse, violence, using pyrotechnics or invading the pitch.

SQUAD Project to drive improved stewarding standards

The Premier League is driving a three-year project, working with the EFL, to reform the role of stewarding within football across the country. Between 15,000-20,000 stewards and other safety management professionals play an essential part in ensuring a safe, secure and positive matchday experience for supporters.

The Stewarding Quality and Development (SQUAD) Project will help drive improved standards across the industry, with high-quality continuous professional development for those already working as stewards, and football-specific training for employees who are new to the role.

A new registration system is being established alongside a portal for easier access to learning and information for the safety management profession, with approximately 10 clubs and 4,000 stewards available to help the pilot phase. Recognising the importance of stewarding across other sports and live events, the League is actively working with partners to ensure that learnings and emerging best practice are shared.

Reforming the role of stewarding

Establishing the SQUAD professional development system for up to

20,000

stewards working across football



4,000

stewards are available to test the system



Observer Programme promotes insights and best practice

The Observer Programme, which aims to support club safety teams to deliver a safe and enjoyable matchday experience, covered all fixtures in a full season for the first time in 2023/24.

Following a successful pilot in Season 2022/23 and with clubs' support, an independent observer with a safety and security background was deployed to every one of the 380 League fixtures.

Observers compiled a detailed report for the host club, with incident data analysed by the Premier League to share key findings and good practice across the League. The programme is already helping the League and clubs understand key safety and security issues and trends, and is helping them work collaboratively to address them.

Professional development

The Premier League has started a pilot programme of continuous professional development. This supports club staff in enhancing their knowledge, skills and competencies to manage a safe and welcoming matchday experience and to promote a safe environment for players and officials.

The programme will give club safety staff the opportunity to learn new aspects of their role and ensure they are up to date with relevant legislation, safety directives and issues. The pilot will cover a broad range of areas, including safeguarding, mental health awareness and first aid, and pitch incursion planning.

Thrilling season captivates TV audiences

The Premier League's UK broadcast partners continued to deliver best-in-class coverage throughout a season to remember

sky sports

Across its 128 live matches, Sky Sports recorded its best season for average live audiences.

- The number of engaged viewers (watching at least 30 minutes consecutively) rose to a record 14.2 million
- Thirty-one per cent of viewers who watched a game tuned in to at least 25 matches
- All 20 clubs averaged more than one million viewers per match for consecutive seasons

TNT SPORTS

TNT Sports achieved its second-highest reach since BT Sport/TNT Sports began broadcasting the Premier League in 2013/14, having grown consistently during this time.

- Fourteen matches averaged over one million viewers
- The number of viewers increased 30 per cent compared with 2022/23

prime video

December 2023 was a record-breaking month for the Premier League on Prime, with more viewers than in any previous season. Millions of fans tuned in to the action, which included 10 hours of continuous coverage on Boxing Day featuring five Premier League matches, notably a five-goal meeting between Manchester United and Aston Villa.

BBC SPORT

BBC iPlayer broke the record set the previous season for requests for Match of the Day and Match of the Day 2, which rose eight per cent to 77 million, nearly double the figure from five years ago. While audiences for the Saturday evening Match of the Day programme were marginally down, there was a 12 per cent increase for the Sunday morning repeat.

Domestic broadcast statistics 2023/24

Season 2023/24 was the most-watched ever in terms of live viewer hours, excluding the two seasons impacted by COVID-19

146



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

10



matches averaged over three million viewers – a new record

36m



individuals (59 per cent of the UK's TV audience) watched Premier League football in the UK



Global popularity

The Premier League consolidated its position as the world's most popular football league in Season 2023/24

The Premier League has become the most-watched football league globally thanks to the world-class players and managers who consistently deliver captivating football in full stadia with passionate fans.

There were 370,000 programmes and 420,000 hours of coverage dedicated to the Premier League in Season 2023/24, drawing a cumulative live global TV audience of more than 1.6 billion – up three per cent compared with Season 2022/23.

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



FIFA World Cup (51 per cent for the World Cup and 37 per cent for the Premier League).

The Premier League is therefore a core component of the media projection of the UK around the world and a major contributor to the positive image and soft power of the UK, ranking first on Yonder's British Icon Index (page 15).

Engaging audiences across the world

1.6bn

cumulative live TV audience for Premier League matches in 2023/24

82%

of the League's total live viewership is generated internationally

900m

homes across the world can watch the Premier League, in a total of 232 broadcast territories

189

countries receive coverage (out of 193 UN member states), from more than 100 different broadcasters

94%

of the top 50 most-watched European domestic league football fixtures globally, 47 were Premier League matches

Cutting-edge football broadcasting

Premier League Productions brings global audiences closer to the game

Premier League Productions (PLP) is the international production partner of the Premier League, producing and distributing live match coverage of all 380 fixtures per season.

It also provides 24/7 programming and digital content to the Premier League's 55 international broadcasters, alongside more than 1,000 promotional assets. This helps to ensure Premier League fans are engaged and entertained throughout the season.

A partnership between the Premier League and IMG – the global sports, events and talent management company – PLP is home to the largest football production, distribution and service team in UK broadcasting.

It is also one of the most advanced and highly connected production hubs in Europe, featuring state-of-the-art facilities and a best-in-class content management system giving international broadcasters full digital access to the Premier League's rich archive.

In November 2024 clubs unanimously agreed that the Premier League will establish a new in-house media operations business for the start of Season 2026/27.

Premier League Chief Media Officer Paul Molnar said: "IMG has been a fantastic partner for the Premier League over the past 20 years. As we move the media production operations in-house, we remain steadfast in our commitment to providing a best-in-class content service."



Alongside this centralised production model, PLP's servicing team work closely with international broadcasters to deliver localised content and dedicated matchday access – bringing audiences closer to the game.

With a commitment to world-class content, bespoke servicing and innovation, PLP enables international broadcasters to showcase the most compelling and competitive league on the planet, supporting the Premier League's global growth.



Tackling piracy around the world

The Premier League is committed to tackling global video sports piracy through a broad strategy

The League works closely with broadcast partners and other bodies in the UK and around the world to combat piracy.

A broad and comprehensive strategy includes technical measures, legal actions and educational initiatives. This work is carried out by a dedicated team comprised of lawyers, technical experts and investigators, across the Premier League's London and Singapore offices.

The team is supplemented by a panel of expert vendors specialising in different fields of anti-piracy, such as live monitoring and social media takedowns. They work closely with key broadcast partners globally to tailor efforts to combat issues in each region.

Combatting piracy in South America

The Premier League became the first sports body to directly participate in Operation 404, an initiative addressing pirate services in South America.

The operation is led by the Cyber Operations Laboratory of Brazil's Ministry of Justice and Public Security, in collaboration with the Premier League and various other partners, including participating authorities from Argentina, Brazil, Peru and the United States. Action took place in September 2024 and saw nearly 700 illegal streaming websites and 14 apps blocked, as well as 30 warrants for search and seizure and five for arrest.

Season 2023/24 anti-piracy work

1m pirate clips removed from social media platforms

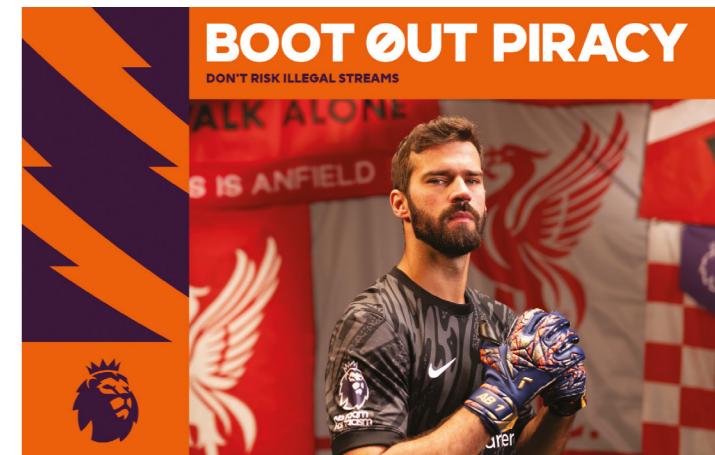
650k infringing live streams blocked or removed from viewing in the UK

350k infringing links delisted from search engine results

50+ piracy operations shut down globally

16 countries in which legal actions are active

8 years of prison sentences secured through prosecutions of pirate operators



Raising awareness of piracy risks

The Boot Out Piracy campaign, which raises awareness about the dangers of illegal streaming, was activated in six countries across South-East Asia. Players such as Alisson Becker (above) featured in online videos to warn fans of the risks associated with accessing Premier League content through unauthorised channels.



[Click to play video](#)

Digital media innovations lead to global growth

Driving record-breaking online engagement across Season 2023/24

Global engagement rapidly expands

The Premier League's owned platforms expanded to 262 million monthly active sessions (up eight per cent) across Season 2023/24, driving a monthly average of 3.3 billion page and screen views across website and app. The League's operated channels expanded to 190 million followers globally, with growth outstripping other major sports leagues like the NBA and NFL and equalling the growth of La Liga, Bundesliga and Serie A combined.

La Premier launches

Social channels for Latin America were launched in March 2024, the Premier League's first direct and bespoke engagement of the Spanish-speaking audience in the Americas. Within a few months La Premier had assembled an audience of over one million fans and generated more than 20 million engagements with the Premier League.



Fan Mail

From Mongolia to the Theatre of Dreams

Ochirvaani 'Ochiroo' Batbold captured the hearts of fans across the world with his cycle ride from Mongolia to Old Trafford – so the Premier League helped organise a surprise visit from his hero Wayne Rooney (left). The award-nominated story, which was viewed more than 20 million times, was part of the Premier League's Fan Mail series, which connects supporters across the world with the clubs and players who inspire them.



Iconic trio enter the Hall of Fame

Three former players with 13 titles between them were inducted into the Premier League Hall of Fame in 2024: Ashley Cole, Andrew Cole and John Terry. Recognised at a celebration event in London, the trio of Premier League Champions brought the total number of inductees up to 24.

The Hall of Fame recognises and celebrates individuals who have an exceptional record of success and have made a significant contribution to the Premier League since its inception in 1992.

Voted for by fans around the world, all inductees receive a medallion engraved with their name and the year of their induction, along with a £10,000 donation from the Premier League to a charity of their choice.

[Read more](#)



Digital growth in 2023/24

1.4bn +29%

engagements

262m +8%

monthly active sessions

41m +26%

direct fan relationships



FPL expands with Fantasy Challenge

In 2023/24 Fantasy Premier League expanded to include Fantasy Challenge, a new game designed to appeal to more casual fans through a weekly challenge for managers. Rolled out as a test launch for the final nine gameweeks, Fantasy Challenge attracted 1.1 million managers. More than 11 million managers registered teams for the season-long 'classic' Fantasy game.

Original campaign content

Coverage of the Premier League's No Room For Racism and More Than a Game campaigns evolved significantly in collaboration with Premier League Productions. Notable highlights included the Greatness Comes From Everywhere franchise – a showcase for diversity in which players from across the League recounted their formative years and the journeys that led them from around the world to the Premier League.

U.S. fans turn out in record numbers for Mornings Live Fan Festivals

The Premier League teamed up with broadcast partner NBC Sports to deliver Premier League Mornings Live Fan Festivals in Nashville and Chicago in 2024

The festivals have taken place in a range of iconic locations across the U.S. since 2018, with Nashville and Chicago the latest host cities. Fans congregated in their thousands to watch matches live on big screens, take part in community coaching workshops and activities delivered by the Premier League and its partners, and had the chance to meet club legends and other famous faces. NBC Sports' studio team of Rebecca Lowe, Robbie Mustoe, Robbie Earle and Tim Howard presented the weekend's action live on location.

Nashville was the destination in April. The fun kicked off at the Premier League Weekend Warm Up with Whiskey Jam – the League's first live music event – in which eight artists took part in a free show for fans at the SkyDeck rooftop bar on Nashville's iconic Broadway.

The Fan Festival, supported by the Nashville Convention and Visitors Corp, took place in the heart of the city, with more than 15,500 supporters in attendance across the two days, setting a new record for the event.

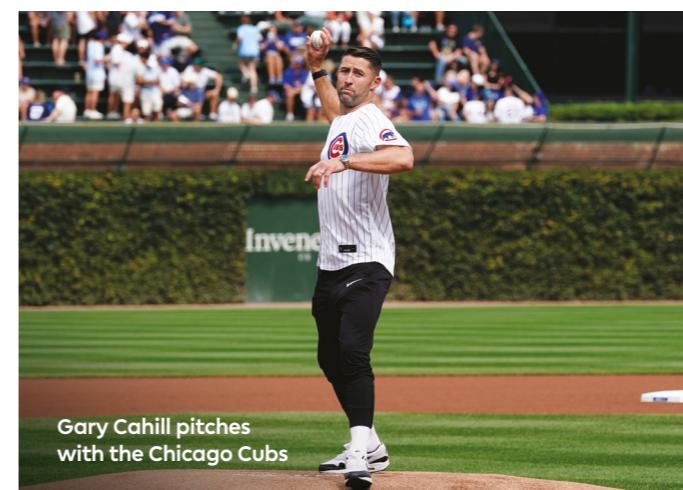


Patrick Vieira with fans in Chicago



The 10th instalment of Premier League Mornings Live took place in Chicago's Lincoln Park in September. On the eve of the weekend's action, the League's new Official Beer Partner Guinness hosted a launch party at its Open Gate Brewery.

Premier League Champions Patrick Vieira and Gary Cahill were among the club legends in attendance and also got involved in a range of activity, including collaborations with the Chicago Bears NFL team and Major League Baseball side Chicago Cubs.



[Find out more →](#)

"I really enjoyed seeing the energy of U.S. soccer fans in Chicago. It was incredible to see thousands of people watching the matches so early in the morning. The passion they have for their clubs and the atmosphere they created was amazing."

Patrick Vieira
Premier League Hall of Fame inductee

The League and clubs delivered community coaching workshops for local schoolchildren in collaboration with Chicago Fire FC, the Chicago Red Stars and the U.S. Soccer Foundation.



As with all Premier League Mornings Live events, the League's partners hosted a range of activities. Fans got the opportunity to enjoy Nike's fast feet game and a Barclays activation with prize giveaways, with areas dedicated to playing EA SPORTS FC 24™ also proving popular.

Fans could buy official club merchandise and custom-made Mornings Live jerseys, designed by Premier League official names, numbers and sleeve badge licensee Avery Dennison. In Chicago, fans had their first chance to try out an immersive Premier League Player virtual reality experience delivered by software developer and official licensee Rezzil.

[Contents](#) 





Building on a longstanding legacy in China

The continued growth of the Premier League in Asia was reinforced with the opening of an international office in Beijing in October 2024

The office will build on the League's longstanding work to promote football in the region and create more opportunities for fans in China to engage with the League and clubs.

To mark the opening, the Premier League, in partnership with the British Council, delivered a grassroots coach development course for 35 community football coaches from different regions in China.

Led by Premier League coaches from Leicester City, Manchester United, Tottenham Hotspur and Wolverhampton Wanderers, the four-day course provided theory and practical training to equip coaches with the confidence and skills to deliver football sessions in their provinces.

Also in attendance at times during the course were Premier League legends Michael Owen and Nemanja Vidic, who saw the participants put their training into action with 80 local schoolchildren and provided their own tips and advice to the coaches.

Owen and Vidic were joined by ex-Manchester City and China player Sun Jihai and the UK Ambassador to China at an event in the Workers' Stadium, Beijing, to celebrate 15 years of Premier Skills in China. The programme has delivered training to thousands of grassroots coaches, referees and teachers.

To further underpin the League's commitment to supporting the development of football in China, a Memorandum of Understanding (MoU) agreement was signed with the Chinese Football Association.

This will see the two organisations collaborate on the delivery of programmes and activities to support the elite development of players, coaches and match officials, as well as training for grassroots coaches and referees.

Premier Skills



Working in partnership with the British Council, the Premier League has been supporting grassroots football in China for 15 years through Premier Skills coaching programmes

28

cities the programmes have been delivered in

6,300

grassroots coaches, referees and teachers trained

It will also include the delivery of an elite international coach development programme with study visits for Chinese football coaches to Premier League clubs. Other activities will include a youth tournament and grassroots development courses.

Celebrating five years in Singapore

The Premier League marked the fifth anniversary of opening its Singapore office, with five-time Premier League Champion Peter Schmeichel joining the celebrations

The office became the League's first outside the UK when it opened in 2019, allowing close work with broadcast partners and other authorities in combatting piracy, both by blocking illegal streams and taking legal action against suppliers.

Premier League General Counsel Kevin Plumb said: "As we mark the fifth anniversary of our international office opening in Singapore, we are committed to progressing our work to combat piracy in the region."

"Having been based here for some time, we have a far greater understanding of how passionate our fans are in Singapore and throughout Asia, staying up late into the night to watch Premier League matches week in, week out. We want people to watch games without putting themselves at risk of cybercrime and scams."

4x

Pirated content leaves Singaporeans almost four times more likely to be exposed to an online scam



The League also teamed up with Central Singapore Community Development Council and Singapore broadcast partner StarHub to deliver the Junior Stars Football Special, providing children from low-income families with expert football coaching and tuition delivered by coaches from West Ham United and Burnley.

The children took part in a series of workshops, with themes including teamwork, diversity and emotional wellbeing. They also got the opportunity to ask questions to former Manchester United, City and Aston Villa goalkeeper Schmeichel in a mock press conference, before taking part in football skills sessions and a mini-tournament.

Schmeichel also joined hundreds of fans at a live viewing party, a reception at the British High Commission and an event hosted by StarHub.

"I have seen the impact that football has on children and young people all over the world and it was a pleasure to take part in the Junior Stars Football Special here in Singapore. It was a great experience for the children to receive tips from Premier League coaches."

Peter Schmeichel

Premier League Hall of Fame inductee

Partners support League developments

The Premier League and its partners delivered a range of initiatives for supporters and communities



Premier League all-time top goalscorer Alan Shearer at Guinness' St James's Gate Brewery

Trio of new partnerships

Guinness was announced as the Official Beer Partner of the Premier League ahead of the 2024/25 Season.

As part of this, the new Matchdays Together with Guinness show is available on the Premier League YouTube channel, showcasing fans' passion at different clubs each week. Guinness is also sponsoring the Premier League Goal of the Month award.

The Premier League and Sports Interactive, the studio behind Football Manager, announced a four-year licensing partnership. From the start of Season 2024/25, Premier League clubs are fully licensed within the football simulation game.

Another four-year partnership was announced with virtual reality (VR) software developer Rezzil. Through the partnership, VR game Premier League Player has been developed, which places users on the pitch and in their favourite players' boots, offering fans a unique opportunity to recreate iconic moments from Premier League history.

ePremier League won in extra time

The sixth season of the ePremier League (ePL) again provided fans with the opportunity to win silverware on behalf of their favourite club.

The Premier League's official esports tournament saw players compete on EA SPORTS FC™ 24, with a £100,000

Active Allies resources launched

The Premier League and Nike teamed up with Chloe Kelly and Mason Mount to launch the Active Allies programme, which aims to grow self-belief in girls and inspire allyship in boys.

The roll-out of Active Allies included the Premier League Kit Scheme for more than 58,000 girls, video messages from Kelly and Mount for use in primary school assemblies, and interactive resources for teachers to encourage discussion and inspire action.

These resources are available through Premier League Primary Stars, which uses the appeal of professional football to inspire five-to 11-year-olds to be active and develop essential life skills.



Click to play video

prize pool on offer and seats available for the winning club in the UEFA eChampions League and the FC Pro World Championships.

For the first time, the live finals took place over two action-packed weekends, with Manchester City's duo of Donovan 'Tekkz' Hunt and Matias Bonanno defeating Brighton's Jayden Groden and Marc Marley in the Grand Final.

Bonanno was the first player to win three different eLeagues: eLibertadores, eLaLiga and ePremier League. Tekkz became the first two-time ePL Champion, having won the inaugural competition in 2019.



International youth competition

Teams from England, India and South Africa came together for the tournament's fifth instalment

Premier League Academy teams Aston Villa, Crystal Palace, Everton and Tottenham Hotspur were joined by East Bengal FC, Muthoot FA, Punjab FC and Stellenbosch FC.

Stellenbosch, finalists in 2023, were crowned 2024 Premier League Next Generation Cup Champions at the Loughborough University Stadium following four wins from four, culminating in a 2-0 victory over Tottenham in the final.

The Next Generation Cup offers India's brightest young talents from the Indian Super League the chance to compete with equivalent age-group teams from Premier League Academies and the South African Premier Soccer League. The tournament is part of the Premier League's long-standing relationship with Football Sports Development Limited, part of the Indian Super League. The Premier League and its clubs also provide knowledge-sharing workshops.

Premier League Director of Football Neil Saunders said: "The event serves as a fantastic learning experience for the young players both on and off the pitch, providing them with a platform to interact with one another as well as learn about each other's cultures."

India international goalkeeper Gurpreet Singh Sandhu credited the tournament as being "crucial for developing Indian football" by allowing youngsters to gain much-needed international exposure.



A decade of support through Premier Skills

Nomonde Mashabane is a community coach and school sports assistant in Soweto, South Africa. She began her training through Premier Skills in 2014 when she learned about community development and football.

Premier Skills is a partnership between the Premier League and British Council, which has developed the skills of more than 40,000 coaches, referees and educators, supporting over 2.1 million young people in 29 countries.

With the support of the programme, Nomonde has worked on projects addressing issues in her community, such as tackling drug use among young people and increasing the participation of women and girls in sports.

Nomonde continues to work with Premier Skills in South Africa today, training coaches and teachers to enhance their knowledge, skills and confidence in delivering inclusive and engaging football sessions, as well as physical education.

"What I like most about teaching and coaching is the fact that I can bring together my love for sports and education," she said. "I love that working with young people means I get to see in real-time how being involved in my coaching sessions impacts them in their development both physically and mentally."

The partnership continued to deliver activities in China, India and South Africa throughout 2023/24.

40,000

coaches, referees and educators developed in 29 countries

04

Everyone's Game





Equality,
Diversity &
Inclusion
Standard

Championing equality, diversity and inclusion

The Premier League Equality, Diversity and Inclusion Standard (PLEDIS) supports clubs to embed and develop ED&I across all areas of their operations

Twenty-seven clubs participated in the PLEDIS during Season 2023/24, reflecting their commitment to equality, diversity and inclusion (ED&I). The PLEDIS focuses on four key themes to deliver ED&I outcomes:

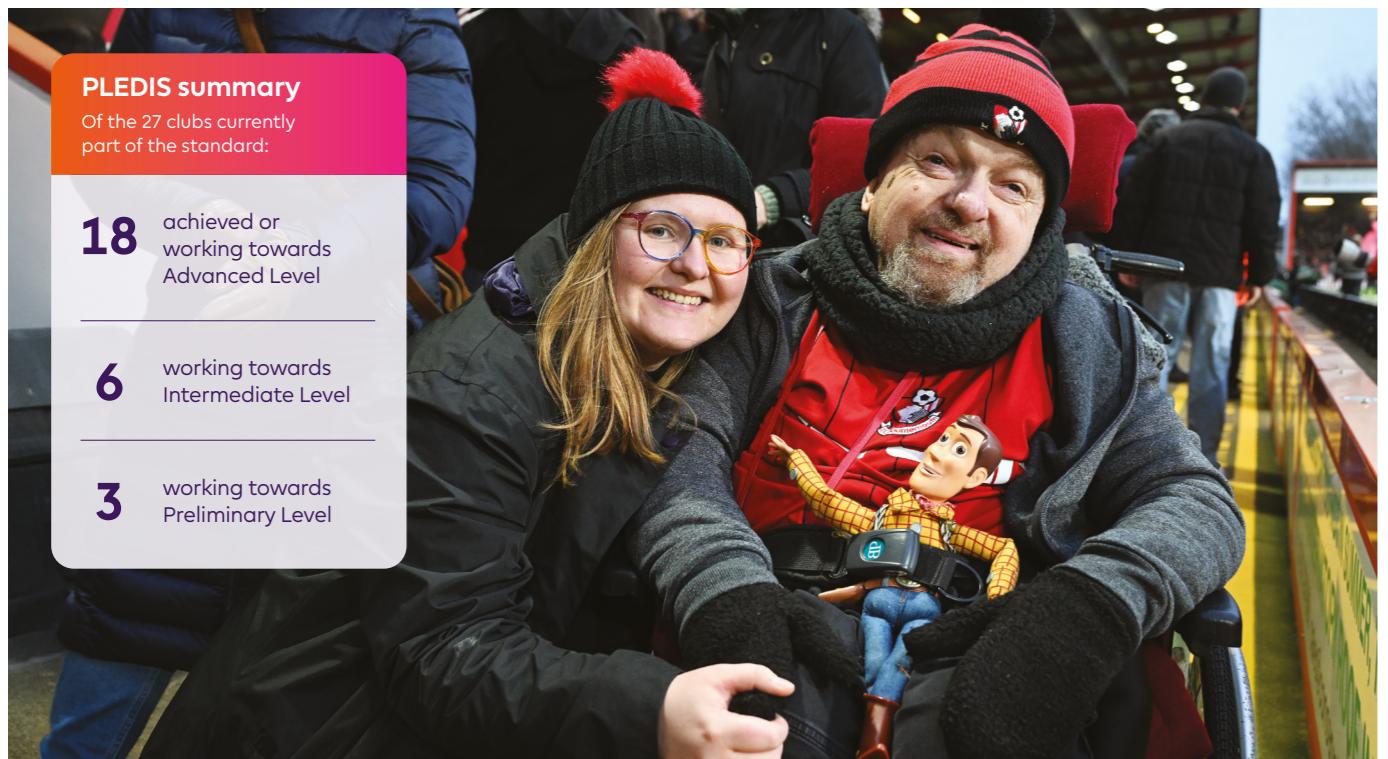
PLEDIS themes and outcomes

- Leadership and commitment:** accountability and ownership of ED&I
- Promoting ED&I:** challenging and preventing discrimination while fostering inclusive environments
- Data, insight and delivery:** informing ED&I strategies and action plan targets using evidence
- Learning and development:** improving ED&I knowledge to inform decision-making

Clubs are provided with a structured framework to achieve three levels of the Standard – Preliminary, Intermediate, and Advanced – with the goal of embedding ED&I club-wide across all areas of activity. These include their roles as employers, matchday operations, Academies, first teams, Club Community Organisations and fan engagement.

Using data and insights, clubs identify areas for change, where under-representation needs to be addressed or additional emphasis is required. They develop strategies, set aspirational targets, measure progress, and assess impact to make continual progress and create inclusive environments.

Each club is supported through the PLEDIS network and provided with a suite of specific learning and development opportunities. The Standard provides a systemic change programme which enables clubs to drive culture and behaviour change to ultimately create inclusive organisations, stadia and communities.



Brighton reach Advanced Level of the PLEDIS

Brighton & Hove Albion were awarded the Advanced Level of the Standard, marking a significant milestone in the club's ongoing commitment to inclusion. They were recognised for their proactive approach to tackling matchday abuse and discrimination – particularly through education programmes – as well as strong engagement with the local community.

Brighton have also been acknowledged for their extensive work in supporting the LGBTQ+ community, demonstrating leadership across all four themes of the PLEDIS. Their approach combines awareness, education and allyship with a firm stance against hate and discrimination.

The club's ED&I Manager Sarah Gould said: "A huge amount of work has been undertaken by colleagues across the club and Foundation in recent seasons to ensure equality, diversity and inclusion is embedded at the core of our organisation. We are thrilled to receive this recognition."

"I have witnessed significant progress made by clubs who have effectively used the tools of the PLEDIS to examine, understand, plan for and address structural and systemic barriers. In my experience, the Standard is a compelling systemic change programme which guides and supports clubs to do their best for their staff, fans and the wider community."

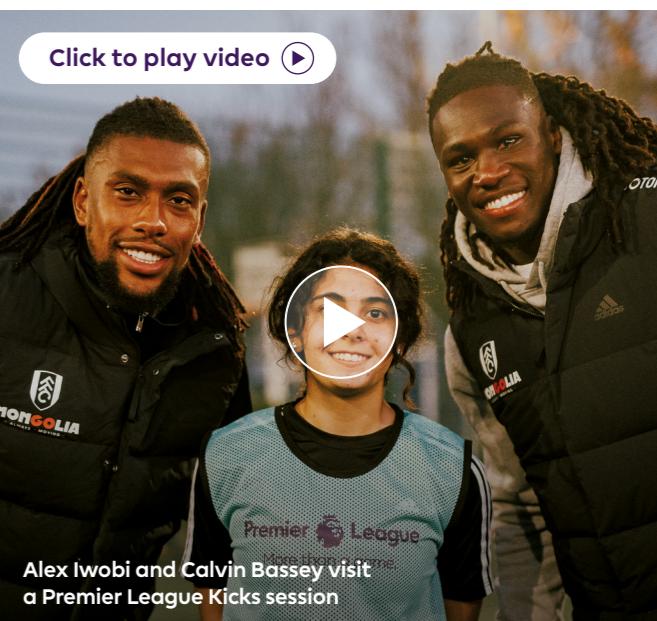
David Ruebain
PLEDIS Panel Chair

Fulham deliver broad ED&I schemes

Fulham run a variety of ED&I initiatives year-round, including support for the Premier League's No Room For Racism initiative. In 2024, forward Alex Iwobi and defender Calvin Bassey attended a Premier League Kicks session in the local community to explain to attendees how they overcome adversity. Iwobi then helped to curate a playlist of culturally significant tracks that showcased the power of music in expressing cultural pride.

The club also hosted two dedicated fixtures to highlight the importance of gender equality, collaborating with White Ribbon UK to emphasise the importance of prevention, education, and support for survivors of gender-based violence. Earlier in the year, the Women's Health Summit at Craven Cottage focused on the gender health gap, bringing together 70 professionals and stakeholders to discuss issues affecting women's mental and physical wellbeing.

Alongside the club, the Fulham FC Foundation drove ED&I developments within the community. This included launching monthly football sessions for girls with cerebral palsy or acquired brain injuries, the inaugural Frame Football Festival, and wellbeing initiative FulAbility to help participants with disabilities learn about wellbeing using examples from football.



League and clubs show there is No Room For Racism

The Premier League and clubs demonstrated their ongoing commitment to promoting inclusion and fighting discrimination

A three-year update on the Premier League's No Room For Racism Action Plan showed that progress continues to be made in increasing diversity across the game. It also highlighted the ongoing efforts of the League and clubs to combat discrimination and support those who are subjected to racist abuse.

The Action Plan was launched in 2021, outlining a series of commitments aimed at creating greater access to opportunities and career progression for black, Asian and other minority ethnic groups in football, along with actions to eradicate racial prejudice.

"The message is clear: anybody who doesn't support diversity is not welcome in football."

Wes Morgan
Premier League Champion and member of the League's Black Participants' Advisory Group

The three-year update highlights the work carried out year-round in line with the key pillars of the Action Plan. This includes ongoing work against racism, as well as improving pathways for players, coaches and others working in football from ethnically diverse backgrounds.

The ongoing fight against discriminatory abuse, whether it occurs within stadiums or online, remains a priority. The League commits significant resource to take action and support players and others connected to the game who face abuse.

The League's specialist investigative team continues to support players, their families and others working within football who are subjected to discrimination. A reporting system has been made available to clubs to host on their websites and fans can also report any racist abuse they see directed at players at premierleague.com. A combination of platform filtering, monitoring activities and real-world sanctions has helped drive down the number of reports received from players.

Over the last two seasons, the Observer Programme ([page 53](#)) has been developed to ensure that fan-related behaviour within stadiums, including discriminatory abuse, is monitored closely at every Premier League fixture.

The League and clubs are also committed to working with the authorities and tough sanctions are in place for anybody found guilty. Punishments include automatic stadium bans and legal prosecution. This can affect education and employment opportunities and could lead to custodial sentences.

Over the last five seasons, match rounds have highlighted the ongoing action undertaken by the League and clubs. They are also dedicated to messaging which urges fans to act when they see or hear racism. The four No Room For Racism match rounds in Season 2023/24 were among those at which players took the knee to show their unity against all forms of discrimination.



No Room For Racism Action Plan

Progress continues to be made against the six pillars of the No Room For Racism Action Plan, including:

Developing coaching pathways

93%

of coaches who have participated in the League's inclusive coaching programmes are working in professional football

Enhancing executive pathways

19.3%

of Premier League workforce from ethnically diverse backgrounds (up from 12 per cent in 2021), as well as two Board members (40 per cent)

Improving player pathways

3,000+

boys and girls involved in South Asian Action Plan activity run by 11 Premier League and EFL clubs over three years

Football Black List

The Premier League is a proud supporter of the Football Black List, which celebrates people of African and Caribbean heritage working in the game.

The annual awards were founded by sports journalists Leon Mann MBE and Rodney Hinds and showcase influential black people in British football, shining a light on those inspiring the next generation to consider a role in the industry.

At the latest awards event in south London, Leon said:

"The collaboration with the Premier League is absolutely huge. It is recognised globally and this enables us to be

able to get the message around black excellence out to a much wider audience."

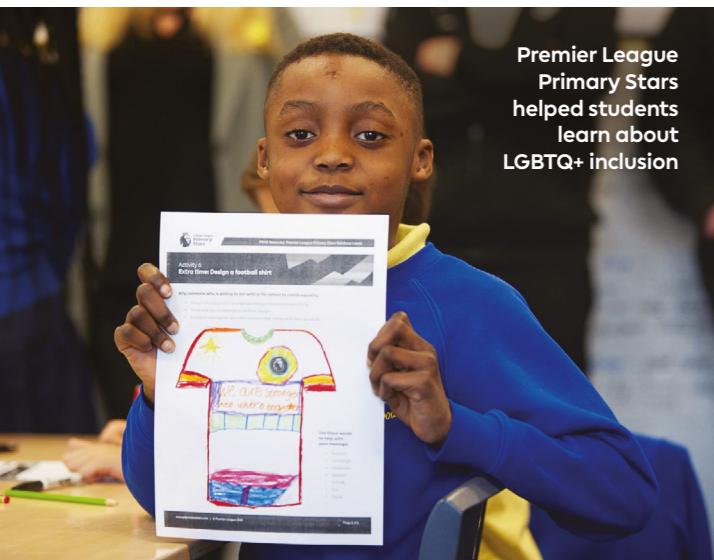
Nicole Farley was a recipient of an award at the event as the first black female elite coach at West Ham United. She is one of 46 coaches from under-represented backgrounds to have taken part in the Premier League's Coach Inclusion and Diversity Scheme ([page 40](#)), which provides opportunities to people of black, Asian and mixed heritage backgrounds and women.

"It feels fantastic," Nicole said. "To be around such elite greatness, it's an honour."



Partnering for an inclusive game

The Premier League partners with multiple organisations to promote inclusion across all levels of football



Ongoing support for LGBTQ+ communities

The Premier League and clubs showcased the work they carry out year-round to embed equality, diversity and inclusion across all areas of the game during match rounds dedicated to LGBTQ+ inclusion in December 2023.

This aligned with the 10th anniversary of Stonewall's Rainbow Laces campaign, which has played an important role in driving conversations around LGBTQ+ inclusion in sport since 2013.

The League made a new free educational resource available to more than 19,000 schools through the Premier League Primary Stars programme. 'Rainbow Laces – Stand in someone else's shoes' gives students the opportunity to talk about the importance of LGBTQ+ inclusion in sport and beyond. Through it, pupils learn about the Rainbow Laces campaign and how to be an ally, and then demonstrate active allyship with the LGBTQ+ community.

The Premier League also provides resources to engage young people on topics such as building communities free from homophobic, transphobic and biphobic language.

These sessions are delivered by clubs in their communities through the Premier League Kicks and Inspires programmes.

In addition to a range of content featuring players and LGBTQ+ supporters' groups, fans were also reminded that discriminatory abuse, language and chants will not be tolerated.

Forest launch LGBTQ+ supporters' club

Nottingham Forest launched their official LGBTQ+ supporters' club, Proud Forest, in Season 2023/24.

The launch was supported by players Ryan Yates and Nat Johnson. Yates said: "What makes me proud being a Nottingham Forest player is that we all stand up for each other and we all fight against discrimination."



Supporting women to thrive in the football industry

The League's partnership with Women in Football developed in Season 2023/24 through support for training and personal development. This will help grow an expanded talent pool of diverse women who see their careers progress and achieve success in the football industry.



Kick It Out

The Premier League remains a long-term supporter and primary funder of anti-discrimination charity Kick It Out. Continued partnership support of Kick It Out enables the organisation to tackle discrimination and promote inclusion in the game, focusing on supporting people from under-represented and minority communities.

During Season 2023/24 Kick It Out celebrated its 30th anniversary and continues to build on a wide range of work, from campaigning and advocacy to developing opportunities for training and education. Kick It Out also works with a range of partners on reporting discrimination within the professional and grassroots game.

In 2024 the Premier League joined Kick It Out and the wider football community in paying tribute to the charity's founder and former Chair, Lord Herman Ouseley, who died aged 79.

South Asian Action Plan

Since launching the South Asian Action Plan (SAAP) alongside Kick It Out in 2022, the Premier League has sought to address the under-representation of British South Asian players within the Academy system.



In summer 2024, the third annual Emerging Talent Festival saw 220 children of South Asian heritage representing 11 Premier League and EFL clubs in a tournament at Loughborough University. More than 3,000 children and 400 grassroots coaches have been engaged since the SAAP launched.

Later in the year, the Asian Football Awards celebrated outstanding contributions made by British South Asians at every level of football. The Premier League supported the event alongside organisations including PGMOL and The FA.



Level Playing Field

The Premier League continues to fund and support the work of Level Playing Field, which campaigns to bring about an inclusive experience for all disabled supporters on matchdays and non-matchdays.

Level Playing Field works in collaboration with clubs and disabled supporters' associations to develop proactive and sustainable relationships between fans and their clubs, including the annual Unite for Access campaign. The charity also provides clubs with a range of support, from advice on improving their stadia to delivering training focused on disability inclusion.

Level Playing Field has been leading the review of the Accessible Stadia Guidance, which is the benchmark for accessibility for new and existing sports grounds.

Spurs celebrate Down Syndrome Awareness Week

Tottenham Hotspur players showed their support for Down Syndrome Awareness Week by training in colourful mismatched socks.

Individuals born with Down syndrome typically have three copies of chromosome 21 instead of two. Players wore mismatched socks to show that no two people are the same – regardless of the number of chromosomes they have – and were joined by young supporters and community programme participants who have Down syndrome.



Read more ↗

Kicking off mental health conversations

The League and clubs encourage positive mental health through season-long work and the ongoing Inside Matters campaign

The Premier League and clubs provide ongoing support for fans, players and communities with their mental wellbeing. Initiatives include the provision of free resources to teachers, as well as clubs committing to include mental health and wellbeing requirements as part of their work on the PLEDIS ([page 68](#)). All also have a dedicated Player Care Lead.

This work was complemented by the 2023/24 Inside Matters campaign. During the campaign window, the League made a new Wellbeing Stars resource available to more than 19,000 primary schools.

Clubs, players, managers and staff also encouraged fans to discuss their own experiences after research commissioned by the League showed more than two-thirds (68 per cent) would talk about their mental health with the friends they see at football.

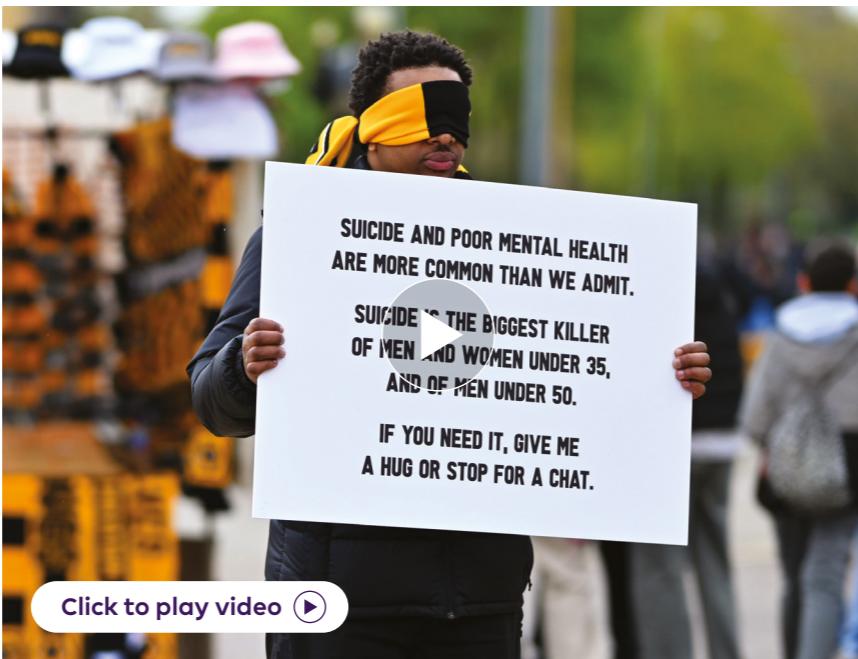
This included a powerful video by Wolverhampton Wanderers which

aimed to raise awareness of suicide prevention and the importance of mental health protection.

For the video, local grime and rap artist Reepa stood outside Molineux on a matchday, wearing a Wolves scarf as a blindfold and holding a placard that highlighted statistics around suicide (above). He was approached by several fans, who hugged him and talked about mental health struggles.

Everyone who disclosed a personal vulnerability was supported by Wolves Foundation's on-site Head 4 Health team. Four people, who weren't included in the video, were severely struggling and received immediate support and signposting to mental health services.

The video was viewed millions of times and was even commended by Luton Town captain Carlton Morris, who said: "Seeing how much the football means to the fans, and how much we do impact people's lives, it made me think about that straight away."



Getting fans talking

Research commissioned by the Premier League showed:

84%

of fans agree football helps to start conversations

68%

of fans would talk to the friends they see at football about their mental health

65%

believe football can reach people other mental health initiatives may not

*Yonder research, April 2024

Premier League mental health support

75,000 

downloads of Premier League Primary Stars resilience and wellbeing schools resources

27

free Premier League Primary Stars resource packs for schools on wellbeing topics

37

Premier League and PFA-funded community projects delivered by clubs in 2023/24

20 

Premier League clubs have a Player Care Lead to support with mental and emotional wellbeing

125 

mental and emotional wellbeing sessions delivered to Academies and first teams in 2023/24

Mee praises impact of Club Community Organisations

Brentford defender Ben Mee was named the PFA Community Champion for his work with the Brentford FC Community Sports Trust in 2023. Having launched the Schools' Mental Wellbeing Project at former club Burnley, he explained how working with Club Community Organisations has supported both him and others.

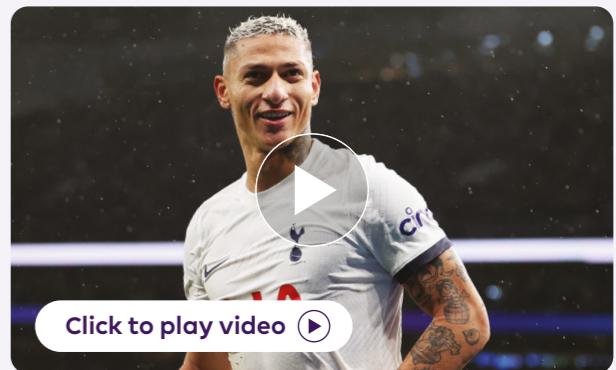
"Throughout my career I've always tried to get involved in community work," Mee said. "At Burnley and Brentford I've seen first-hand how good the work is and how impactful it can be."

"The mental health project in Burnley really hit home for me. Seeing young people in the community, encouraging them to talk, encouraging them to speak about issues, really engaging with each other as well as with a counsellor."

"I tried to use the guidelines from the project for myself to talk about things more. My daughter was born premature and taking those guidelines and talking about how I was feeling – in the media, with my friends and family – really helped me."



Richarlison inspires players to discuss mental health



After Tottenham Hotspur's Richarlison shared his mental health difficulties publicly, the Premier League asked players from other clubs to listen to the Brazilian's story and continue the conversation around wellbeing.

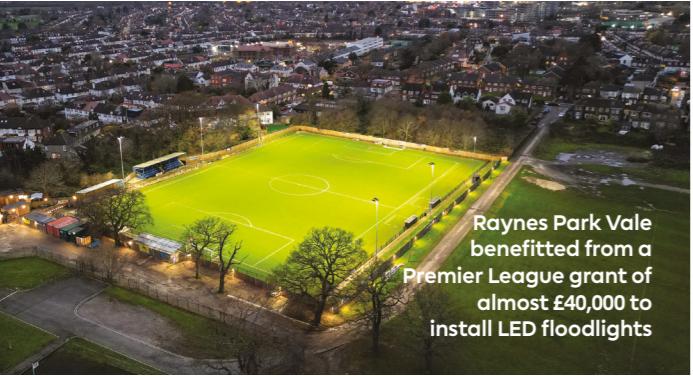
Ben Chilwell, Antonee Robinson, Yoane Wissa, Carlton Morris and Joao Gomes all took part. Watching Richarlison talk prompted them to be honest and open about the mental health issues they have dealt with in their own lives.

"It's so inspiring to see a high-profile footballer be so vulnerable with his emotions," said Chelsea defender Chilwell. "He didn't hold back at all. The whole stigma around it being not something that footballers – or men – do needs to be kicked out now."

Richarlison said reaching out for support and therapy saved his life. "I have felt in a situation where I needed to talk to someone," Chilwell continued. "Feeling like you can be completely open, honest, vulnerable and share what you're thinking, being able to talk to someone about it, is important."

Committed to a sustainable future

The Premier League and its clubs recognise their responsibility to take action on environmental issues



The Premier League works closely with clubs to reduce football's environmental impact. As an organisation it aims to achieve net-zero emissions by 2040 as part of its commitment to the UN Sports for Climate Action Framework.

In February 2024, clubs agreed to a Premier League Environmental Sustainability Commitment, which introduces a minimum standard of action on environmental issues across clubs and the League.

Developed following extensive consultation with clubs and the Premier League Sustainability Working Group (PLSWG), the Commitment will see each club:

1. Develop a robust environmental sustainability policy by the end of Season 2024/25
2. Designate a senior employee to lead the club's environmental sustainability activities
3. Develop a greenhouse gas emissions dataset by the end of Season 2025/26 and work towards a standardised football-wide approach to measuring emissions
4. Support the development of a common framework for action via the PLSWG

The League also supports non-league and women's clubs to develop their infrastructure sustainably. This includes the LED Floodlight Fund to install energy-efficient floodlights, helping clubs throughout the National League System and Women's Football Pyramid reduce their energy costs and carbon footprint.



Sustainability training launched

Sustainability training is now available across the Academy system as part of the Premier League's Life Skills & Personal Development Programme. Academy players learn about the fundamentals of climate change and discuss practical solutions that they and their clubs can champion. Training will be made available to first teams from Season 2024/25.

Crystal Palace's Under-16s took part in one workshop shortly after the club announced its Palace for the Planet strategy. The workshop raised players' awareness of the scale of climate change and football's shift towards a more sustainable approach.

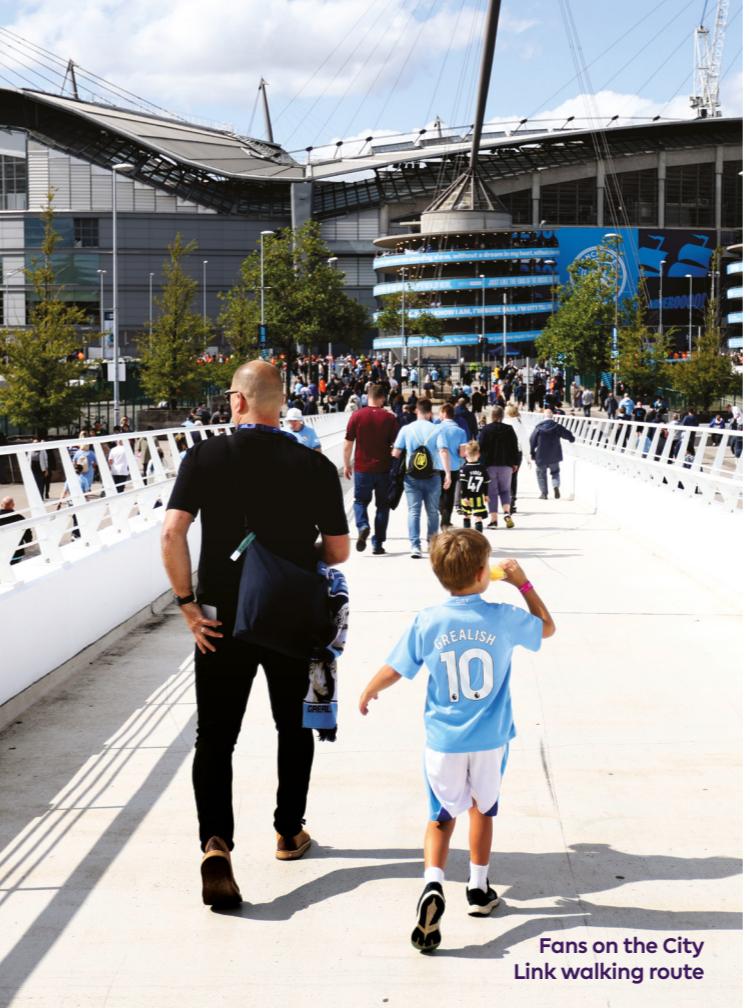
The club's Academy Head of Education Rowan Griffiths said: "The workshop provided a unique platform for our young players to delve into the intricate relationship between football and the environment.

"This highlighted the importance of environmental stewardship in football and also served as a catalyst for raising awareness."

The Palace for Life Foundation also delivers a Protect the Planet education programme in six local schools, and club staff took part in Environmental Awareness training.



[Read more ↗](#)



Fans on the City Link walking route

Clubs' work for the environment

City progress renewable energy plans

Manchester City announced plans to install more than 10,500 solar panels, producing enough self-supplied renewable energy to off-set the annual requirements of running the City Football Academy training facility.

The club also trialled a large-scale matchday bus network in which 92 per cent of fans reported being satisfied with the service. The network continued into Season 2024/25, helping to offer more sustainable transport options to and from the Etihad Stadium. Walking and cycling are encouraged too, with new bike racks and the City Link walking route.

The club also reported progress on energy and waste reduction in Season 2023/24:

- 22.7 per cent reduction in water consumption
- 70 per cent of waste recovered
- 6.6 per cent reduction in energy consumption

Brighton's fan forest in Ecuador

Brighton & Hove Albion encouraged supporters to swap their MyAlbion+ membership pack and instead opt to plant four trees in the 'Albion Forest' in Ecuador.

The club announced that more than 20,000 trees would be planted as a result, reforesting 3.2 hectares of land and absorbing an estimated 1,800 tonnes of carbon over the trees' lifetime.

"The club is committed to environmental sustainability through its My Albion My Planet strategy," said Sustainability Manager Tom Harris after the club received a gold Football Business Award for sustainability. "This commitment extends all the way to the top. Our team values are closely aligned with sustainability and are the basis for our strategy."

Chelsea regenerate banks of the River Mole

As part of wide-ranging sustainability initiatives, Chelsea players kicked off a project to plant 100 trees on the banks of the River Mole at the club's Cobham training ground.

The trees will establish an ecological corridor and improve biodiversity in the local environment, as well as having a positive impact on a wide variety of areas, including water quality, habitat improvement and flood management.

The training ground also features measures to collect and reuse rainwater, and the club buys 100 per cent of its energy from renewable sources.



[Read more ↗](#)

05

More Than a Game



Premier League

More than a game.

Thrilling football. Thriving communities.

The Premier League shares its success and is proud to continue to provide substantial financial investment for football at every level, helping thousands of clubs to have a positive impact on their local community. The League has committed to £1.6 billion of investment into wider football and communities between 2022 and 2025. The impact of this investment is celebrated through the Premier League's More Than a Game campaign.



Football club community network



164

clubs supported by the Premier League to deliver community programmes across the following leagues:



20



72



72

Plus support for clubs across the:



6,200+

people employed by professional football club charities to support their communities

Supporting wider football

87,000+

grassroots teams playing at funded sites



13,700+

grass pitch improvements and 1,200+ 3G pitches since 2000



1,083



lower league clubs supported to improve grounds across 114 leagues

Supporting women and girls

72



FA Girls' Emerging Talent Centres (ETCs) funded

265%



increase in girls in the talent pathway due to ETCs



[Find out more →](#)

More Than a Game



Supporting communities



2.5m

people have benefitted from Premier League Charitable Fund programmes



1m+

hours of free Premier League Kicks sessions

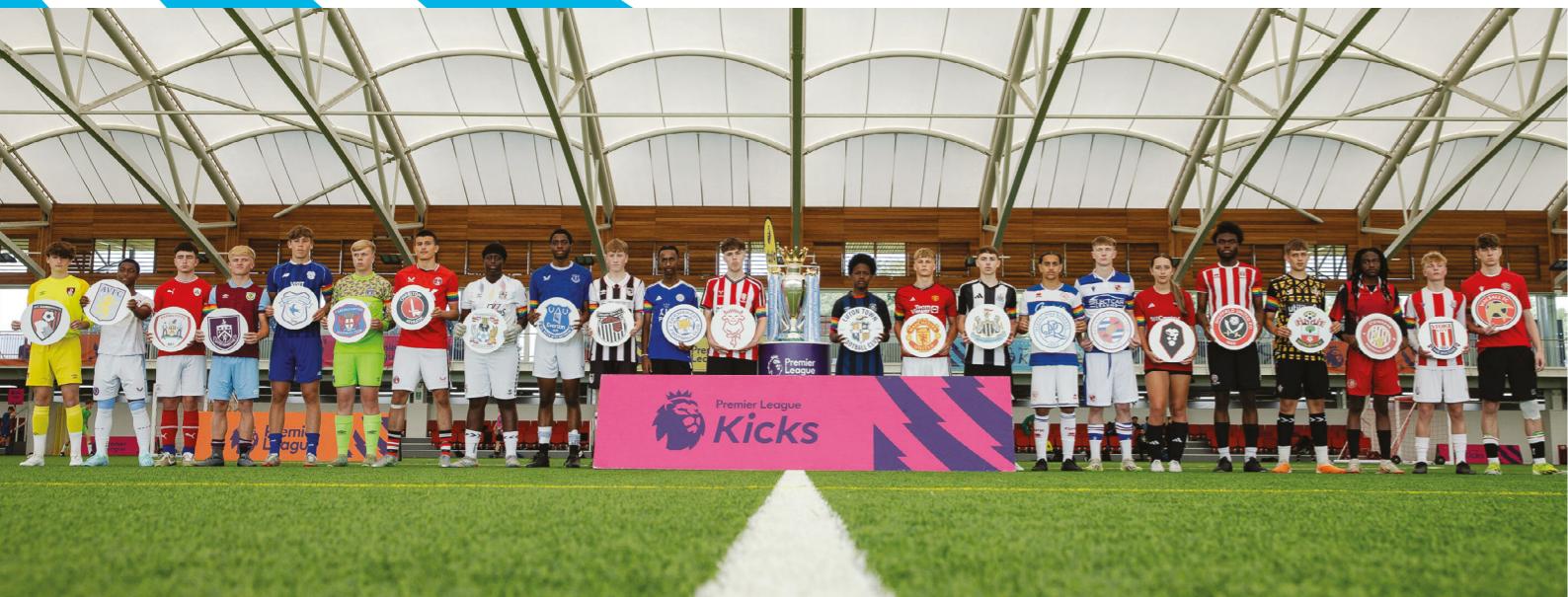
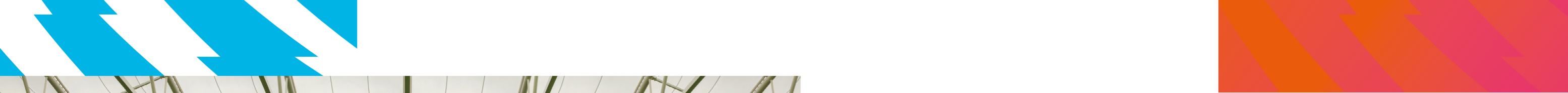


20,000+

schools engaged in Premier League community programmes

Contents ⏕





Premier League Charitable Fund

1.3m+

young people engaged annually through free face-to-face and digital activity

£325m+

invested by the Premier League through the Premier League Charitable Fund

106

Premier League, EFL and National League CCOs supported to deliver in thousands of community venues and schools



Inspiring stronger communities

Premier League success has enabled sustained investment into one of the world's biggest sporting charities, supporting professional Club Community Organisations across the Premier League, EFL and National League

Launched in 2010, the Premier League Charitable Fund uses Premier League funds and those from partners, including the Professional Footballers' Association, to support the delivery of community and school-based programmes across England and Wales. These include major initiatives such as Premier League Kicks, Premier League Primary Stars and Premier League Inspires.

More than 2.5 million individuals have benefitted from the charity, which aims to foster positive sporting, health, personal and education opportunities for children, young people and the wider community.

A network of Club Community Organisations (CCOs) – charities attached to Premier League, EFL and National League clubs – are supported to deliver these programmes on a vast scale. With 6,200 people employed, the network reaches high-need communities across England and Wales.

Annual investment via the Premier League Charitable Fund has almost quadrupled in just over a decade, with the Premier League investing more than £325 million since its formation in 2010.

"It is my continued pleasure and privilege to lead a charity whose scale and reach is unprecedented in world sport."

Tim Godwin OBE QPM

Premier League Charitable Fund Chair and former Metropolitan Police Deputy Commissioner



Fulfilling potential through football

Premier League Kicks has helped more than half a million young people develop across England and Wales



The League's flagship community programme, Premier League Kicks, has been delivered since 2006. With investment of more than £91 million, it has supported hundreds of thousands of young people to achieve their potential through free weekly football, sport and workshop activities.

The programme is delivered by 93 clubs across the Premier League, EFL and National League, alongside local police forces. It supports stronger, safer and more inclusive communities by developing pro-social attitudes and skills among participants.

Premier League Kicks has been delivered in over 4,900 venues across England and Wales. More than half of these are located in the most deprived neighbourhoods, enhancing the physical and mental wellbeing of over 550,000 participants aged eight to 18.

In addition to providing young people with access to free football and sports activities, Premier League Kicks has also inspired thousands of youngsters with routes into education, training and employment. Three-hundred people in the CCO workforce are former Kicks participants – creating a culture of positive role models.

Premier League Kicks Cup

St. George's Park hosted the 2023/24 Premier League Kicks Cup national finals, an event which celebrated the programme's impact throughout the season.

Participants from more than 80 professional football clubs took part in qualifiers and over 350 young people played in the finals. The team representing Tottenham Hotspur won the Under-16 girls' trophy (right), with more than 23,000 girls and young women attending Premier League Kicks sessions during Season 2023/24.



[Click to play video](#)

Ish Bamba: Community Captain

Ish Bamba arrived in Newcastle as an 11-year-old refugee after fleeing civil war in the Ivory Coast, unable to speak English. He began attending Premier League Kicks sessions a few years later and started to volunteer with encouragement from Newcastle United Foundation.

"It gave me friendship, it gave me camaraderie," said Ish. "Kicks helped shape my childhood. When I got a bit older, I wanted to do that for others."

Today, Ish is a full-time Premier League Kicks community coach with Newcastle United Foundation and runs specialist sessions for recently arrived refugees and migrants. In 2024 he was named the club's Community Captain as part of the More Than a Game campaign, with the League unveiling a mural in the city to celebrate his work in the local community.

"Kicks is an environment where young people can turn up, feel safe, create new friendship groups, learn something new and most importantly, have fun," Ish said. "That was what I needed."

Premier League Kicks 2023/24

105,000+  participants

93  Premier League, EFL and National League clubs

36%  of participants from ethnically diverse backgrounds

23,500+  female participants

1,250+  venues with free sessions

1,500  active volunteers

38/44  police force areas covered across England and Wales

1m+  hours delivered all-time

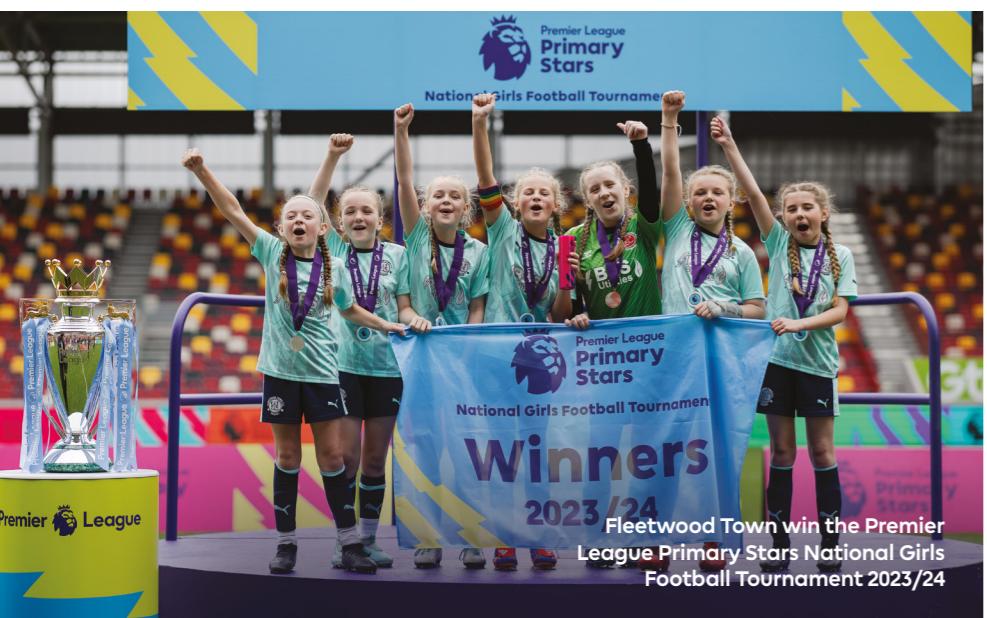
Clubs work with young people to:

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



Supporting schools nationwide

Premier League Primary Stars and other programmes enable children of all backgrounds to benefit from the League's community impact



Premier League Primary Stars is available to every primary school in England and Wales, reaching more than 19,000 schools (86 per cent of those in England and Wales).

The programme uses the appeal of professional football to inspire children aged five-to-11 to be active and develop essential life skills.

Teachers can access free resources for PE, PSHE, maths and English to support children in developing crucial skills and values – increasing their subject interest, understanding and confidence. Unsurpassed in world

sport, more than 650 free resources have been created in conjunction with subject matter experts, with over 70,000 teachers using them to date to support their pupils.

The Premier League has invested over £56 million since the programme launched in 2017, supporting more than 1.3 million children per year. Attendances by primary school children have now topped 20 million, with sessions delivered by 104 CCOs at professional clubs ranging from the National League to the Premier League.

Premier League Primary Stars 2023/24



104

Premier League, EFL and National League clubs



19,000+

schools engaged to date



20,000+

children playing in Premier League Primary Stars Football Tournaments



1.3m+

children engaged per year



90,000+

participants in PE/sport sessions in 2023/24

SUPER MOVERS



Premier League joins BBC and ParalympicsGB to inspire disabled children

The Premier League joined the BBC and ParalympicsGB to launch Super Movers for Every Body. The initiative uses the inspiration of top-flight football and talented athletes to engage disabled children and those with special educational needs in sport and physical activity.

A host of free curriculum-linked resources are available for teachers and parents to access on BBC Teach. This includes Super Movers for Every Body follow-along films featuring CBBC stars, ParalympicsGB athletes and Premier League mascots, as well as other downloadable activities to engage children.

Primary school teachers across the UK are also able to register for a free Super Movers for Every Body equipment pack. Funded by the Premier League, this helps them deliver inclusive sports activity for all students aged five to 11.



Premier League Disability Football Festivals create opportunities for all



Premier League Disability Football Festivals were held at Wolverhampton Wanderers, Chelsea and Middlesbrough. More than 450 participants representing over 50 professional football clubs showcased their abilities and celebrated how football has made an impact on their lives.

The pan-disability festivals create opportunities for players to develop their skills and confidence in a supportive environment, catering

for the needs of people who are neurodivergent and those who have sensory or physical disabilities.

Harry (left), who took part at Wolves' Sir Jack Hayward training ground representing Stoke City Community Trust, said: "If you're hearing impaired, got cerebral palsy, are visually impaired or you're an amputee, there is a pathway for you. You can come on to the pitch and just be playing football and forget about everything else."



Premier League
Inspires



Providing personal skills for life

Using the power of football to empower thousands of young people

Premier League Inspires supports young people at risk of not achieving their potential. Supported by the Professional Footballers' Association (PFA), the programme is predominantly delivered in secondary schools and pupil referral units. Through one-to-one and group sessions, Club Community Organisation (CCO) staff develop participants' personal, social, vocational and life

skills, providing them with the help they need now and supporting them to plan for their future.

More than £14.5 million has been invested by the Premier League in the programme to date, enabling over 30,000 young people from across England and Wales to receive more than 130,000 hours of targeted support.

Premier League
Inspires 2023/24

16,000+
young people engaged



600+
schools and alternative education providers engaged



45
Premier League and EFL clubs involved



46%
female participants



Premier League Inspires Challenge

The Season 2023/24 Premier League Inspires Challenge (pictured top) empowered participants to begin a social action project and make a difference to the world around them. The challenge saw more than 200 young people from across England and Wales come together at Wembley Stadium to showcase their ideas for raising mental health awareness in their local communities, as part of the Premier League's Inside Matters campaign.

Teams representing 45 professional football clubs were in attendance as they presented their proposals, joined workshops and were inspired by other young people.



Funding community development

Together the Premier League and PFA are positively impacting clubs and their communities

The Premier League and PFA Community Fund supports clubs to develop partnerships to tackle inequality and respond to local challenges.

The fund has enabled Premier League Club Community Organisations (CCOs) across England and Wales to deliver projects tailored to local needs for the last 14 years. Since its inception, the Fund has supported 32 CCOs to create inclusive environments and positively impact hundreds of thousands of people and communities across England and Wales.

Delivered with local strategic partners, the programmes are also supported by current and former professional

and Academy players to inspire local communities to improve their wellbeing, achieve their potential and develop the skills and attitudes to succeed in life.

In Season 2023/24, funded programmes used the power of football to respond to local issues, including: mental and physical health and wellbeing, LGBTQ+ inclusion, social isolation in older people, supporting people with dementia, and education, employability and training pathways.

[Find out more](#)

Premier League and PFA
Community Fund 2023/24

24,000+
unique participants engaged



37,000+
sessions



88
projects



500+
venues



700+
player/scholar engagements



Changing children's futures through the Premier League and PFA Community Fund

Aston Villa Foundation and Aston University used funding from the Premier League and PFA Community Fund to create a unique programme for children in Birmingham.

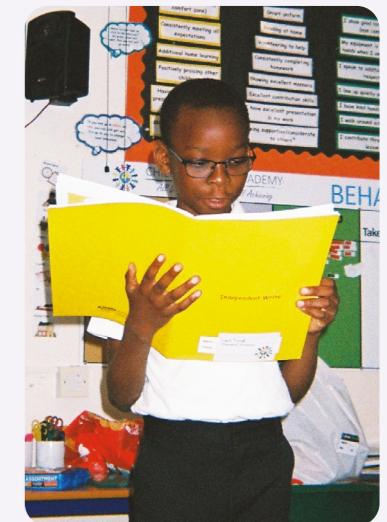
Villa Vision is designed to increase access to eye health education, vision screening, eye examinations and prescription glasses for schoolchildren whose learning may be impacted by their vision.

Ten-year-old Zayd (right) had glasses fitted by Villa Vision in November 2022. "The people at Villa Vision made me feel comfortable and like I belong," he said. "Without the glasses everything

was smaller, but with them it's bigger. It made me feel better and more confident."

Project Manager Nikhil Sonpal said: "We wouldn't be here without the Premier League and PFA funding. The openness and the willingness to support something new and very different is huge."

In its first three years, Villa Vision made 101 primary school visits, engaged with over 8,500 children in classroom workshops and 7,000 through vision screening checks, dispensing approximately 500 pairs of glasses.



Helping women's and girls' football grow

The Premier League supports women's and girls' football from grassroots level through to the professional game

The Premier League pledged £21 million between 2022 and 2025 through its commitment to develop women's and girls' football, split equally between the professional and grassroots game. The Premier League also provides additional wide-ranging support for women and girls through its facilities funding and community programmes.

Supporting a new era for women's professional football

In summer 2024 the Premier League announced a variety of support for the Women's Professional Leagues Limited (WPLL), the new independent company running the top two tiers of the women's game.

The WPLL is supported by the Premier League through a co-operation and funding agreement. This includes a £20 million interest-free loan, in addition to the £21 million pledged to women's and girls' football, providing vital capital to build strong foundations and invest in areas such as recruitment and the development of long-term projects. The Premier League is also offering extensive support and knowledge-sharing in a wide range of areas, including broadcasting, commercial and football operations.

Support of £1 million per season is provided by the Premier League for The FA Women's National League, which covers tiers three and four of the Women's Football Pyramid.



1,400+

girls and young women have engaged in Premier League Changemakers



Changemakers

Launched in 2021, Changemakers is delivered through the Premier League Kicks and Premier League Inspires programmes. It provides opportunities for girls and young women aged 11 to 18 to access leadership training alongside sport and physical activity.

More than 50 girls aged 12 to 15 representing 27 professional football club charities learned about careers in football at the 2023/24 Premier League Changemakers celebration, held at the iconic National Football Museum.

Joined by former Tottenham Hotspur goalkeeper Chloe Morgan (left), Premier League Changemakers participants attended workshops and heard from inspirational female leaders in the game as they discussed equity, equality and allyship in football.



265%

increase in girls in the talent pathway due to ETCs

Active Allies and Premier League Kit Scheme

Chloe Kelly and Mason Mount joined the Premier League and Nike in supporting girls' football in schools, instilling positive behaviours in children as part of Active Allies. The initiative aims to develop self-belief in girls and inspire allyship in boys – so football can be everyone's game.

The players surprised students in a school visit and recorded video messages to be used in assemblies across England and Wales. The roll-out of Active Allies also included the Premier League Kit Scheme for over 58,000 girls and interactive resources for teachers.

The Premier League Kit Scheme, also delivered in partnership with Nike, aims to encourage more young girls to participate in football and builds upon the 7,000 free football kits that have already been given away via the Premier League Primary Stars programme.

Improving the talent pathway in girls' football

Since the beginning of Season 2022/23, the Premier League's £6.3 million investment into The FA Girls' Emerging Talent Centres (ETCs) has helped to more than triple the number of girls aged eight to 16 within the professional football talent pathway. There are now more than 6,000 girls enrolled at 72 ETCs nationwide.

The centres focus on identifying and developing players with talent potential, aiming to create a wide and diverse pool for the future game.

In February 2024, aspiring young footballers from four ETCs showcased their skills in front of Arsenal legend Rachel Yankey OBE, as well as current players Danielle Carter and Shannon Cooke, at a session hosted by Leyton Orient.

"We want to make sure that every girl has access to play football. Having local ETCs will allow access to everybody and break down the diversity problems within women's football."

Rachel Yankey
Former Arsenal forward



Ongoing support for non-league clubs

The continued success of the Premier League enables unprecedented support to be distributed across leagues in England and Wales

Increased National League commitments

The Premier League announced an increased investment package of £23.6 million over four years for the National League and its 72 clubs. The majority of the funding is being used to support clubs with their running costs and sustainability.

A further £3.6 million was made available via the Premier League and PFA's partnership to support the National League Trust and its network of 72 clubs.

In total, the new investment package more than doubles that agreed for 2022–25.

£23.6m

funding committed to the National League over four years



Wolverhampton Wanderers face Forest Green Rovers in the National League Cup

"This new competition presents another exciting chapter in our partnership with the Premier League. Our sides will have a great opportunity to compete against some of the best Academy players in the country."

Mark Ives
National League
General Manager



National League Cup launched

A new competition was introduced for Season 2024/25 which sees the first teams of National League clubs and Premier League 2 sides compete.

The National League Cup gives young players from Premier League and EFL clubs additional opportunities to test themselves against senior opposition, with the aim of further aiding elite-player development.

The competition also offers an opportunity for National League clubs to play regular matches against England's best Under-21 teams at their own stadiums.

This additional exposure is intended to improve the playing and spectator experience. Fixtures also support the clubs' growth and sustainability – with National League sides keeping all gate receipts.

The combined prize fund for the competition is £1 million, provided by the Premier League. Prize money is distributed only to National League clubs.

Sutton United transform home ground

After promotion to EFL League Two, Sutton United were awarded a Premier League Stadium Fund grant of more than £240,000 for a large-scale redevelopment of their VBS Community Stadium. This included major work on the stands and pitch to meet EFL entry requirements.

Women's Super League side Crystal Palace moved in at the start of Season 2023/24 after a separate grant enabled Sutton United to upgrade to a hybrid pitch (combining natural grass with synthetic fibres). Crystal Palace are one of nine women's teams that currently play on hybrid pitches newly developed after Premier League Stadium Fund grants, with more applications in progress elsewhere.

They attracted a record crowd for a Palace Women's match at Sutton when 1,757 supporters watched them host Manchester United in their final game of 2024.



Crystal Palace face Brighton & Hove Albion at Sutton United's VBS Community Stadium

Defibrillators installed at more than 2,000 sites

The Premier League has funded the provision of more than 2,000 automated external defibrillators (AEDs) at lower-league and grassroots football clubs and facilities that didn't previously have easily accessible devices on site.

The AEDs are available, if required, to an estimated 1.5 million people per season, and have been used in life-threatening medical emergencies.

1.5m

people can access Premier League-funded AEDs



Longstanding support for clubs at all levels

Investing millions into more than 1,000 clubs to improve infrastructure and fans' matchday experiences

The Premier League has provided more than 5,900 ground-improvement grants to develop the stadia and facilities of clubs in the EFL, National League and Women's Football Pyramid since 2000.

The investment through the Premier League Stadium Fund, which is administered and delivered by the Football Foundation, has now totalled more than £207 million. This has benefited over 1,000 clubs, often enabling them to achieve the necessary Stadium Accreditation Criteria needed for promotion or to comply with their league's requirements.

By helping to develop facilities, the Premier League Stadium Fund improves the playing and spectator experience, as well as clubs' financial and environmental sustainability.

Ground improvement grants to:

1,083
clubs



114
leagues



196
clubs in Season 2023/24



The fund supports:

Steps 1-6 of the National League System
Tiers 1-4 of the Women's Football Pyramid



Stands



Turnstiles



**Clubhouses/
changing rooms**



**Facilities for
disabled supporters**



**Pitch
improvements**



**Storm
damage repair**



Floodlights



Defibrillators

Floodlight Fund lights up Okehampton Argyle

Okehampton Argyle benefitted from more than £56,000 of funding through the Premier League's LED Floodlight Fund. This is one of 107 such grants awarded across the National League System and Women's Football Pyramid since 2023.



Bright future for Dunkirk FC

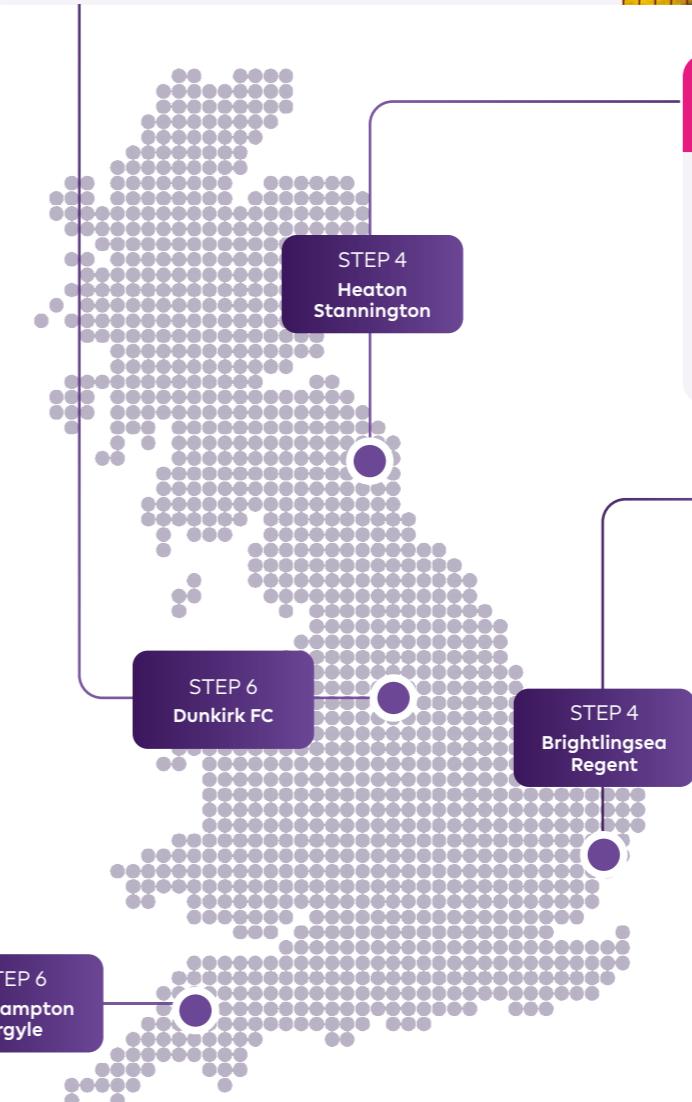
Grants totalling more than £130,000 have been provided to Dunkirk FC since 2002, enabling improvements to floodlights, fencing and turnstiles, as well as the provision of a new covered stand for 100 spectators.

Premier League-winning captain Wes Morgan, who played for Dunkirk in 1999/2000, re-visited his former side to see how investment has revitalised the United Counties League club.

"It's good to see how the facilities have developed," he said. "There's been a lot of investment over the years and a lot of changes which are very noticeable from my time. That support is very important – it helps teams grow."

"We could not afford to do it without funding from the Premier League. It's absolutely crucial to clubs at our level."

Cyril Allen
Dunkirk Treasurer



League funding helps Heaton Stannington grow

Heaton Stannington used a grant of almost £50,000 to refurbish their clubhouse and hospitality room, and build a base for a weatherproof viewing area for wheelchair users and media.

Since the refurbishments, Heaton Stannington have launched new hospitality packages, increased sales at their bar and provided better facilities for supporters with disabilities.

Supporting recovery and sustainability at Brightlingsea

The Premier League provided funding to help Brightlingsea Regent recover from the effects of Storm Eunice, which caused serious damage to fencing, roofing and electrical systems.

The club have accessed more than £170,000 in funding across nine separate grants since 2012, which have supported various improvements to their ground. They now utilise energy-efficient LED floodlights and extra-insulated changing rooms.

"We are grateful for the financial support and couldn't have done what we have without the support of the Premier League."

Terry Doherty
Brightlingsea Regent Chair

Investing in grassroots football

The Premier League is helping to improve thousands of pitches for millions of players

Football Foundation

Since 2000, the Premier League, The FA and the Government have provided £1.2 billion in funding for the Football Foundation, which has delivered thousands of grassroots football pitches and facilities to benefit tens of thousands of clubs.

Along with local partner investment, more than £2.6 billion has been invested into grassroots facilities since the Foundation's formation. This has enabled more people to play football in better environments, helping to transform communities where the need is greatest.



Facilitating pitches across the country

87,000+ 

grassroots teams playing at Football Foundation-funded sites

74,000+ 

total grants offered

13,700+ 

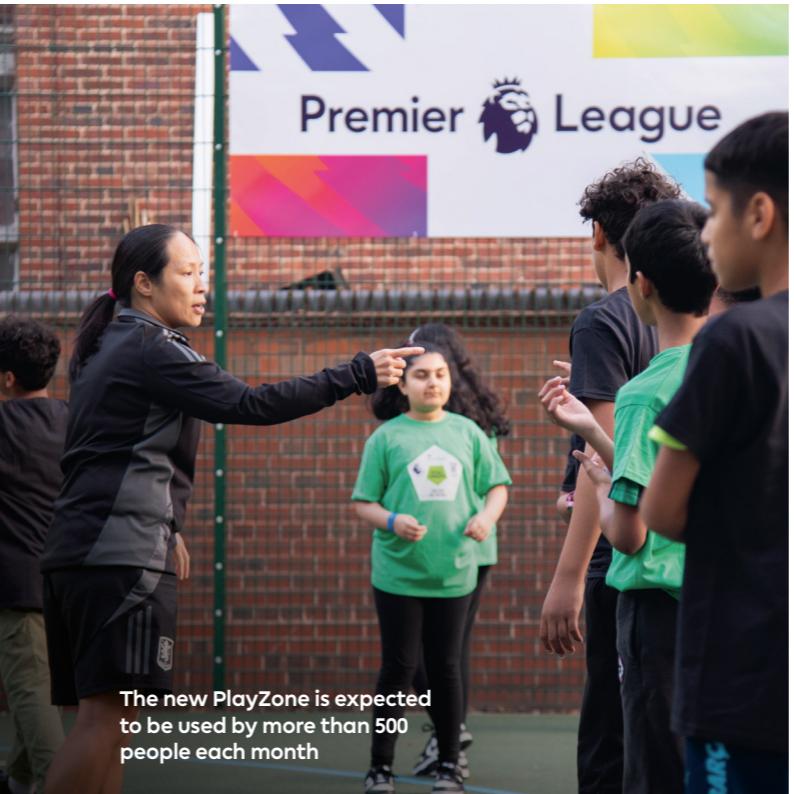
grass pitches built or improved

1,200+ 

3G pitches

1,500+ 

changing pavilions provided



The new PlayZone is expected to be used by more than 500 people each month

Football Foundation PlayZone opens in Birmingham

A new multi-sport pitch opened in Birmingham at the Concord Youth Centre. The centre has received more than £250,000 in funding from the Football Foundation and EA SPORTS, as part of their partnership with the Premier League.

The pitch is expected to be used by more than 500 people each month, including walking football and wheelchair basketball teams. Both Aston Villa Foundation and Birmingham City Foundation will deliver community coaching sessions at the site, with a focus on engaging female players.

Former Premier League forward Dion Dublin joined locals for the opening and said: "I know how important it is to provide quality sporting facilities for communities up and down the country, helping to bring the local community together and keep children and young people active."

The new PlayZone is one of more than 200 which will be built throughout England by 2025, supported by a £13.5 million commitment from the Premier League.



The Bobby Moore Sports Hub opened after the highest single grant awarded by the Football Foundation

Premier League

Season 2023/24 clubs



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