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 4 SPORT**

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

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

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

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.

Go online for our full report: review.premierleague.com/communities PREMIER LEAGUE COMMUNITIES 2013/14
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.
ARTIFICIAL GRASS PITCHES BUILT TO DATE — 152 MORE OVER THREE YEARS

£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

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PREMIER LEAGUE COMMUNITIES 2013/14

In partnership with

Department for Culture Media & Sport

Delivered by

Football Foundation

SPORT ENGLAND

The FA
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.
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

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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.
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:

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review.premierleague.com/communities
MAKING INVESTMENT COUNT

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
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

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

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PREMIER LEAGUE COMMUNITIES 2013/14
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
Along with the 20 Premier League clubs, a further 141 football clubs are supported to deliver community programmes.

**£19.4m**
over three years to support 72 Football League clubs’ community activity and their delivery of national Premier League programmes

**£3m**
over three years to support 69 Football Conference clubs’ community activity

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

SUB-SAHARAN AFRICA

BOTSWANA    KENYA    SENEGAL    SOUTH AFRICA    UGANDA
ETHIOPIA    NIGERIA    SIERRA LEONE    SUDAN    ZAMBIA
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 QATAR

ASIA
CHINA INDIA MALAYSIA SOUTH KOREA BRAZIL
HONG KONG INDONESIA MYANMAR VIETNAM MEXICO

AMERICAS
USA
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