



**Premier
League**

Season 2015/16

380 matches

116 away wins

1,026 goals

2.7 goals per game

63 player nationalities





67 Home Grown Player debuts

Stadiums 96.3% full



**Bottom of the table
on 17 April, 2015...**





One new champion

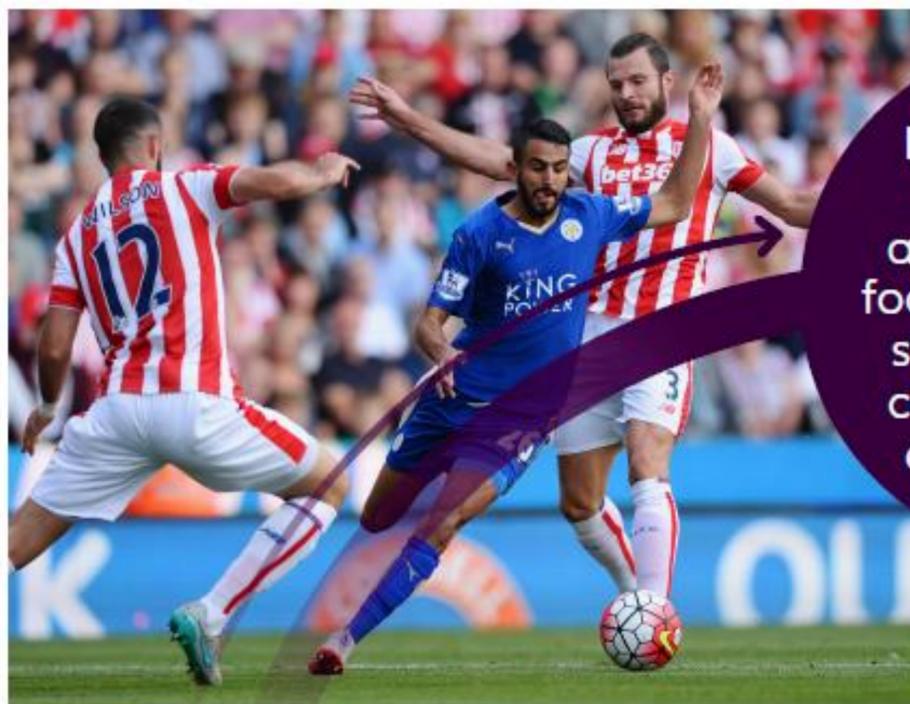


Looking forward

The Premier League's purpose is to...

- Play the world's most competitive and compelling football
- Inspire fans, communities and partners alike
- Invigorate lives across the globe

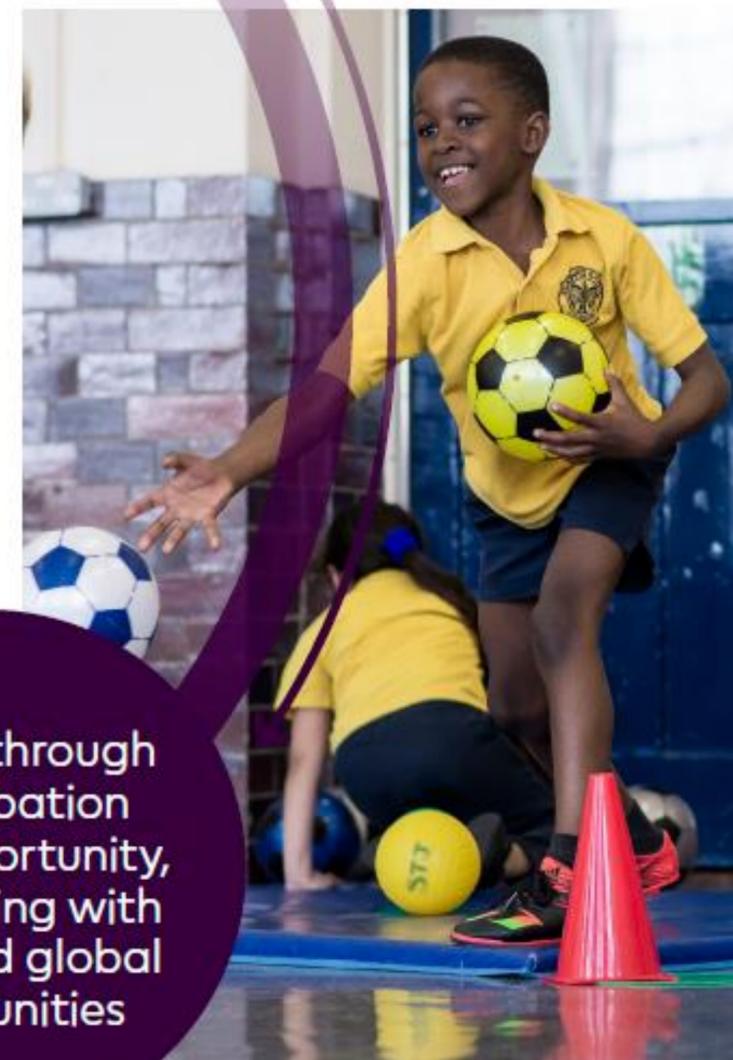
Our Purpose



Play the most competitive and compelling football in vibrant stadiums full of committed and engaged fans



Create interest and invest to benefit the whole of football and beyond



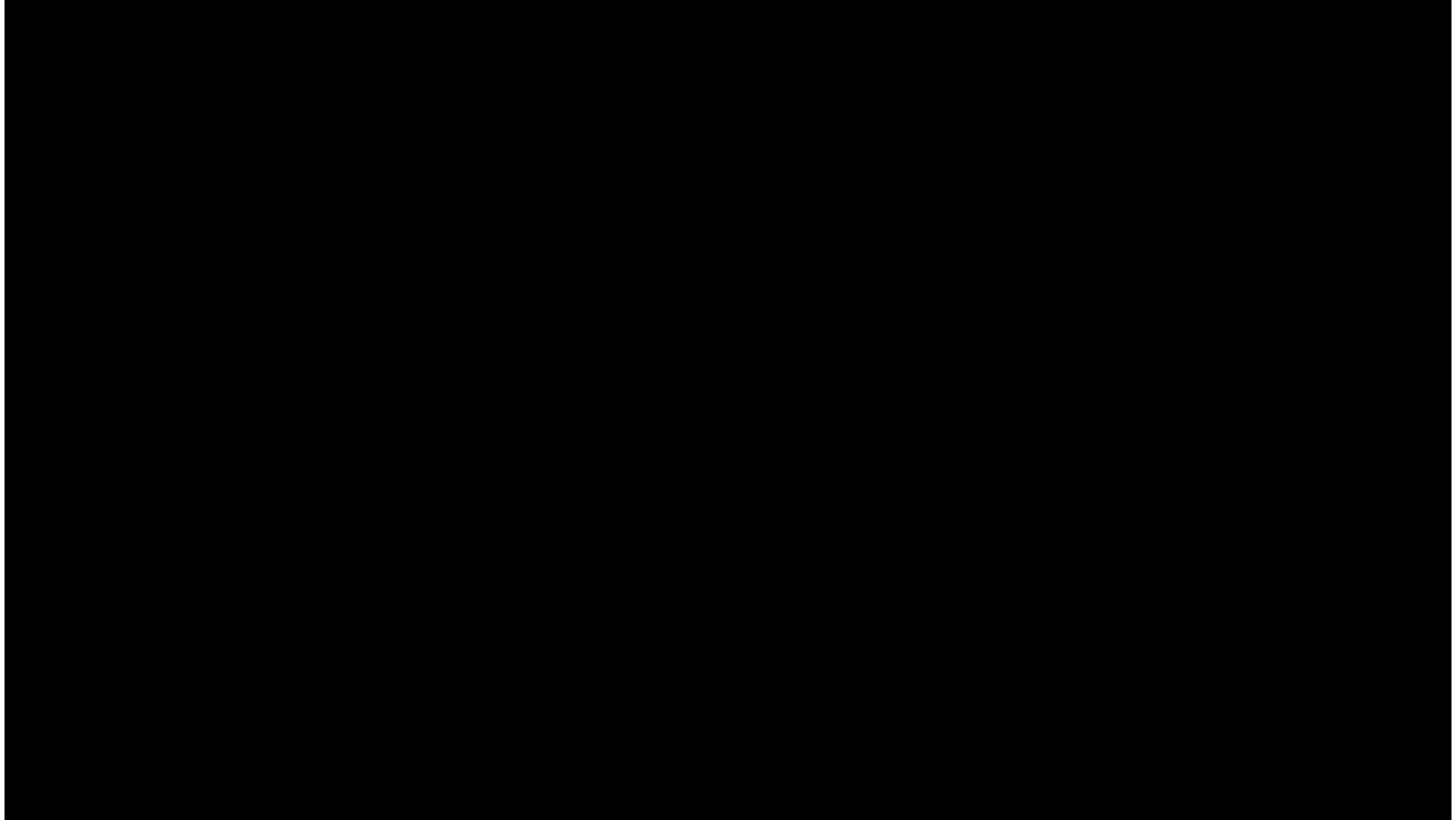
Inspire through participation and opportunity, connecting with local and global communities

Our Purpose



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PL Communities Strategy



**Through participation and opportunity we
inspire and connect with local and global
communities**

We aim to...



Use our ability to connect
to help young people
realise their potential



Inspire ambition in communities and schools

A photograph of two young Black men standing outdoors at night. They are both wearing dark blue Macron jackets with a red eagle logo on the chest. The man on the left is leaning on a metal railing and looking towards the camera with a slight smile. The man on the right is standing next to him, also smiling. The background is dark with some blurred lights and bare tree branches. The overall lighting is warm and focused on the subjects.

**Support young people to improve
their skills on and off the sport field**



Invest in facilities and create opportunities in high-need areas



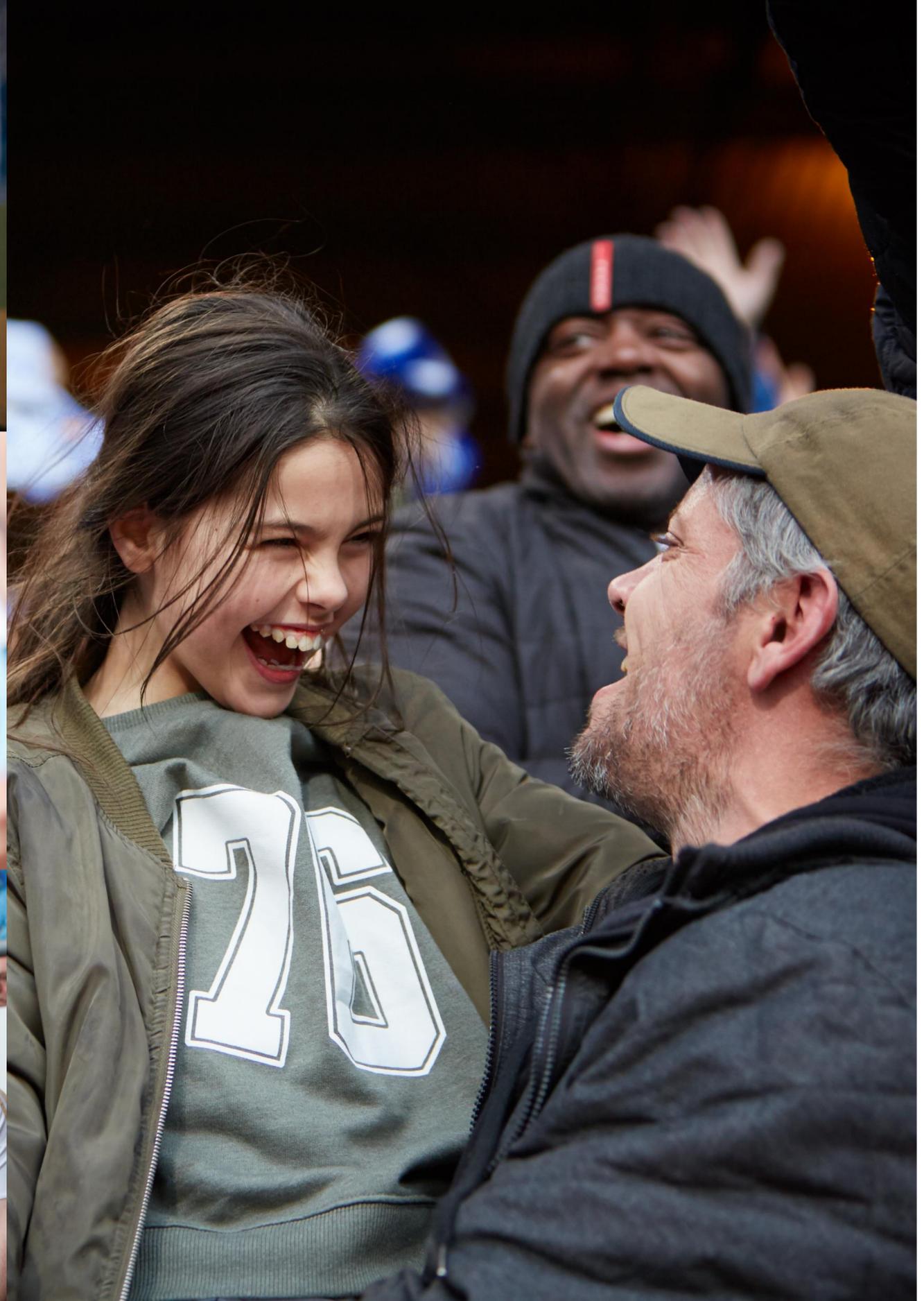
Premier League

NATIONAL LEAGUE
EST. 1979

A storytelling approach

Human stories are at the centre of our brand and should be celebrated in all our communications whether it's an everyday fan or a world-class player.

They come to life through our communications, our photography and our film.



Premier League Programmes



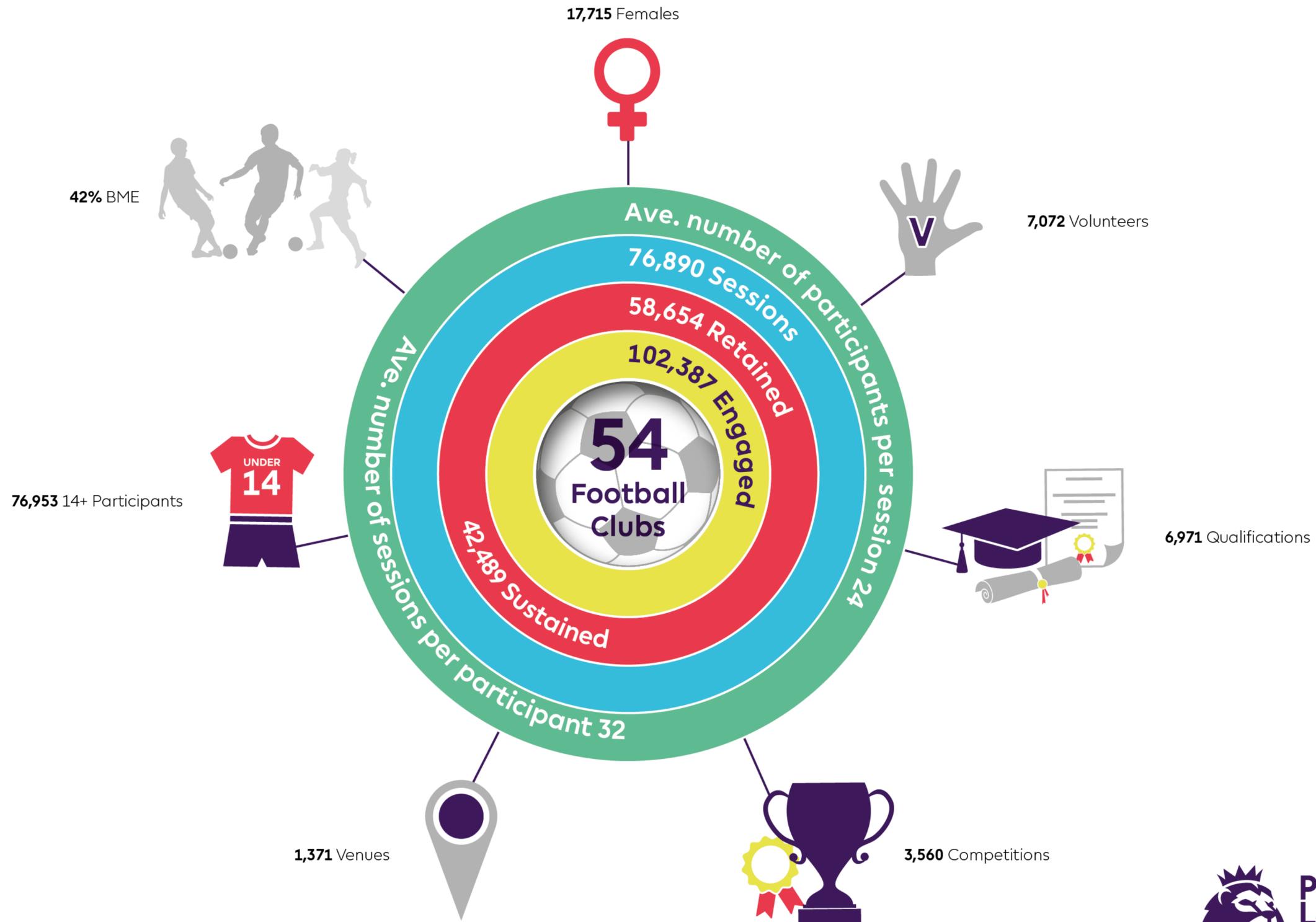
Premier League Kicks



10 years of engagement

- PL Kicks is now delivered by 69 clubs
- Focus remains on high need areas (75% in top 30% IMD), particularly targeting under-represented groups (42% BAME in 2013-16)
- Increasing participation with over 42,000 sustaining participation
- Delivering at times when others don't – Friday and Saturday evenings
- Giving young people the activities they want

Premier League Kicks 3-year period 2013-16



Kicks Heroes

To celebrate 10 years of Premier League Kicks a PR campaign was launched in December.

This 'Kicks Heroes' campaign will tell some of the most inspirational stories from clubs' Kicks programme – all through the form of comic strip style illustrations.

This campaign will raise awareness prior to PL Kicks@10 awards.

Premier League Kicks Heroes



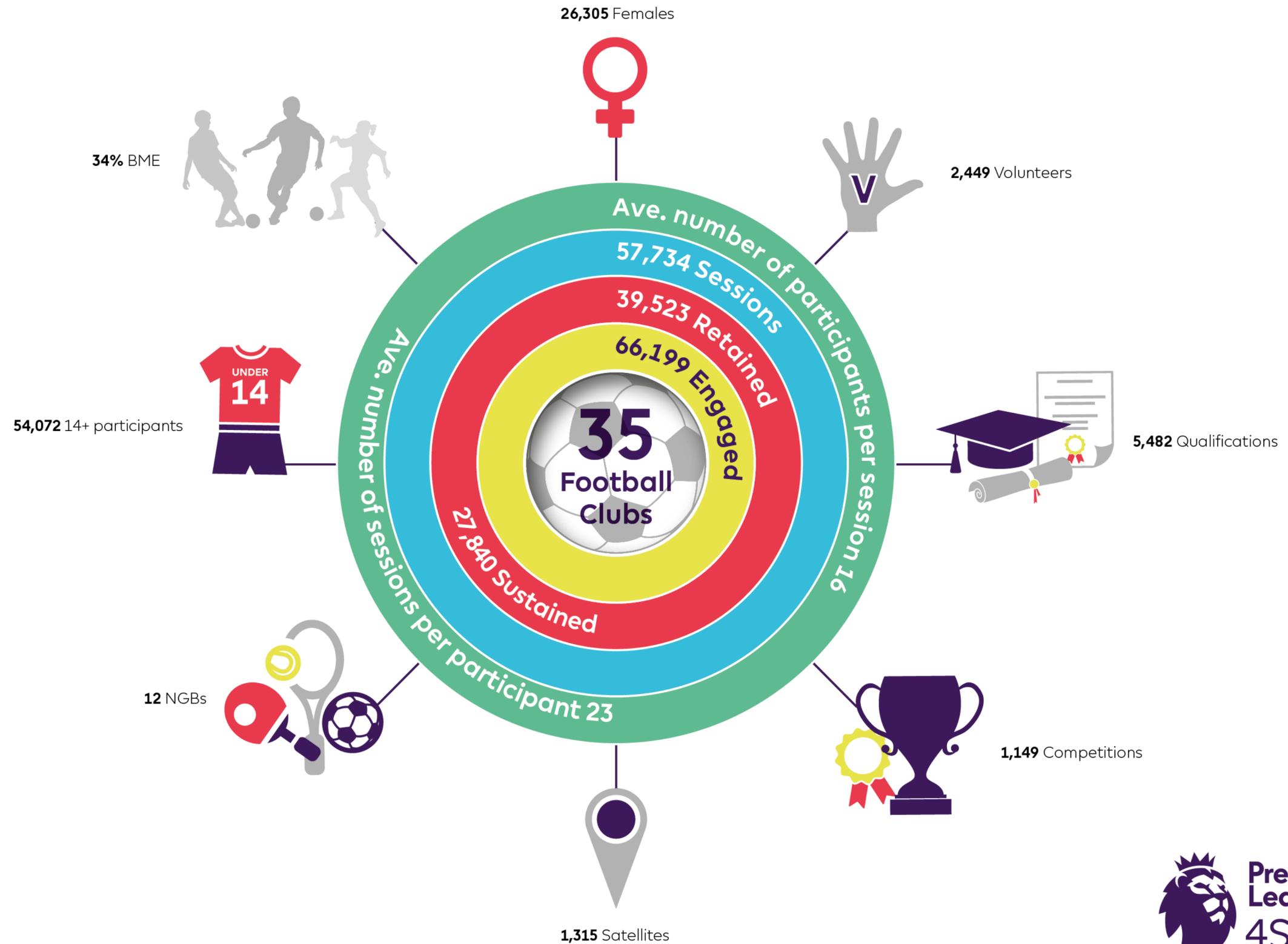
**SIVAN
SHERABAYANI**
TOTTENHAM HOTSPUR FC





Premier
League
4Sport

Premier League 4 Sport 3-year period 2013-16





From action to maintenance

- Building links between education and community sport
- Delivered by 36 clubs
- 35% of participants now playing sport more frequently
- More than 40% of participants are female
- In 2014/15, 1,500 participants transitioned in to hub clubs or other pathways
- Qualifications and volunteering has helped developed the next generation of club staff, increasing workforce diversity



Premier League Girls Football



A demonstration of partnership work

- In 2013 the PL and The FA partnered up to provide female specific activity that bridged the gap between schools and hub clubs
- The programme has been funded by the FA's Whole Sport Plan investment and is the first time the FA has engaged professional clubs to deliver on its behalf
- Clubs offer fun, informal and different football activity that engages an audience that is either in-active or not frequently participating in sport
- In 2016 with FA funding diminished the PL agreed to invest £1.5m pa and take on the EFL's programme. In 2016/17 a total of 88 clubs are delivering the programme

Creating a pathway

- Attracting girls new to the game/sport
- Women returning to the game or those with a functional view of sport
- Innovative engagement – glow in the dark football
- Youth voice – understanding what is needed
- Soccercise has proved popular with adults, with some clubs delivering sessions for mums and daughters at the same location and time



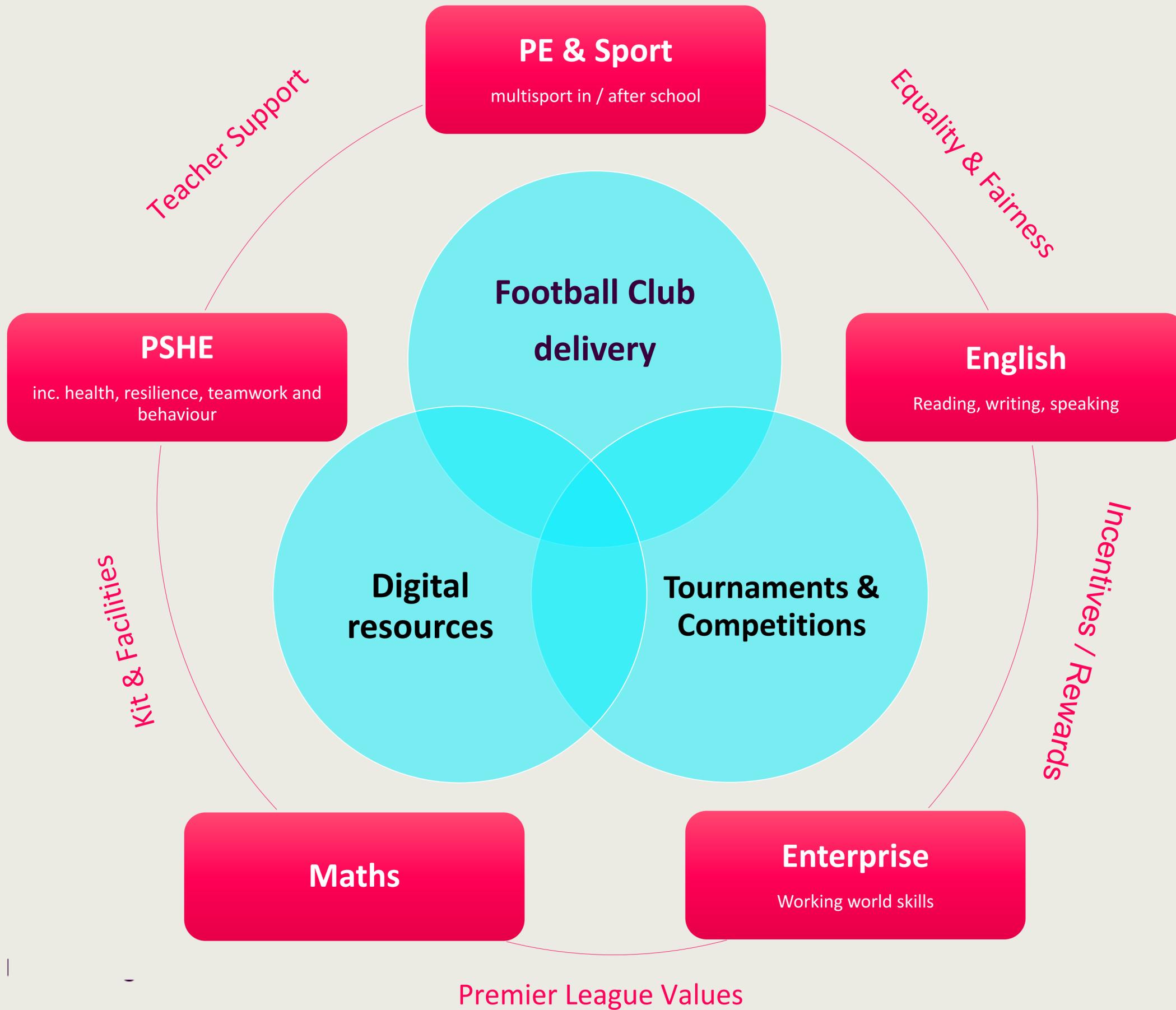


Premier League Primary Stars



Developing a love of physical activity

- 86 clubs delivering the programme
- A holistic approach to children's development
- Supporting teachers to ensure children's first experience of physical activity is a positive one
- Both curricular and extra-curricular delivery with targets to ensure under-represented groups attend extra-curricular activity
- Utilise power of football to improve educational attainment and life skills





Premier League Works



Supporting pathways into employment

- Clubs work with young people who are furthest from the jobs market (NEET)
- Programme helps them to achieve a person-centred outcome and progress on a journey to employment
- Delivery includes;
 - Providing one-to-one support
 - Personal development workshops
 - Work placements
 - Community activation



**Premier
League**



Inspiring disabled people through sport

PL/BT Disability Fund



Creating sustainable participation opportunities

- Programme being delivered by 22 clubs
- Three key areas of work:
 1. Delivery of impairment specific work, including developing player pathways
 2. Inclusion across programme through staff training to ensure all staff know how to make reasonable adjustments to sessions
 3. Working with the club to engage fans in the programme e.g. signposting disabled supporters association members to activity and ensuring participants can go to matches and have a positive experience

Premier League PFA Community Fund

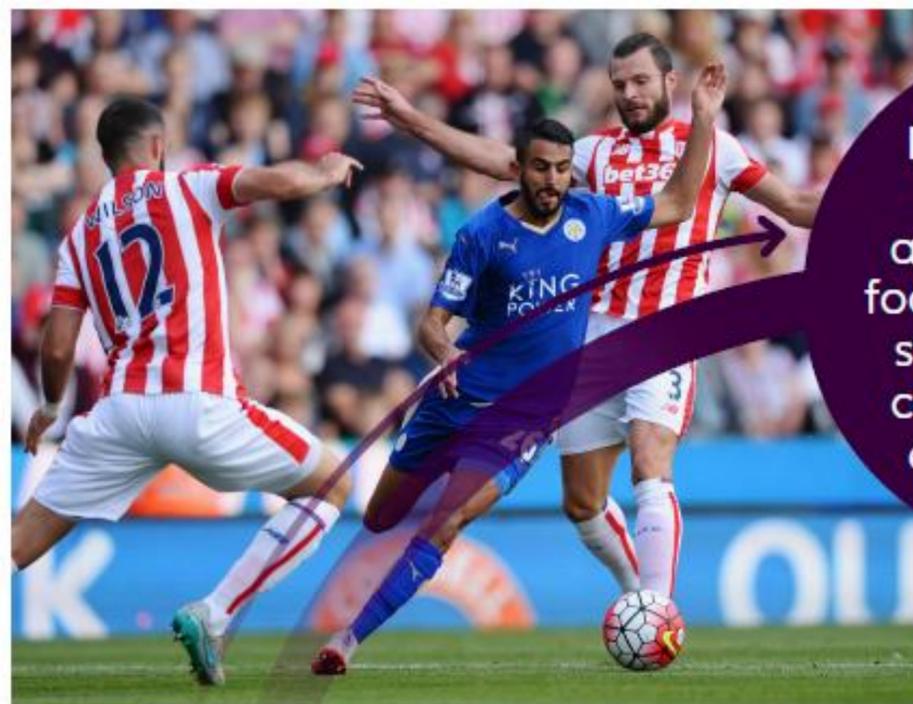
Funding Local Need Programmes

- Funding available for Premier League Clubs to deliver programmes in partnership with local agencies
- Partnership funding requirement to ensure local buy-in and improved sustainability
- Programmes must contribute to objectives of the PL Communities Strategy
- Example programmes include; men's health, disability, refugee engagement, children in care, transition from primary to secondary school





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Thank you

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