



**PREMIER LEAGUE
COMMUNITIES
2013/14**



INSPIRING, INVESTING, SUPPORTING

OUR STRATEGY

Our strategy is to support clubs in their role as hubs at the heart of their communities. Effective partnerships are built that underpin club delivery of a wide range of activities for young people. We have a clear focus on investing in facilities and grassroots as well as inspiring sports participation and supporting education and skills.



CLUBS AS HUBS OF THEIR COMMUNITIES

- ▶ ENHANCING THE LIVES OF YOUNG PEOPLE
- ▶ DELIVERING IN HIGH NEED AREAS
- ▶ SUPPORTING SCHOOLS
- ▶ WORKING IN PARTNERSHIP
- ▶ ENGAGING LOCALLY, INSPIRING GLOBALLY

PROGRAMMES FOR YOUNG PEOPLE

PREMIER LEAGUE PLAYERS' KIT SCHEME

The Premier League Players' Kit Scheme provides brand new Nike kit and equipment for hundreds of schools every year.

PREMIER LEAGUE 4SPORT

Offers young people the opportunity to participate in 12 other sports and inspires teenagers to develop a sporting habit for life through regular physical activity.

PREMIER LEAGUE KICKS

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

PREMIER LEAGUE GIRLS FOOTBALL

Engages girls through the provision of regular football sessions and in the process aims to tackle the drop-off in participation in secondary schools.

PREMIER LEAGUE SCHOOL SPORT

Improves the quantity and quality of primary school physical education, opening pathways to other sporting opportunities and helping children develop a love of staying active.



Go online for our full report:
review.premierleague.com/communities

PREMIER LEAGUE
 COMMUNITIES 2013/14



INVESTING
**FACILITIES &
 GRASSROOTS**

INSPIRING
**SPORTS
 PARTICIPATION**

SUPPORTING
**EDUCATION
 & SKILLS**



**PREMIER LEAGUE
 SCHOOLS CUP**

The Premier League has supported this national competition for Under 16s for over two decades with over 700 schools entering in 2014.



**PREMIER LEAGUE
 SCHOOLS TOURNAMENT**

Each Premier League club stages a regional competition to find a school to represent them in the finals, with over 10,000 young footballers and 1,300 schools involved in 2014.



**PREMIER LEAGUE
 ENTERPRISE**

Uses the backdrop of professional football club business models to deliver enterprise education to inspire young people and increase their aspirations and skills.



**PREMIER LEAGUE
 READING STARS**

Harnesses children's passion for football and uses Premier League player ambassadors to motivate them to enjoy reading and improve their literacy levels.



**PREMIER
 LEAGUE
 SKILLS**

Combines the Premier League's global appeal with the British Council's reach to use football to develop a better future for young people in 25 countries around the world.

INVESTING IN FACILITIES AND GRASSROOTS

The Premier League funds capital and programme investment to support grassroots football. The support varies from the hugely popular Premier League Players' Kit Scheme – providing brand new Nike kit for hundreds of schools every year – to multi-million pound, state-of-the-art changing facilities and 3G Artificial Grass Pitches in high need areas.

Facilities are delivered via the Football Foundation, and the funding partnership with The FA and Government via Sport England will see another 152 3G pitches built over the course of the current three-year deal.





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PREMIER LEAGUE
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469

ARTIFICIAL GRASS PITCHES BUILT TO DATE
– 152 MORE OVER THREE YEARS

SUPPORTING GRASSROOTS

£208.1M

invested in facilities via the Football Foundation to date, which has delivered a total of £1bn of projects

13.5%

sports participation increase at facilities last year

48,825

football kits given to 3,255 schools and junior clubs through the Premier League Players' Kit Scheme



In partnership with



Department
for Culture
Media & Sport



**SPORT
ENGLAND**



Delivered by

**Football
Foundation**

INSPIRING SPORTS PARTICIPATION

The Premier League funds a range of football and other sports participation programmes. These programmes are delivered through football clubs at all levels of the professional game, and are designed to encourage young people to get active and develop a sporting habit for life. As part of our key partnership with Sport England, we now work closely with 13 sports' National Governing Bodies.

1,193

VENUES HOST OUR MAIN PARTICIPATION PROGRAMMES





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PREMIER LEAGUE
COMMUNITIES 2013/14

PREMIER LEAGUE KICKS

98,959

young people engaged with over seven million contact hours

47

football clubs deliver the programme

PREMIER LEAGUE 4SPORT

69,816

young people engaged in 12 different sports

34

football clubs deliver the programme
– including 12 new clubs this season

PREMIER LEAGUE GIRLS FOOTBALL

7,841

girls engaged this year

34

football clubs delivering 393 satellite sessions

In partnership with:



LOTTERY
FUNDED



SPORT
ENGLAND



SUPPORTING EDUCATION AND SKILLS

From innovative programmes designed to encourage the development of entrepreneurial instincts, to literacy schemes established to improve children's reading skills, the Premier League is using the popularity of the professional game to motivate young people to maximise their potential.





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PREMIER LEAGUE
COMMUNITIES 2013/14

PREMIER LEAGUE ENTERPRISE

90,000+

young people engaged

277

schools and community groups entered in the
2013/14 Premier League Enterprise Challenge

PREMIER LEAGUE READING STARS

83,000+

young people and their parents have participated

75%

of children made six months progress in 10 weeks

PRINCE'S TRUST PARTNERSHIP

3 IN 4

young people on the programme progress into
education, work, training or volunteering

4,950

young offenders/ex-offenders have
been rehabilitated

In partnership with:



Department
for Business
Innovation & Skills

MAKING INVESTMENT COUNT



1 INVESTING IN COMMUNITIES

THREE-YEAR FUNDING

The Premier League is committed to investing in communities. Our strategy to work in partnership at a national and local level is firmly demonstrated when acknowledging that every £1 of community investment by the Premier League leverages a further £3 in partnership funding. Just some of our current three-year funding priorities are outlined here.

£16.8M

partnership with Sport England for Premier League Kicks and Premier League 4Sport

£38.1M

Premier League funding to the Football Foundation to build Artificial Grass Pitches and facilities

£168M

Premier League funding into community related good causes

£10.5M

Premier League investment into school sport, focusing on clubs supporting primary schools





2

EXTENSIVE ENGAGEMENT

Premier League clubs have a proven track record of engaging young people in the heart of their communities. In the last year, young people engaged at Premier League clubs' community sessions 4.14 million times.

UNDER 18

83%

BLACK AND
MINORITY ETHNIC

32%

FEMALE PARTICIPANTS

100,000+

COMPETITIVE FOOTBALL

20,000+

pupils in competitive football
through Premier League organised
tournaments for schools

3

HITTING THE TARGET

Over the first nine months of a new funding partnership with Sport England, more participants were engaged than ever before. Funding distributed to 51 clubs saw record results for the period, on two of our flagship programmes.



YOUNG PEOPLE

18,586

14 YEARS+

10,378

SATELLITE SESSIONS

632



YOUNG PEOPLE

31,849

14 YEARS+

20,351

QUALIFICATIONS

2,364

LOCAL PREMIER LEAGUE COMMUNITIES

The scale of Premier League club delivery in their communities and regions is often underestimated, with tens of thousands of young people engaged every week at thousands of community venues and schools across the country. We also fund club community provision in the Football League and Football Conference – from Newcastle United to Plymouth Argyle, and Swansea City to Norwich City, we invest in facilities and support community programmes across the length and breadth of the country.

375,000+

young people engaged with community projects directly funded by the Premier League last year



SWANSEA



PLYMOUTH



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PREMIER LEAGUE
 COMMUNITIES 2013/14

161

Along with the 20 Premier League clubs, a further 141 football clubs are supported to deliver community programmes.

 **72 CLUBS**

£19.4M

over three years to support 72 Football League clubs' community activity and their delivery of national Premier League programmes

 **69 CLUBS**

£3M

over three years to support 69 Football Conference clubs' community activity

SCALE AND REACH

2,131

Premier League club staff delivering community activity

73%

of the Premier League Kicks venues are in top 30% most deprived areas of the country

2,115

schools took part in Premier League schools' tournaments



The map above shows just some of the places across the country that benefit from Premier League investment.

GLOBAL PREMIER LEAGUE COMMUNITIES

Premier Skills engages young people in challenging areas around the world. The initiative combines the global appeal of the Premier League, the British Council's international network and our clubs' experience in delivering community football programmes in the UK. A focus is placed on creating thousands of new community coaches and referees to work with those most vulnerable, developing their skills for employability and raising self-esteem.

25

25 ACTIVE COUNTRIES,
INCLUDING NEW NATIONS:
SOUTH AFRICA, SIERRA LEONE,
ZAMBIA, USA AND MYANMAR



PREMIER SKILLS

SUB-SAHARAN AFRICA



BOTSWANA



KENYA



SENEGAL



SOUTH AFRICA



UGANDA



ETHIOPIA



NIGERIA



SIERRA LEONE



SUDAN



ZAMBIA



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PREMIER LEAGUE
 COMMUNITIES 2013/14

PREMIER SKILLS

6,000

teachers trained through English
 language manuals

2,500

coaches and referees trained with
 500,000+ young people reached

28

Premier League and Football League clubs
 involved to date



MIDDLE EAST & NORTH AFRICA



AFGHANISTAN



TUNISIA



EGYPT

ASIA



CHINA



INDIA



MALAYSIA



SOUTH KOREA



HONG KONG



INDONESIA



MYANMAR



VIETNAM

AMERICAS



BRAZIL



USA



MEXICO

PREMIER LEAGUE CLUBS

2013/14 SEASON



Arsenal
arsenal.com/community



Aston Villa
avfc.co.uk/community



Cardiff City
cardiffcityfoundation.co.uk



Chelsea
chelseafc.com/foundation



Crystal Palace
cpfoundation.org



Everton
community.evertonfc.com



Fulham
fulhamfc.com/fulham-fc-foundation



Hull City
tigertrust.co.uk



Liverpool
foundation.liverpoolfc.com



Manchester City
mfc.co.uk/community



Manchester United
mufoundation.org



Newcastle United
nufc.co.uk/foundation



Norwich City
communitysportsfoundation.org.uk



Southampton
saintsfoundation.co.uk



Stoke City
stokecityfc.com/community



Sunderland
safc.com/foundation-of-light



Swansea City
swanseacity.net/club/community_trust



Tottenham Hotspur
tottenhamhotspur.com/foundation



West Bromwich Albion
thealbionfoundation.co.uk



West Ham United
community.whufc.com



Go online to see the full Premier League Communities digital report, including a range of videos and case studies. Available at:
review.premierleague.com/communities

