



# Annual Report

## 2024/25



"We will celebrate Diogo Jota,  
we will remember his goals  
and we will sing his song.  
We will remember him  
as a unique human being  
and mourn his loss. He will  
never be forgotten."

**Arne Slot**  
Liverpool manager

**Diogo Jota**  
1996–2025



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**"We shouldn't forget the quality the Premier League possesses, especially this season. It's incredible how everyone can beat everyone."**

Virgil van Dijk  
Liverpool captain

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# Chief Executive's welcome



Welcome to the latest Premier League Annual Report, focusing on a memorable Season 2024/25. It was a campaign that brought competitive and compelling football, with clubs throughout the League entertaining billions of fans around the world.

Liverpool played consistently brilliant football to lift the Trophy in their first season under Arne Slot and the battle for European places was the closest on record. For the first time, nine teams qualified to compete in UEFA club competitions in Season 2025/26, including six in the UEFA Champions League.

There were some great stories that evolved over the course of the season. The jeopardy that keeps fans on the edge of their

seats was evident throughout, with unexpected results on a regular basis.

Five different victors across major domestic and international competitions for the first time encapsulated what makes the Premier League so popular in the UK and globally.

This was also reflected in record crowds, with stadiums almost entirely at capacity and more than 15 million attendances across the competition – the most in Europe.

Season 2025/26 marks the start of a new broadcast cycle and we also welcome several new commercial partners, highlighting how the Premier League continues to grow. This growth means we can share increased revenue with our clubs, allowing them to continue to invest in the best managers and players while also developing facilities and new stadiums.

We saw many high-profile players join Premier League clubs over a busy summer 2025 transfer window. Thanks to this position of strength, we are also able to continue to provide world-leading levels of support for the professional, non-league and women's game, grassroots football and communities across England and Wales, helping to improve millions of lives.

**"We have an incredible mix of the best players from around the world, top-quality home-grown talent and world-class managers adding to what makes Premier League football so exciting and popular."**

**Richard Masters**  
Chief Executive

Events over the course of Season 2024/25 and the start of Season 2025/26 have demonstrated that there is still work to be done to deal with the problem of discriminatory abuse. No footballer should ever have to suffer this abuse, in their workplace or online. It is a problem for society as a whole, not just football, and it is completely unacceptable.

We will continue to work with our clubs, social media companies and the authorities to protect players, with our specialist team investigating incidents of online discriminatory abuse. Whether someone is found to be using discriminatory language inside a football ground or online, they face consequences including League-

wide bans and potential criminal charges. We have incredible diversity on the pitch in the Premier League and there is no doubt this makes the competition stronger.

Through our No Room For Racism Action Plan and the Premier League Equality, Diversity and Inclusion Standard, we and our clubs are committed to improving diversity across all areas of the game, as we strive to ensure the Premier League is a welcoming and accessible place for all.

Before the start of Season 2025/26, we held the second Premier League Summer Series in the United States. This was a great success, bringing a Premier League matchday experience to almost 150,000 fans



in the U.S., with four of our clubs producing six highly competitive games in three brilliant stadiums.

The ever-growing interest in the Premier League from the U.S. reflects increasing popularity around the world, with international television audiences continuing to grow.

Our global expansion over the last 12 months has continued, with the League's India office recently opening to build on our long-standing work with fans and partners in the region. We now have four international offices to allow us to work more closely with fans, partners and communities in different parts of the world.

This growth is reflected in the Premier League's positive impact, which is felt through significant economic activity across the United Kingdom and by projecting a positive image of the country globally. A recent study by EY showed that the League generated £9.8 billion of value to the domestic economy in Season 2023/24, a 21 per cent increase over two years. This is in addition to now supporting 104,500 full-time equivalent jobs annually and contributing £4.4 billion in tax to the Exchequer.

There is much to look forward to both on and off the pitch over the course of Season 2025/26 and in the years ahead. The thing that pleases me most is that there is constant progress in the Premier League. It is always moving forward and fully competitive, which benefits the whole of football greatly.

**Richard Masters**  
Chief Executive

# Premier League success delivers unrivalled support for football

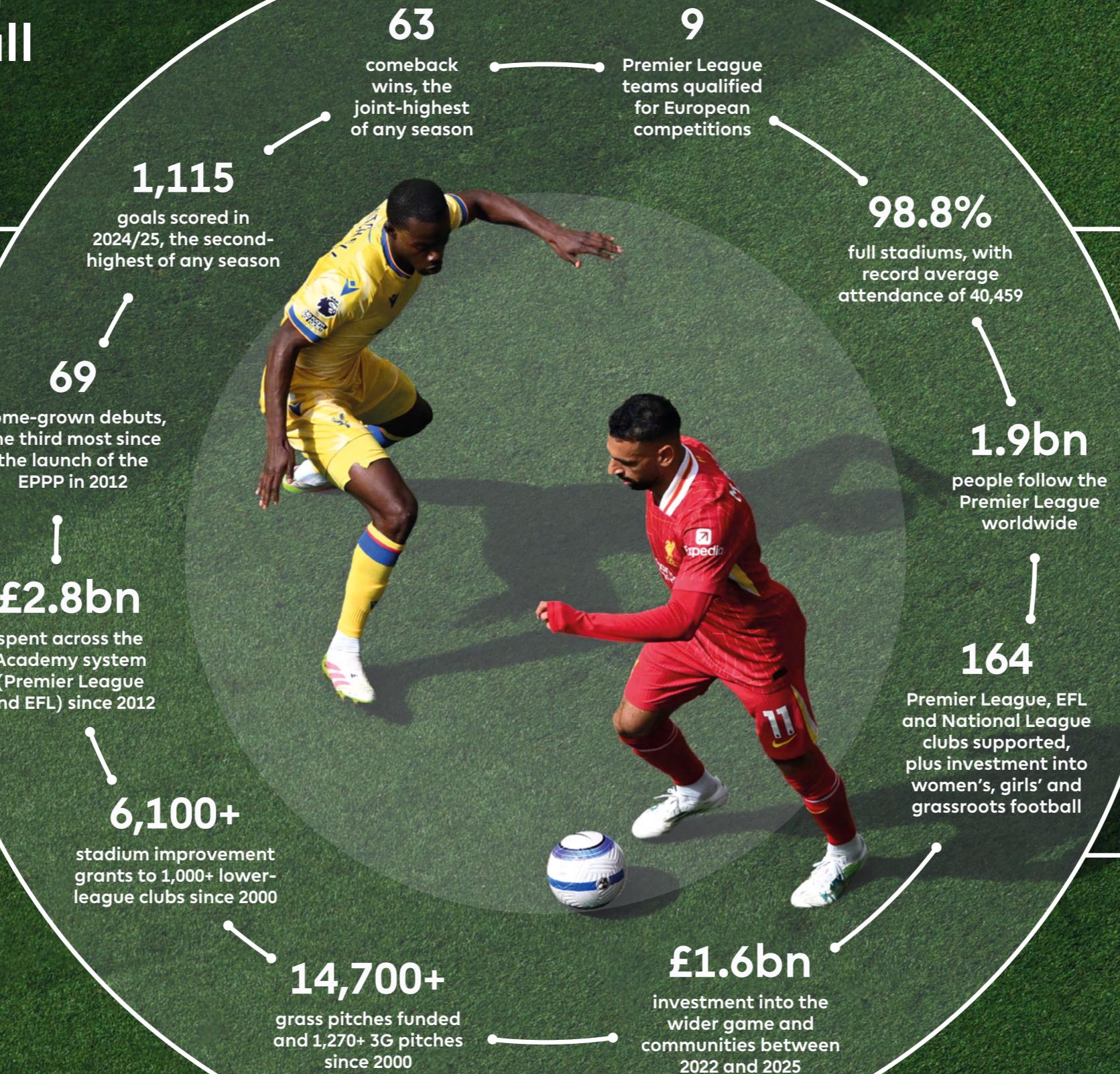


## 1 Competitive football, brilliant to watch

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 stadiums 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 the game. 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 charities.



## 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 broadcast and commercial partners, helping clubs to keep delivering for fans. The Premier League and its clubs are committed to promoting equality, diversity and inclusion and to 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, the 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 highlights

Another memorable Premier League season saw thrilling drama on the pitch and world-leading support off it



## More Than a Game

The League and clubs showcased the positive impact of Premier League investment into communities and football at all levels through More Than a Game. Over 100 clubs recognised a Community Captain for their contributions.



## Young Lions retain title

England defended their Under-21 European Championship title for the first time since 1984. All 23 members of the squad progressed in the English Academy system and Harvey Elliott won Player of the Tournament.



August 2024

## Record-breaking season begins

Manchester United's Joshua Zirkzee opened Season 2024/25 by scoring the matchwinner on his debut. The season went on to break attendance records and see stars like Erling Haaland and Mohamed Salah set new records.



October 2024

## No Room For Racism

The League and clubs highlighted the ongoing work to tackle discrimination and promote diversity within football as part of the No Room For Racism initiative, held during UK Black History Month.



November 2024

## Working for safer communities

The Premier League Charitable Fund and the National Police Chiefs' Council's new partnership began, supporting collaborative working between 26 professional football club charities and their local police forces.



March 2025

## Supporting non-league football

The Premier League celebrated the strength of football at all levels for Non-League Day. Former England captain Stuart Pearce visited three fixtures at clubs supported by the Premier League Stadium Fund to mark the event.



March 2025

## Haaland makes history

Manchester City forward Erling Haaland became the quickest player to reach 100 Premier League goal involvements when he scored against Brighton & Hove Albion. He achieved the feat in 94 games, surpassing Alan Shearer's record of 100.



May 2025

## Record-breaking silverware

For the first time, five different teams won major trophies: Liverpool (Premier League), Crystal Palace (FA Cup), Newcastle United (EFL Cup), Tottenham Hotspur (UEFA Europa League), Chelsea (UEFA Conference League and FIFA Club World Cup).



July 2025

## Premier League Summer Series returns

The Premier League returned to the United States for the second Summer Series. The pre-season tournament saw Bournemouth, Everton, Manchester United and West Ham United compete across New Jersey, Chicago and Atlanta.



**2025/26**

The Premier League Charitable Fund and Premier League Kicks celebrate 15th and 20th anniversaries respectively, and the Football Foundation and Premier League Stadium Fund mark 25 years of investment in grassroots and lower-league football.

01

# The Premier League



The Premier League is followed worldwide for its competitive, unpredictable football. The revenue it generates is distributed equitably among clubs to drive competition and reinvestment, as well as unprecedented levels of support for wider football and communities.

164

104,500

Premier League, EFL and National League clubs supported, plus investment into women's, girls' and grassroots football

full-time equivalent jobs supported across the UK

# Sharing success

Competitive and compelling football is underpinned by the equitable distribution of central revenue, with further redistribution throughout the game

The Premier League's payment to clubs is the most equitable of Europe's major leagues. The League also makes a significant annual funding contribution to the domestic football pyramid, grassroots football, community programmes and other good causes. Between 2022 and 2025, the Premier League committed £1.6 billion to wider football and communities.



2024/25 club revenue distribution table

	Pts	GD	UK (£m)			International (£m)			£m		
			Live UK TV matches	Equal share	Facility fees	Merit payment	Equal share	Merit payment	Central commercial	Total payment	
1	Liverpool	84	45	30	£29.8	£24.9	£32.3	£59.2	£20.8	£7.9	£174.9
2	Arsenal	74	35	29	£29.8	£24.2	£30.7	£59.2	£19.7	£7.9	£171.5
3	Manchester City	71	28	25	£29.8	£20.9	£29.0	£59.2	£18.7	£7.9	£165.5
4	Chelsea	69	21	26	£29.8	£21.8	£27.4	£59.2	£17.6	£7.9	£163.7
5	Newcastle United	66	21	25	£29.8	£20.9	£25.8	£59.2	£16.6	£7.9	£160.2
6	Aston Villa	66	7	27	£29.8	£22.6	£24.2	£59.2	£15.6	£7.9	£159.3
7	Nottingham Forest	65	12	22	£29.8	£18.5	£22.6	£59.2	£14.5	£7.9	£152.5
8	Brighton	61	7	16	£29.8	£13.7	£21.0	£59.2	£13.5	£7.9	£145.1
9	Bournemouth	56	12	17	£29.8	£14.6	£19.4	£59.2	£12.5	£7.9	£143.4
10	Brentford	56	9	15	£29.8	£12.9	£17.7	£59.2	£11.4	£7.9	£138.9
11	Fulham	54	0	14	£29.8	£12.1	£16.1	£59.2	£10.4	£7.9	£135.5
12	Crystal Palace	53	0	18	£29.8	£15.4	£14.5	£59.2	£9.3	£7.9	£136.1
13	Everton	48	-2	16	£29.8	£13.7	£12.9	£59.2	£8.3	£7.9	£131.8
14	West Ham United	43	-16	18	£29.8	£15.4	£11.3	£59.2	£7.3	£7.9	£130.9
15	Manchester United	42	-10	28	£29.8	£23.4	£9.7	£59.2	£6.2	£7.9	£136.2
16	Wolverhampton Wanderers	42	-15	15	£29.8	£12.9	£8.1	£59.2	£5.2	£7.9	£123.1
17	Tottenham Hotspur	38	-1	24	£29.8	£20.2	£6.5	£59.2	£4.2	£7.9	£127.8
18	Leicester City	25	-47	14	£29.8	£12.1	£4.8	£59.2	£3.1	£7.9	£116.9
19	Ipswich Town	22	-46	10	£29.8	£8.9	£3.2	£59.2	£2.1	£7.9	£111.1
20	Southampton	12	-60	11	£29.8	£9.7	£1.6	£59.2	£1.0	£7.9	£109.2

■ UEFA Champions League qualification

■ UEFA Europa League qualification

■ UEFA Conference League qualification

Of the 51 clubs in the Premier League from Season 1992/93 – 2024/25:

22



have built or moved to a new stadium

27



have had stadium upgrades

5



have completely redeveloped their stadiums

In line with increased success, the Premier League and clubs also provide a globally unprecedented level of support to the football pyramid and to grassroots and community programmes



## Everton host Premier League football at Hill Dickinson Stadium

**Hill Dickinson Stadium welcomed its first Premier League crowd** when Everton hosted Brighton & Hove Albion in August 2025. The new ground, with a capacity of 52,769, saw Everton's men's team leave Goodison Park after 133 years. Hill Dickinson is one of the most accessible and sustainable stadiums in the country and is expected to deliver a £1.3 billion boost to the local economy.

## Manchester United open new training ground

Having announced a £50 million investment into their Carrington training facility, **Manchester United formally opened the renovated site** ahead of Season 2025/26, with upgrades to gym facilities, cryogenic chambers and recovery areas. This followed the opening of a £10 million building for the women's and Academy teams in 2023, as well as plans to build a new high-capacity stadium as part of a regeneration of the Old Trafford area.



## Bournemouth showcase expanded stadium plans

After acquiring the Vitality Stadium in April 2025, **Bournemouth outlined plans to significantly expand the ground** and improve the matchday experience for spectators. The club have proposed increasing capacity to 20,000 by 2027/28 with a new grandstand, filled corners and extensions to the North and East Stands. Designs also include a new fan zone and ticket office, as well as supporting the club's community impact.





## Unparalleled support for football and communities

The success of the Premier League means world-leading levels of financial support are distributed across football in England and Wales. Longstanding contributions span the three levels of the EFL (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.



**£1.6bn**

investment into wider football and communities between 2022 and 2025



Supported by **Premier League**

### Funding for football at all levels

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.

Distributions include solidarity funding for EFL clubs not receiving parachute payments, with wider Academy and community funding and support provided throughout the EFL. Investment also supports all 72 National League clubs.

The Premier League's Elite Player Performance Plan has seen over £2.8 billion invested into developing a world-leading Academy system across the football pyramid since 2012.



### The professional game

**The Premier League is proud to support:**



Providing educational, wellbeing, medical and development support for current and former Premier League, EFL and Women's Super League (WSL) players



Co-operation and funding agreement for the top two tiers of women's football



Support services for managers, coaches and administrators across the Premier League, EFL, WSL and WSL 2



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

## Academy system and career support



- Premier League and EFL clubs are supported to develop a world-leading Academy system, including players' technical, personal and academic skills
- The aim is to develop more and better home-grown players capable of excelling in the Premier League, professional game and at international level
- England have won six international youth titles in eight years and were finalists at the 2020 and 2024 European Championships



### Player care



Including player care staff in 60+ EFL clubs

### Academy 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

## Fans and equality, diversity and inclusion (EDI)

The Premier League provides core funding and delivery grants for:

**FSA.** Representative body for football supporters at all levels



Anti-discrimination education programmes, campaigns and support



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

**Premier League Fans Fund** Grants for Premier League, EFL, National League, WSL and WSL 2



Delivering EDI programmes and initiatives such as No Room For Racism and Inside Matters

## Nationwide economic impact

The Premier League is proud to share its success across the country, positively benefitting grassroots and non-league football as well as local communities.

It also adds £9.8 billion in value (GVA) to the UK economy, supporting 104,500 jobs and contributing £4.4 billion in tax.



## Biggest sports charities in the world

Premier League funding extends to supporting two of the biggest sports charities globally:



Since 2010, the Premier League Charitable Fund has enabled programme delivery in thousands of community venues and schools in regions across the country, through grants to 106 Premier League, EFL and National League football club charities. Further investment is provided for fan engagement and inclusion initiatives.



Since 2000, the Football Foundation has provided grants for grassroots club facilities and pitch improvements used by more than 88,000 teams throughout the country. In addition, the Premier League Stadium Fund, funded by the Premier League and administered by the Football Foundation, assists non-league and women's clubs with the cost of improvements to their grounds.



## The wider game



Improving facilities for more than 1,000 clubs, enhancing sustainability and fan experience across over 100 lower leagues



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

## Further detail on Premier League support can be found across:

The football ecosystem	<a href="#">pages 18-19</a>
Academies	<a href="#">pages 28-31</a>
Fan engagement	<a href="#">pages 40-41</a>
Women's and girls' football	<a href="#">pages 70-72</a>
Wider football and communities	<a href="#">pages 73-77</a>
Equality, diversity and inclusion	<a href="#">pages 78-85</a>



# Growing economic impact nationwide

A recent independent EY study highlights the significant economic contribution of the Premier League to the UK economy

The continued success of the League and its clubs has driven increased economic contributions to the United Kingdom and in regions across the country.

A 2025 independent assessment by EY focused on Season 2023/24, reporting that £9.8 billion (GVA) was generated for the UK economy – a 21 per cent rise over two years. The report also showed that tax contributions increased to £4.4 billion and that more than 100,000 full-time equivalent jobs are supported through the competition.

EY studies have shown widespread benefits for the economy and society, while underlining that the Premier League has also become one of the UK's most valuable global and cultural exports, positively showcasing the country worldwide.

The Premier League and its clubs also generated £1.7 billion in broadcast exports in 2023/24. As the UK's single largest exporter of television rights, this almost matches the rest of the UK's TV sector combined\* (£1.8 billion).

\*Based on PACT survey of broadcast exports of over 20 UK TV distributors (excluding the Premier League)

"The Premier League continues to be a success story for the UK economy, generating billions in GVA and tax, with positive contributions extending to regions across the country and throughout the football pyramid. Its popularity at home and abroad delivers tangible economic gains – from jobs to inward investment – while also serving as a significant source of soft power on the global stage."

Peter Arnold  
EY UK Chief Economist



## Rising economic contributions

Annual figures based on Season 2023/24

**£9.8bn**

value added to UK economy (GVA)



**60%**

of the total national GVA (£5.9 billion) is generated by clubs based **outside London**



**£4.4bn**

tax contribution, including £2.1 billion from players and staff



**104,500**

full-time equivalent jobs supported across the UK



**14x**

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



## Spurs' socioeconomic contribution celebrated in royal visit

**Tottenham Hotspur welcomed His Majesty King Charles III** in an official visit to celebrate the club's positive socio-economic impact on the local area.

The effect of moving to the Tottenham Hotspur Stadium from White Hart Lane was highlighted by an analysis conducted by EY in 2023, which revealed £344 million GVA and 3,700 full-time equivalent jobs supported in 2021/22 across Haringey, Enfield and Waltham Forest compared with £120 million GVA and 1,800 jobs in 2015.

The report also projected that the club's socio-economic impact will continue to grow in the years to come, with an estimated £585 million GVA and 4,300 jobs expected to be supported during Season 2026/27.

In addition, £1.2 billion of investment has been made into the stadium and surrounding area to date – the largest private sector investment in Haringey.

During his visit, His Majesty the King and MP for Tottenham, David Lammy, met community groups, local residents and young people who have gained employment through the stadium, supported by Tottenham Hotspur Foundation.



## League and DWP supporting young people into work

The Premier League is supporting **the Department for Work and Pensions' Youth Guarantee**, helping young people into job or training opportunities.

The League works with young people at risk of not being in employment, education or training through employability-focused projects funded by the Premier League and PFA Players' Fund and through Premier League Inspires, as well as locally with clubs and authorities.

The Youth Guarantee officially launched at a jobs fair hosted at Anfield Stadium, where more than 1,000 young people met with over 40 employers – including Liverpool Football Club.

Clare Sumner, Premier League Chief Policy and Social Impact Officer said: "Building on our long-term investment into communities, the Premier League will contribute to the Youth Guarantee by using the power of football to engage young people who need the greatest support."

"Our programmes delivered by football clubs across the country play a vital role in providing inspiring opportunities and pathways to success to help the next generation fulfil their potential."



# 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, women's, girls', grassroots and community football.



### The Football Association (FA)

English football's governing body, with responsibility for England's national teams, the FA Cup, the FA Women's National League, the National League System, grassroots football, disciplinary matters for professional English football, regulating player agents and administering FIFA's transfer regulations. The FA is a member of FIFA and UEFA, representing the English game's interests internationally. Premier League clubs train and develop players involved with England's national teams and compete in the FA Cup. The Premier League has committed investment into women's and girls' football and provides long-term partner funding to lower-league and grassroots facilities.



### English Football League (EFL)



The EFL organises the second, third and fourth division 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 Super League Football (WSL Football)



An independent company responsible for the Women's Super League and Women's Super League 2. Each club participating in these leagues acts as a shareholder in the company. WSL Football 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 (PGMO)



PGMO 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 PGMO 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.

### 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.

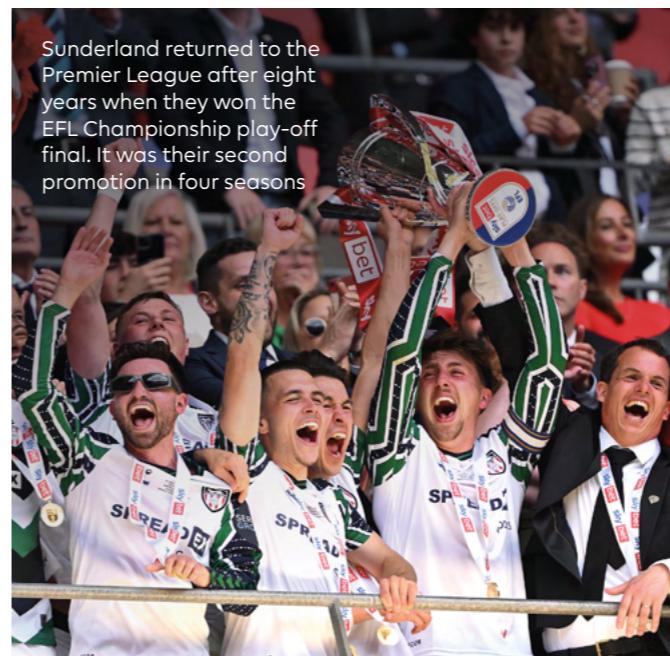
## The Premier League

## 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.



Sunderland returned to the Premier League after eight years when they won the EFL Championship play-off final. It was their second promotion in four seasons

## 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 the 2024 European Championships, more than any other league.

### European Leagues



European Leagues represents professional leagues among 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.

### European Club Association (ECA)



The ECA represents football clubs competing in international competitions with UEFA and FIFA. Premier League clubs involved in UEFA club competitions are members of the ECA. The UEFA Club Competitions SA – a joint venture between UEFA and the ECA – aims at driving the commercial development of UEFA's club competitions.



## 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 among 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.

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# The Football



The 2024/25 Premier League season was characterised by late drama and memorable comebacks, with the battle for a record nine European places lasting until the final day.

Another successful, competitive season enabled sustained support for wider football – with £69 million distributed to Premier League and EFL Academies to ensure world-class environments across the pyramid. England's unrivalled youth development system again showed its strength as 69 home-grown players made their Premier League debut and England retained their Under-21 European Championship title.

9

clubs qualified for European competitions, a record number, with six earning a place in the UEFA Champions League for the first time

# Stories of the season

Liverpool triumphed under new management to claim the 2024/25 Premier League title, with clubs throughout the League lifting silverware and battling for European places



## Slot and Salah inspire second Liverpool title

Arne Slot led Liverpool to their second Premier League title, becoming just the fifth manager to lift the Trophy in his debut season having joined from Feyenoord in 2024.

Liverpool produced a remarkable unbeaten run over 26 games – and lost just once in their first 30 fixtures – to fend off early pressure from Arsenal.

They were crowned Champions with an emphatic 5-1 victory over Tottenham Hotspur to celebrate their first Premier League title in front of fans after the behind-closed-doors celebrations of Season 2019/20.

A spectacular individual campaign from Mohamed Salah played a significant role in Liverpool's success. With 29 goals, Salah

earned the Golden Boot and became only the second player in history to finish as top scorer across four seasons, tying with Thierry Henry. The forward's 18 assists also saw him set a new record for goal involvements (47) in a 38-game season.

At the end of the campaign, three Liverpool figures (Slot, Salah and Ryan Gravenberch) collected five seasonal Premier League awards ([pages 26-27](#)) and three made the Fan Team of the Season ([page 49](#)). The club entered 2025/26 knowing that, should they finish Champions in consecutive seasons for the first time since 1983/84, they would overtake Manchester United as winners of the most English top-flight titles.



## Record-breaking European presence

Just three points separated third from seventh on the last day of the season as five teams battled for the remaining three UEFA Champions League places.

Manchester City, Chelsea and Newcastle United eventually confirmed their position within the top five alongside Liverpool and Arsenal. Aston Villa and Nottingham Forest, meanwhile, qualified for the UEFA Europa League and Conference League respectively – with Forest later promoted to the Europa League. Just three seasons after returning to the Premier League, this secured Forest's place in a European competition for the first time since 1995/96 as they became the first team to more than double their points tally from one season to the next.

With Europa League victory earning Tottenham Hotspur a Champions League spot (left) and FA Cup winners Crystal Palace entering the Conference League, a record-breaking nine Premier League teams secured a place in European competitions, with six going into the Champions League.

## Shared spoils

In addition to Bournemouth (56), Fulham (54) and Crystal Palace (53) securing their highest Premier League points tallies, the strength of teams throughout the League was highlighted by the record number of different sides winning silverware. Five Premier League clubs won a major competition in 2024/25, the most ever.



**Liverpool**  
Premier League



**Tottenham Hotspur**  
UEFA Europa League



**Crystal Palace**  
FA Cup



**Newcastle United**  
EFL Cup



**Chelsea**  
UEFA Conference League



**Chelsea**  
FIFA Club World Cup

**1,115**



goals scored – the second most of any 38-game season

**64**



countries represented across 20 squads, including Bangladesh, Iraq and Uzbekistan for the first time

## Last-gasp victories

Late drama was a common theme in 2024/25, best showcased by Bournemouth's 3-2 win over Everton having been 2-0 down in the 87th minute. It was the latest a team has ever come from two goals behind to win in the Premier League, and one of a record seven matches where this deficit was overturned in 2024/25.

Andoni Iraola's men were not alone in producing eye-catching late results. A joint-record

17 per cent of games (63 of 380) saw teams come from behind to win, and 94 goals were scored in the 90th minute or later – the second-most of any season.

Brighton & Hove Albion and Fulham also performed well when trailing. The former ended Liverpool's run of 156 games unbeaten in which they led at half-time and the latter set a record for goals scored by substitutes (17).



# Season awards

After another thrilling season, eight individuals and seven different clubs were recognised with awards

## Mohamed Salah

Liverpool

Apps 38 | Goals 29 | Assists 18

Mohamed Salah became the first player in history to win Player of the Season, the Golden Boot and the Playmaker award in the same season. His 47 goal involvements set a record for a 38-game campaign and helped to put him level with Thierry Henry for most Golden Boot awards (four).



### PLAYER OF THE SEASON

### GOLDEN BOOT

### PLAYMAKER



The Football

### HUBLOT

#### YOUNG PLAYER OF THE SEASON

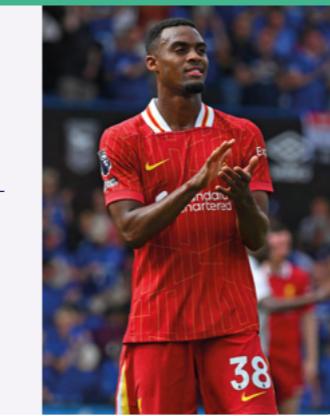
Ryan Gravenberch

Liverpool

Apps 37

Assists 4

Interceptions 60



### BARCLAYS

#### MANAGER OF THE SEASON

Arne Slot

Liverpool

Wins 25

Draws 9

Points 84



### GOLDEN GLOVE

David Raya

Arsenal

Apps 38

Clean sheets 13

Matz Sels

Nottingham Forest

Apps 38

Clean sheets 13



### SAVE OF THE SEASON

Emiliano Martinez

Aston Villa

vs Nottingham Forest

14/12/2024



### ORACLE

#### MOST IMPROBABLE COMEBACK

Manchester United

2-1

vs Manchester City

15/12/2024



### ORACLE

#### MOST POWERFUL GOAL

Alexander Isak

Newcastle United

Average speed 108.9km/h

vs Liverpool | 4/12/2024



### GUINNESS

#### GOAL OF THE SEASON

Omar Marmoush

Manchester City

vs Bournemouth

20/05/2025



# Enhancing an unrivalled Academy system

The English Academy system aims to support young aspiring footballers to maximise their potential, on and off the pitch

The Academy system balances elite player development with personal growth and ensuring there are unrivalled environments up and down the country.

These are the ambitions laid out in the [Elite Player Performance Plan \(EPPP\)](#), developed by the Premier League in Season 2012/13 and updated in Season 2021/22. Designed to ensure the success of the English Academy system, the EPPP is continually refined to build on the progress made so far and to reflect the current and future needs of the game.

To date, £2.8 billion has been invested into the Premier League and EFL Academy system.



The system is built around six building blocks for success:

**1**

Talent ID

**2**

Performance pathway

**3**

Duty of care

**4**

Workforce development

**5**

Governance and quality assurance

**6**

Innovation and insights

# Measuring success

The Premier League prides itself on providing world-leading environments, with work spanning player, coach, staff and match official development. Success is measured across four core pillars

## 1. Developing the best talent

Identifying and developing high potential players, coaches, staff and match officials

### Lewis-Skelly makes history

Myles Lewis-Skelly made his Premier League debut when he came on for Arsenal against Manchester City in September 2024. He earned 43 senior appearances in 2024/25, having been part of the London club's Academy since the age of eight. Towards the end of a successful debut season, Lewis-Skelly became the youngest England player to score in his first senior match (18 years and 176 days old) – striking against Albania.



The 2024/25 Youth Development Conference shared expertise across the Academy system – including from England manager Thomas Tuchel

## 2. Creating a thriving ecosystem

Protecting the health of the game and working collaboratively

**92**

Premier League and EFL Academies receive Premier League funding, totalling £69 million in 2024/25

## 3. Providing life-enriching experiences

Focusing on the development of the person on and off the pitch

**88%**

of parents agree the Academy experience is positive for their children

## 4. Offering equitable opportunities

Providing access to incredible opportunities and a fair environment for all

**117**

coaches and staff have enrolled on [diversity-focused programmes](#)



# Holistic player care and support

The Premier League is committed to supporting players' welfare, education and engagement from Academy through to first-team level



## 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. The Premier League provides £2 million per season to help fund staff salaries to enable EFL clubs to fulfil this requirement.

## Ongoing career support

The Premier League runs two development programmes in collaboration with the EFL and Professional Footballers' Association (PFA) for Under-16 to Under-21s who are without a contract for the next season. These form part of the League's ongoing commitment to supporting Academy players after being released by a club. Each programme delivers a training experience that provides football and elite performance preparation, personal development and guidance on next steps inside and outside of football.

A three-year commitment of aftercare support is also in place for all players released from clubs for Under-17 to Under-21 age groups. This includes guidance on further and higher education opportunities, careers advice, alumni networks and the provision of mental and emotional wellbeing support.

## Premier League Futures

The Premier League Futures programme is a 12-month initiative for current and former Premier League, EFL or Women's Super League Academy players with the aim of supporting careers in football beyond playing. The programme also aims to help diversify the workforce.

In Season 2024/25, two separate [trips to the United States](#) provided life-enriching experiences for 30 participants in total. The tours aimed to support players' development and future careers by broadening their understanding of possible non-playing opportunities.

## Education progress

The education available to Academy players continues to expand. More Academy players are studying for A-level qualifications than ever before (20 per cent), with the number studying A levels tripling in the last five years.



Premier League Academies hold an Ofsted Outstanding rating for their Apprenticeship provision

100%

pass rate for Academy players studying Extended Diploma BTECs in 2024/25 (three A-level equivalent)



## Supporting professional footballers

### Player care

#### Developing life skills

The Life Skills and Personal Development programme offers age-specific workshops for Academy and first-team players, parents, care and accommodation providers and club staff. The programme covers various topics, including delivery from The FA and PFA. Mandatory sessions are carried out at first-team level on healthy relationships and brain health.

#### Player App

The Premier League's personalised Player App provides important information. Available resources include physical and mental health support, concussion protocols, transition support and rules on issues such as anti-doping and gambling. Help is also available through the Independent Player Helpline.

#### Player voice

The Premier League hosts a forum with former player associations and the 20 club captains, considering their views and acting on them. The League also celebrates milestones such as homegrown debuts, appearances, goals and clean sheets.

#### Player health

#### Injury surveillance

The Premier League partners with clubs and Nottingham Trent University (first team) and University of Bath (Academy) to deliver injury and illness insights that inform strategies and policy to optimise physical and mental health.

### Head injury protocol

The Premier League's world leading, codified head injury protocol has now been written into the competition's Rules for two full seasons. It mandates the highest standards of care for players, as well as ensuring all stakeholders have opportunities to engage with education on brain health.

### Brain health education

Throughout 2024/25, the Premier League, in partnership with Sporting Chance, conducted brain health education sessions for all first-team players. Those sessions have also been translated into the four most common languages spoken after English.

The mandatory sessions cover the genetic and lifestyle factors influencing long-term brain health, with a significant focus on concussions and support from the football industry for players.

### Football Brain Health Fund

The Premier League and PFA established the Football Brain Health Fund in 2023 to provide financial support to former players living with neurodegenerative conditions such as dementia. Funding of at least £1 million per season has been allocated to help improve the quality of life for players and their families, with £1.4 million distributed by the end of Season 2024/25.

£1.5m

allocated specifically to care costs up to May 2026 through the Football Brain Health Fund



# Developing the skill of the coaching workforce

## The Premier League provides development and support for coaches throughout the professional game

The Elite Coaching Plan is the Premier League's commitment to strengthening the talent pipeline of coaches and coach developers within the professional game. It aims to produce more and better home-developed coaches, ultimately contributing to the progression of more and better players.

Working in close partnership with clubs, the League strives to deliver the highest-quality coach development, enhancing the skill and expertise of the workforce – with a particular focus on increasing diversity. Academy coaches, coach developers and first-team coaches are supported through role-relevant learning experiences and tailored guidance, as well as events and research.



### The League's initiatives include:

- Professional Player to Coach Scheme
- Coach Inclusion and Diversity Scheme
- Coach Index
- Elite Coach Accreditation Scheme
- Elite Heads of Coach Development
- Future Coach Developer
- Premier League Next

This work is further reinforced by the Pro Coach Partnership, a collaborative approach to coach development with key stakeholders across the game. These include The FA, EFL, Professional Footballers' Association, WSL Football, League Managers' Association and League Coaches Association.

### Driving expertise

**535**



coaches supported through League-funded programmes, including 184 in 2024/25

**104**



coaches have graduated with a coaching-related Diploma in Higher Education

### Inclusive pathways

**108**



coaches supported through inclusive coaching schemes, including 34 in 2024/25

**500+**



coaches registered on the Coach Index

**59**



clubs involved in inclusive development programmes

## The Football

### Supporting the journey from Bradford to Brentford

The Elite Coach Accreditation Scheme (ECAS) is the League's longest-running coach development programme, launched in Season 2013/14. It supports high-potential Academy coaches through a two-year individualised programme designed to provide new opportunities.

Martin Drury (below) began his time on the ECAS while working in Bradford City's Academy. He was soon promoted to the first-team staff before moving to

Manchester United's Academy and then the West Bromwich Albion senior set-up. After holding the same role at Valencia CF, Martin was appointed as a first-team assistant coach with Brentford.

"The support from the ECAS from start to finish has been excellent," he said. "They do everything they can for people on the course and were so accommodating around my own situation and moving to Spain. The support from all the staff has been top drawer."



### Advancing inclusion

The Professional Player to Coach Scheme (PPCS) and the Coach Inclusion and Diversity Scheme (CIDS) are part of the Premier League's range of programmes to improve coaching opportunities for individuals from under-represented groups. Both support current or aspiring coaches with employment and training opportunities within the Premier League and EFL.

**Darius Charles and Dominic Best**, participants on PPCS and CIDS respectively, both took positions in the Fulham Academy.

Darius, formerly a centre-back with Brentford and Stevenage among other clubs, joined PPCS in 2024. "The scheme is brilliant because I have access to so much information," he said. "I'm around people that have a wealth of experience."

For Dominic, the scheme enabled him to complete his UEFA A Licence by providing him with a full-time role as Under-13s Head Coach.

Nimesh Patel at a Premier League Coach Developer in Action workshop



### The next generation of coach developers

Nimesh Patel joined the Future Coach Developer (FCD) programme in 2023. Over two years, he took part in a range of workshops designed to help participants prepare to progress into a coach development position. Having held a number of roles at The FA, Nimesh became Head of Coach Development at Notts County in June 2025.

"The FCD programme has been brilliant for me," he said. "Being on the programme for two years gave me insight, opportunity and exposure to different environments, taking me out of my comfort zone. It's given me real support on the journey I want to take."



# Supporting new leaders and officials

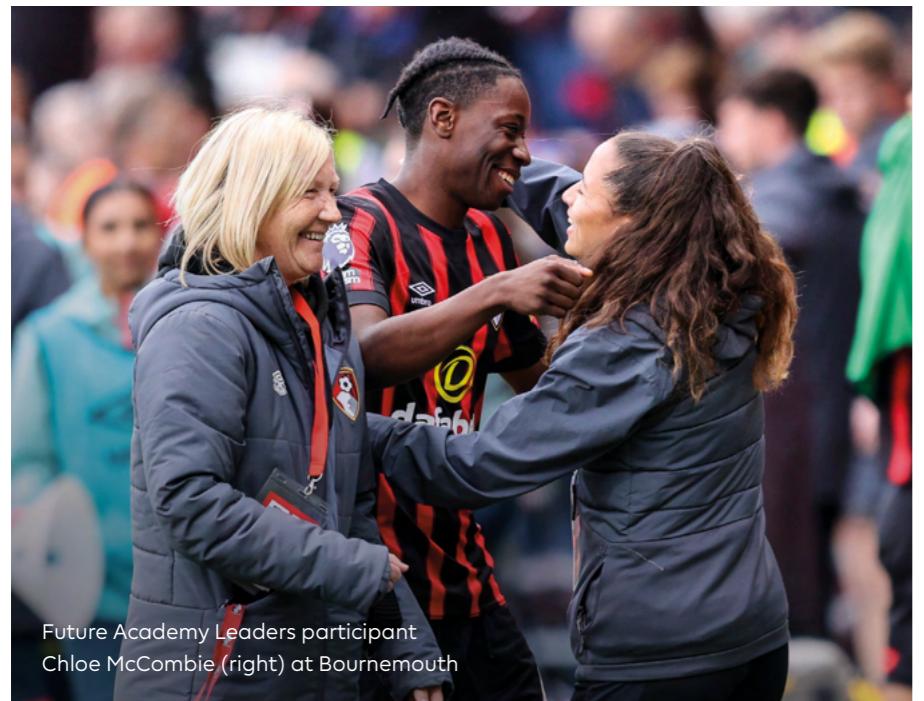
The Premier League's support for leaders and match officials within football spans a variety of initiatives, ensuring a pool of highly trained and diverse staff

Through the varied 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 staff and future leaders at clubs achieve postgraduate qualifications as part of their programmes.

## Those delivered in 2024/25 include:

- Academy Leaders
- Elite Academy Managers
- Future Academy Leaders
- Heads of Communities



## Developing diversity in Academy leadership

Future Academy Leaders (FAL) is a diversity-driven leadership development programme for individuals from under-represented groups who aspire to gain Academy leadership positions. Its participants each qualify with a Graduate Certificate in Football Leadership and Management.

Chloe McCombie (below) took part in the first cohort in 2023/24 while working as Academy Operations and Administration Assistant at Bournemouth. In 2025, she was promoted into the role of Academy Operations Manager.

Chloe said: "The diversity within the cohort sparked meaningful conversations and allowed me to meet brilliant individuals who I may not have encountered otherwise."

"The FAL programme brings like-minded people together and provides a platform to build a network. It's a vital tool for personal and professional growth."

## Developing sporting expertise in 2024/25

4  
programmes running



157  
candidates enrolled



40  
days of  
mentoring delivered

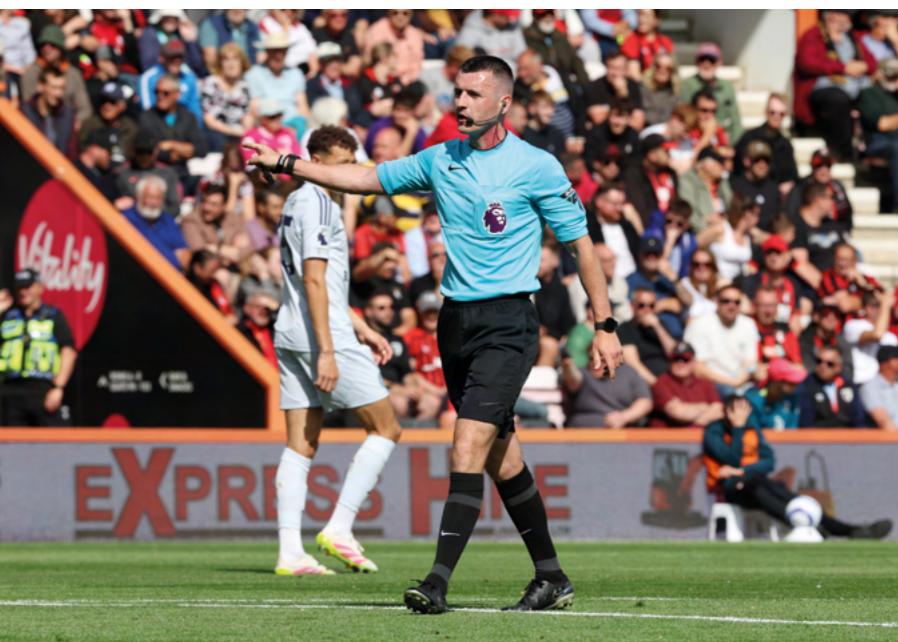


## The Football

### The Development Group

The Elite Referee Development Plan launched in Season 2022/23, managed by the Professional Game Match Officials (PGMO) but funded and supported by the Premier League. As part of the plan, the Development Group programme aims to identify and train referees and assistant referees with the potential to officiate at the highest levels of English football.

As with all Development Group officials, Lewis Smith (right) was given an employment contract and development support when he joined the programme. He had recently begun his career in the National League and quickly demonstrated high potential to accelerate through the pathway. His performances were therefore rewarded with appointments to fixtures in the EFL Championship, League One and League Two. Lewis then made his Premier League debut in 2023/24.



By the end of 2024/25, Lewis had officiated nine Premier League games and refereed Premier League teams in the EFL and FA Cup. He had also become a regular official in the Championship, continuing to demonstrate his talent at the top of the game.

In summer 2025, Lewis was one of six referees who joined the Select Group Supplementary List, alongside former Development Group colleagues Farai Hallam, Adam Herczeg, Ruebyn Ricardo and Ben Toner.

## Uriah Rennie: 1959–2025

In 2025, the Premier League joined PGMO and the wider football community in paying tribute to Uriah Rennie, the competition's first black referee, who died aged 65.

Premier League Chief Executive Richard Masters said: "Uriah Rennie had a significant impact on English football and, as the first black referee in the Premier League, his legacy will live on and inspire others."

"His enthusiasm and charisma were evident for all to see. Having officiated more than 300 top-flight matches, Uriah displayed great professionalism, authority and integrity. We acknowledge the inspiration he provided to so many."





03

# The Fans

The Premier League is the world's most-watched football league, with billions of fans globally. Compelling football and continually improving facilities attract record crowds into stadiums while worldwide interest increases further.

The Premier League strives to bring the game closer to supporters and their communities in person, online and via broadcast and commercial partners.

**1.45bn**

people watched live televised  
Premier League football in 2024/25

**40,459**

fans attended each Premier  
League match on average



## Crowds reach record levels

Fans flocked to the Premier League in Season 2024/25, again setting new attendance records

A record number of fans attended Premier League fixtures in 2024/25, with stadiums also at record capacity for the third consecutive season.

The average attendance of 40,459 was the highest ever, with total attendance also reaching a record 15,374,271. Grounds were 98.8 per cent full – the joint-highest in Premier League history, matching Season 2023/24.

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



**98.8%**

stadium utilisation



**40,459**

average attendance

### Away ticket price cap extended to 10th season

In June 2025, Premier League clubs unanimously agreed to extend the £30 cap on away ticket prices. Introduced in 2016, the cap has been in place for 10 seasons as of 2025/26, helping to drive an increase in away attendance across the League.

In the past 10 years, away attendance utilisation has risen from 82 per cent to 90 per cent – with a cumulative away attendance of almost one million in 2024/25.

The away price cap is one of several types of ticket reduction available in the Premier League (figures below).

Discounted ticket type	% of tickets sold
Season ticket	76%
Concession (junior, senior or disabled fan)	28%
Away	8%

In 2024/25, fans paid an average of £38.35 to attend a Premier League fixture. More than half (54 per cent) of tickets were sold below this price. In addition, 19 per cent of season tickets were discounted and 24 per cent of away tickets were sold below the £30 cap. The range of reductions made available totalled a combined £20.1 million.

Source: EY Premier League Ticketing Study 2024/25

## The Fans

### Premier League draws Europe's largest crowds

The Premier League was again the best-attended league in European football for the 2024/25 season.

With an aggregate attendance of 15.3 million, the Premier League's total crowd surpassed the nearest non-English league by 3.5 million and was most closely followed by the EFL Championship.

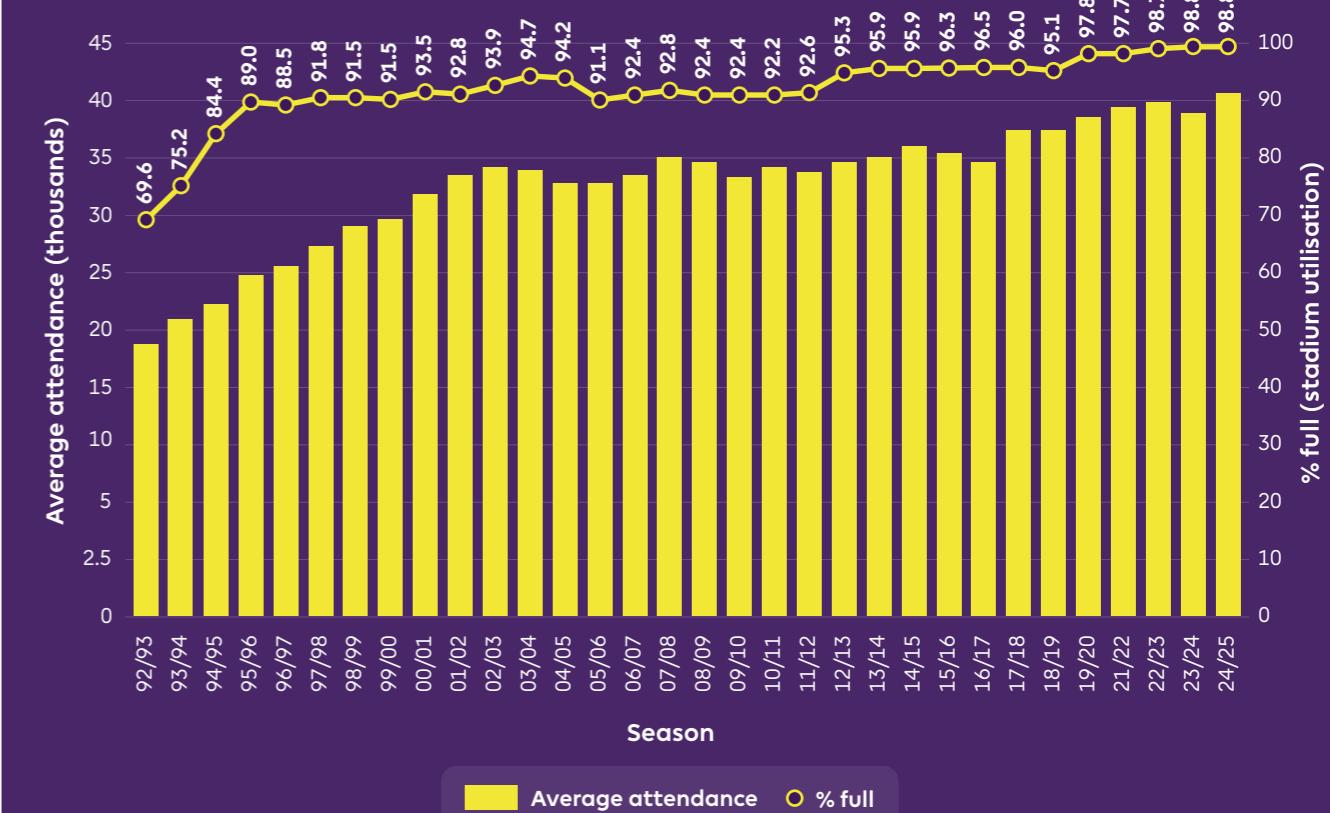
Its average attendance and stadium utilisation also led all other domestic competitions across the continent, with no other drawing an average crowd of more than 40,000.

### European leagues by total attendance

League	Total crowd	Utilisation
Premier League	15.3m	98.8%
Championship	12.2m	84%
Bundesliga	11.8m	96%
Serie A	11.7m	79%
La Liga	11.4m	79%

Source: UEFA European Club Talent and Competition Landscape Report 2024/25

### Premier League attendances all-time



# Meaningful fan engagement

The Premier League Fan Engagement Standard sets the benchmark for fan engagement through a range of initiatives

The Premier League Fan Engagement Standard (FES) has been in place for two seasons, providing a framework for clubs' work with supporters. Some of the key initiatives of the FES are:

## Fan Engagement Plans

Clubs publish an annual Fan Engagement Plan at the start of every season, defining their strategy for consultation and engagement with supporters. The Premier League shares feedback and good practice more widely among other clubs and fans.

## Fan Advisory Boards

Clubs have Fan Advisory Boards (FABs) to exchange information and ideas and secure feedback.

Clubs tailor the structure of their FABs to suit the needs of, and reflect the diversity of, their fanbase, for example by assigning dedicated positions to high profile or specialist supporter groups. Towards the end of each season, fan representatives assist clubs in evaluating the effectiveness of their FAB and updates are shared with the club's Board.

## Nominated Board Level Officials

As the Nominated Board Level Official, a leadership figure from the club's senior staff oversees fan engagement and the operation of the FAB.



## 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 the introduction of a Fan Advisory Board to promote meaningful dialogue with 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 clubs' community connections

The Premier League Fans Fund supports clubs to run programmes that strengthen connections between them, their fans and local communities

The Premier League Fans Fund provides grants to support clubs at all levels of the game through fan-focused or fan-led projects.

This includes schemes to build upon a club's heritage, to support mental health, and initiatives for under-represented groups to further develop an inclusive and welcoming matchday experience for everyone. In total, the Premier League invested £5 million from 2023 to 2025.

97



Premier League, EFL, National League, WSL and WSL 2 clubs in receipt of funding

## Walsall FC For All

League Two club Walsall used funding to establish the [Walsall FC For All programme](#). The initiative aims to strengthen bonds between the club and diverse and under-represented local communities. Through it, the club have been part of a community Iftar and delivered coaching sessions in a local mosque. It has also run a volunteer programme for refugees and migrants, as well as inviting participants to matches as part of the Football Welcomes initiative.



## Premier League Fans Fund support for Chelsea Women

[Chelsea leveraged the Premier League Fans Fund](#) to expand and diversify the fanbase of its Women's team. In partnership with the club's Fan Advisory Board, the Chelsea Foundation engaged over 200 students from six South-West London schools to develop ideas for increasing support. Selected students went on to form the inaugural Chelsea FC Women Youth Supporters Group, enabling them to provide direct input to the club.



# Creating safe and enjoyable matchdays

## The Premier League and clubs worked alongside partners and police to deliver safe and secure matchday experiences across the season

More than 15 million supporters visited a Premier League stadium during Season 2024/25, with clubs committed to providing the safest matchday experience for all. A range of initiatives led by the League and other football bodies helped to achieve this.

### Love Football, Protect The Game

The Love Football, Protect The Game campaign, run by the Premier League, The FA and the EFL, continued to operate during Season 2024/25. 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, including tragedy-related chanting, violence, using pyrotechnics or invading the pitch.

An individual was banned from attending football matches for three years and charged with a public order offence having been arrested for tragedy-related chanting at the Liverpool vs Chelsea match in October 2024. The League also prioritises education on this subject, having created resources through Premier League Primary Stars to help children understand the negative impact of abuse.



### Reforming stewarding within football

Between 15,000 and 20,000 stewards and other safety management professionals play an essential part in ensuring a safe, secure and positive matchday experience for supporters across football. The Premier League has been working with the EFL on the Stewarding Quality and Development (SQUAD) Hub project since 2023, aiming to raise the profile of these roles within football across the country.

The SQUAD Hub will provide the industry with high-quality football-specific training and continuous professional development for those already working as stewards, supervisors and safety officers, and for stewards who are new to the role.

The SQUAD Portal will provide easy access to learning and information for the safety management profession. All 92 Premier League and EFL clubs will have access to the platform.

It is intended that SQUAD will become the national database for football stewards and will support the industry in creating career pathways, either within the profession or as a stepping stone into other full-time employment or education. In recognising the importance of stewarding in sport and live events, the League is actively working with partners to ensure that learnings and emerging best practice are shared.

## The Fans



### Safety and security insight through the Matchday Observer Programme

The Matchday Observer Programme covered its second full season in 2024/25, supporting clubs to understand key safety and security issues through League-wide insights.

With clubs' support, an independent observer with a safety and security background is deployed to every one of the 380 League fixtures. In 2024/25, the observers' attendance became mandatory under the Premier League Rules.

Observers compile a detailed report on each fixture for the host club, with incident data analysed by the Premier League across major trends such as steward numbers, incident types, times and locations, and home and away supporter behaviour. Good practices are then shared across the League to help improve the matchday experience for all those attending.

Incidents recorded in 2024/25 dropped compared with 2023/24, despite overall attendance increasing.

### Continuous professional development

The Premier League supports continuous professional development for club staff to enhance their knowledge, skills and competencies in managing a safe and welcoming environment for fans, players and officials.

Programmes provide staff with the opportunity to learn new aspects of their role and ensure they are up to date with relevant legislation, safety directives and issues. In Season 2024/25, sessions delivered included conflict management, communication, disability awareness and pitch incursion planning.

# Record-breaking engagement

Season 2024/25 marked the end of the most-watched domestic broadcast rights cycle in Premier League history

A record average of 1.34 million UK viewers tuned in per live match during the 2022-2025 cycle, up two per cent on the COVID-19 impacted 2019-2022 cycle and 20 per cent on 2016-2019.

A new four-year UK broadcast cycle began in 2025/26, with more fixtures than ever being aired domestically. For the first time, all matches taking place outside of the Saturday 3pm kick-offs – a minimum of 267 games – are being broadcast live in the UK.

## Domestic broadcast coverage 2024/25

55%



of the total UK TV audience (34.1 million individuals) watched live Premier League fixtures or Match of the Day highlights

Within the UK, the Premier League continues to generate a higher live viewership than all UEFA club competitions, the FA Cup and EFL competitions combined

## BBC SPORT

BBC Sport received a record 78 million requests on BBC iPlayer to watch Match of the Day or Match of the Day 2, almost double the number recorded in 2019/20. Almost 30 million individuals watched Match of the Day's Premier League programming over the course of the season.



## sky sports

After a cycle in which Sky Sports averaged 1.6 million viewers per match and achieved its most successful seasons (2022/23 and 2023/24), the broadcaster and the Premier League finalised a new four-year agreement for TV rights. As of 2025/26, Sky Sports are airing a record minimum of 215 Premier League matches a season, up from 128 – a 70 per cent increase.

## TNT SPORTS

TNT Sports also extended its Premier League rights through to 2028/29, airing 52 exclusive live matches per season. Thirty-seven matches drew audiences of over one million during the 2022-2025 broadcast cycle, with 14 in 2024/25.

# Captivating a global audience

Fans across the world continued to watch the Premier League in their millions throughout Season 2024/25

The Premier League is one of the UK's biggest and most successful exports, with the best players and managers delivering thrilling football to fans across the globe.

As the world's most popular football league, Premier League coverage is available in 189 countries – with 1.9 billion following it globally.

As a percentage of the global population, the only football competition with higher interest is the FIFA World Cup (51 per cent interest in the World Cup and 37 per cent in the Premier League).



## Record-breaking cycle for key markets



### United States

Viewers tuned in from the United States in record numbers across the 2022-2025 broadcast cycle, with audiences up by 13 per cent from 2019-2022. NBC produced both its highest (2023/24) and second-highest seasons (2024/25) on record.

### India

Indian broadcaster Star Sports saw a 75 per cent increase in its average audience in the latest cycle, boosted by expanded coverage on mass reach linear channels (Star Sports 1-3).

### China

Live audiences in China grew by 49 per cent from 2019-2022 to 2022-2025, helped by national broadcaster CCTV airing throughout the entire cycle.

Worldwide engagement in 2024/25

**1.9bn**  
people follow the Premier League

**1.45bn**  
cumulative live TV audience for Premier League matches in 2024/25

**906m**  
homes across the world can watch the Premier League

**189**  
countries receive coverage (out of 193 UN member states), from more than 100 different broadcasters



## Premier League Productions

### Entertaining fans worldwide

#### Premier League Productions helps to broadcast the League globally

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 League's 100+ international broadcasters, helping to ensure fans are engaged and entertained throughout the season.

Alongside content production, PLP 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.

25,000+

pieces of content are uploaded for broadcasters to use each season



#### Premier League Studios

Premier League Studios will launch for the start of Season 2026/27, after clubs unanimously agreed that the Premier League will establish a new in-house media operations business.

The studios will be based at One Olympia in West London, with state-of-the-art office space including 40 multi-use suites.

Premier League Chief Media Officer Paul Molnar said: "As our international broadcast ambitions continue to grow, we are excited to be investing in a future-facing facility that reflects the Premier League's global reach, ambitions and commitment to innovation. Olympia's creative energy, infrastructure and connectivity make it the ideal home for our evolving production needs and a perfect base for our world-class team."

#### The Fans

## Combatting digital piracy

For almost 20 years the Premier League has led the way in tackling digital piracy around the world

Working in close collaboration with its global broadcast partners and authorities, the Premier League deploys a range of measures to actively combat the piracy of its matches – wherever it occurs.

The League's anti-piracy strategy covers a range of approaches. These include technical measures, such as blocking unauthorised websites and apps; criminal and civil legal actions against operators of illegal streaming services; and campaigns focused on educating fans about how to enjoy the competition from authorised sources.



Above: The Boot Out Piracy campaign warns fans of the dangers of illegal streaming

#### Season 2024/25 online anti-piracy work



925,000

pirate clips removed from social media platforms



585,000

infringing live streams blocked or removed from viewing in the UK



430,000

infringing links delisted from search engine results



649

apps removed from global app stores

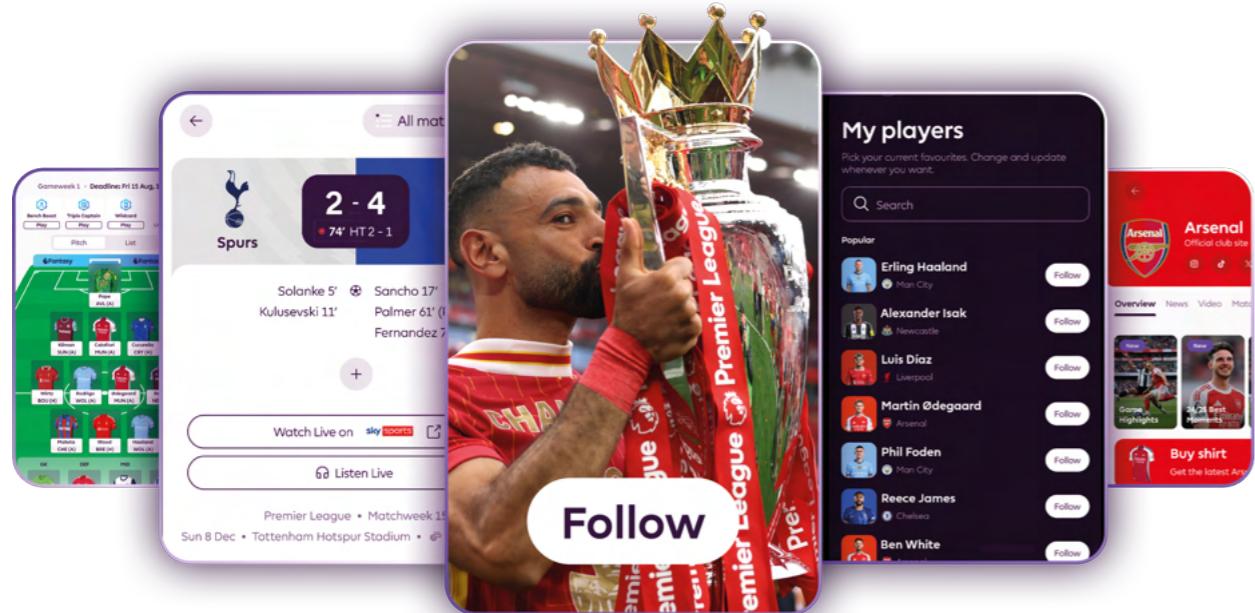
#### Deterrent legal cases

During Season 2024/25, the Premier League's global enforcement actions successfully shut down more than 50 pirate operations, leading to over 30 arrests and more than seven years of prison sentences for those responsible. These included:

- The prosecution of a UK-based 'Firestick' seller who was sentenced to more than three years in prison
- A landmark conviction in Lebanon against one of the most prominent providers of illegal streams to pirate services around the world
- The first two convictions under new copyright laws in Singapore against the operators of shops selling pirate devices

# Digital transformation enhances global fan experience

The Premier League produced a record season for digital engagement and launched new platforms for 2025/26 to amplify its growth



Off the back of a record-breaking season, the Premier League launched a suite of products to supercharge its digital transformation.

A [new app and website](#) provide a more seamless experience for fans around the world. They position the Premier League as a gateway to official club and broadcaster platforms through enhanced personalisation, features and content. This ensures fans can find what matters most to them based on their favourite clubs and players, their interests and preferences, and where they live.

The Premier League acting as a digital promotional vehicle for clubs and broadcasters began to take effect in Season 2024/25, as League success produced increased value for clubs in parallel.

Content from the Premier League drove 13 billion views across the season (up 30 per cent year on year) and led to a record 1.9 billion engagements (up 22 per cent). This helped produce a record average weekly engaged audience of 45.6 million (up 29 per cent), which in turn helped drive a 34 per cent increase in the number of fans opted in to Premier League services (41.1 million).

## Increasing engagement

The Premier League launched new digital channels on [Snapchat](#), [Instagram Broadcast](#) and [WhatsApp](#). On the latter, the Premier League surpassed all other European leagues within the first five months of operation, ending the season with a total of 12 million followers.



Record engagement in 2024/25

**1.9bn**

engagements

(+22%)



**45.6m**

weekly average engaged users

(+29%)



**54m**

direct fan relationships

(+31%)



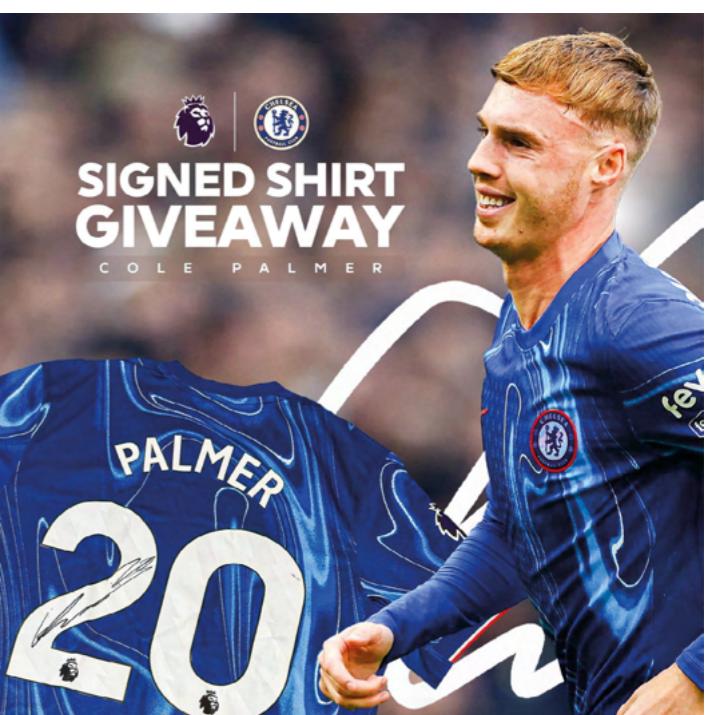
## Driving campaign awareness

Season 2024/25 saw an enhanced focus on the Premier League's campaigns, such as No Room For Racism and More Than a Game. Tie-ins with creators such as A View From A Bridge and A Mug of Life brought Premier League content to different audiences and lent new perspective and authority to its work.

Inside Matters ([pages 86–87](#)) not only featured players from all 20 clubs but also included content produced by the Premier League directly for club output, helping to create a highly enhanced campaign. Engagements (917,000) and impressions (39.5 million) were up 78 per cent and 226 per cent year on year.

## Working with clubs

The Premier League increased its collaborations with clubs in 2024/25, running a range of giveaways including signed shirts from Cole Palmer, Chris Wood, Alexander Isak, Raul Jimenez, Jean-Philippe Mateta, Omar Marmoush and Champions Liverpool.





## Summer Series 2025 takes Premier League to U.S. fans

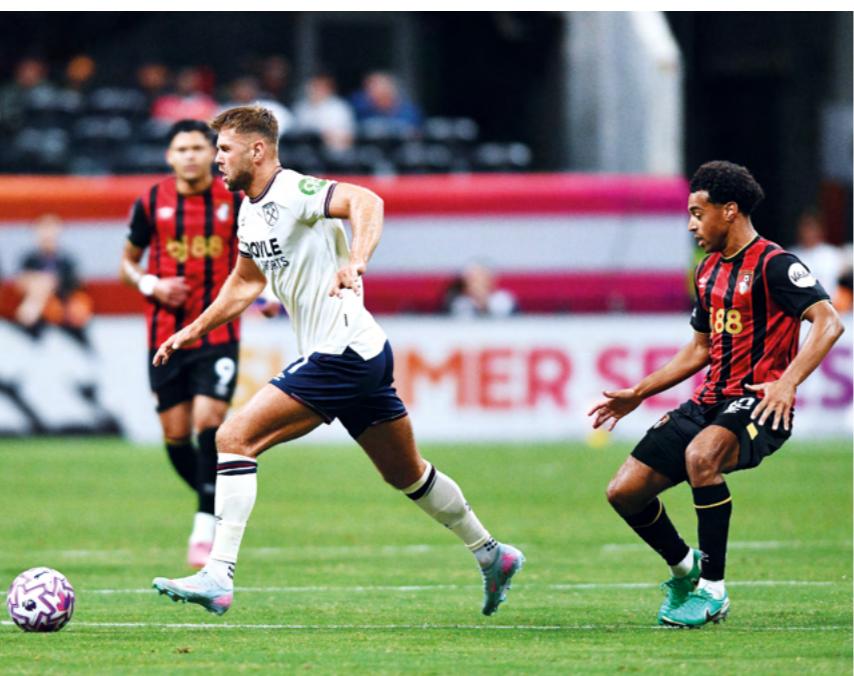
The Premier League Summer Series returned to the United States in 2025 across three iconic cities – with hundreds of thousands of fans engaged and a range of community activity delivered

The 2025 [Premier League Summer Series](#), the League's second pre-season tournament in the United States, saw Bournemouth, Everton, Manchester United and West Ham United participate in six hard-fought matches at three unique venues.

New Jersey, Chicago and Atlanta hosted more than 147,000 fans throughout the week, as each team played three fixtures.

Games were held as double headers across MetLife Stadium, Soldier Field and Mercedes-Benz Stadium, with Manchester United crowned Champions.

The opening round kicked off in style with six goals scored across the two games at MetLife Stadium, host of the 2026 FIFA World Cup final. Bournemouth defeated Everton 3-0 and, soon after, Manchester United beat West Ham 2-1 in a closely contested meeting.



United then built on their opening victory with an impressive display against Bournemouth, winning 4-1 as West Ham came from behind to defeat Everton 2-1. Three teams could lift the trophy on the final day but, despite the Hammers' victory over the Cherries, a draw with Everton was enough for United to lift the trophy.

Head coach Ruben Amorim said: "The tour was really important for us. We played well in the first game and the second game, then in the third we suffered the difficulties of the Premier League, the physicality. It was perfect."

All matches were broadcast locally by NBC Sports, the Premier League's longstanding U.S. broadcast partner, across NBCUniversal's networks and Peacock. The tournament preceded NBC receiving its highest audience figures on an opening Premier League weekend. Sky Sports brought the action to fans in the United Kingdom, while international broadcasters delivered the tournament to 189 countries.

**"You can see the support and how much it means to us. It's brilliant. Visiting different places in the States has been amazing. I've loved it, it's been a great experience."**

**Alex Scott**  
Bournemouth midfielder



Off the pitch, a range of exciting community development programmes and fan-centric events took place across the cities, in conjunction with Premier League clubs and partners.

The League and the four participating clubs delivered a series of community workshops in each of the three cities, supporting the development of the local football workforce and inspiring young fans. Events engaged more than 620 young people and 130 coaches, who were assisted to deliver additional sessions benefitting more than 2,600 young people.

This included Everton and West Ham attending a community showcase and youth football



## The Fans

Images clockwise from left: West Ham's Freddie Potts meets local children; Bolt and Aguero visit PUMA's flagship store; Manchester United entertain the crowd; Everton players at Washington Elementary



6

games in three cities, featuring four Premier League clubs



147,000+

total match attendance



2,600+

young people benefitted through community programmes

clinic for local school children in New Jersey, held at a mini-pitch opened by the Premier League and EA SPORTS FC during the 2023 Summer Series. The showcase marked the announcement of a three-year partnership between the Premier League, the State of New Jersey and the U.S. Soccer Foundation. This will develop more than 500 local soccer coaches and provide sports development resources to more than 10,000 youth players from under-served communities.

Premier League partners – including Adobe, Barclays, Guinness and Microsoft – offered a range of exclusive experiences. PUMA hosted a series of events at the flagship store in New York City, including a day in which Premier League Hall of Fame inductee Sergio Aguero and eight-time Olympic gold medallist Usain Bolt met a crowd of Premier League fans.

The tour was held amid growing interest in the Premier League and wider football within the United

States, enabling supporters to enjoy the competition in person. Almost 40 million individuals have tuned in to the Premier League since NBC first acquired the broadcast rights in 2013, with the past two seasons (2023/24 and 2024/25) attracting their largest and second-largest audiences respectively.

The Premier League opened its U.S. office in 2023 and by 2025/26 its Premier League Mornings Live fan festivals have attracted capacity crowds of approximately 100,000 fans across 10 cities.

Commenting on the passionate followers he met in the U.S, West Ham head coach Graham Potter said: "I've really enjoyed engaging with the fans at different events and it was nice to be amongst the supporters.

"You can really feel the growth of the game out here in the U.S. We want to prepare for the Premier League, but at the same time we've played at some iconic venues and stayed in some amazing cities. I'm really happy and positive about this trip."

# Continued international growth and community development

**The Premier League continues to expand its work across the world, supporting people and places globally**

The Premier League built on its longstanding work in India by opening a fourth international office in Mumbai. This builds on the League's ongoing efforts to engage the country's partners and millions of passionate fans, as well as to promote football in the region. The office further underpins the League's commitment to supporting the development of football across India in both the elite and grassroots game.

At a community level, the League has run its Premier Skills programme in partnership with the British Council since 2007, supporting the development of the community football workforce.

At an elite level, the Premier League has been working closely with the Indian Super League since 2014, sharing knowledge and expertise across all areas of the elite game.

In 2019, the Premier League launched the Next Generation Cup – an elite international tournament to support the development of youth talent. Five editions of the tournament have taken place, hosted in both England and India, with Stellenbosch FC most recently crowned Champions.



## Elite Chinese coaches visit Premier League clubs

Two cohorts of Academy coaches from the **Chinese Football Association (CFA)** completed study

visits to England in 2024/25 as part of the Premier League's continued commitment to supporting the development of football in China.

The trips took place as part of a Memorandum of Understanding agreement with the CFA, signed

after the League opened its Beijing office in October 2024.

Coaches visited Brighton & Hove Albion, Fulham, Manchester United, Nottingham Forest and Wolverhampton Wanderers, where they received expert insight into Premier League Academy environments.



## Premier Skills

**2.1m**

young people impacted

**41,000**

coaches, educators and referees developed in 29 countries

## Celebrating training and facilities in South Africa

The Premier League first invested in Spaces4Sports, in South Africa's Western Cape, in 2008 and today 4,300 people use it weekly. In 2025, Premier League funding of £100,000 enabled the installation of a new artificial grass playing surface – marked by a special Premier Skills opening event.

There, coaches from Arsenal and Everton provided theory and practical training to equip 31 teachers with the confidence and skills to deliver high-quality sport and physical education sessions.

Since 2007, the Premier League and the British Council have worked in partnership through the Premier Skills programme to develop the skills of more than 41,000 coaches, educators and referees in 29 countries around the world.

The programme was also delivered in China, India and Singapore throughout 2024/25, impacting 2.1 million young people since launching.

## Supporting grassroots football in Singapore

The Premier League reinforced its ongoing commitment to football at a grassroots level in Singapore by launching the **Community Coach Development Programme** in collaboration with the Football Association of Singapore.

The new programme, designed specifically for Singapore, underscores the Premier League's continued engagement in the country, where it opened its first international office in 2019.

The first cohort of 34 coaches – aged between 21 and 69 from a wide variety of backgrounds – took part in three days of intensive training, supported by coaches from the Premier League, Liverpool and Nottingham Forest.

Training culminated in a Community Showcase at the Kallang Football Hub, watched on by former Premier League players John Barnes and Joe Hart.



Also present were 80 local school children, who were selected to take part by the People's Association, giving the community coaches the opportunity to put the skills they learned into practice.

# New partners support fan opportunities

The Premier League agreed a range of new partnerships ahead of the 2025/26 season



## Official Soft Drink

The Coca-Cola Company returned to its partnership with the Premier League across multiple brands such as Coca-Cola Original Taste, Coca-Cola Zero Sugar, Powerade and Smartwater.

Through the partnership, Coca-Cola will deliver exclusive activations, centre circle experiences and access to tickets – helping to bring fans closer to the game.



## Official Cloud and AI Partner

The Premier League's strategic partnership with Microsoft Corp. is transforming how 1.9 billion fans engage with the world's most-watched football league. At the heart of the partnership are the League's new fan-facing digital platforms ([pages 48–49](#)), which leverage Microsoft's technologies to enhance intelligent and intuitive fan experiences.

As part of this, Azure OpenAI pulls information from over 30 seasons of stats, 300,000 articles and 9,000 videos, unlocking a world of facts and figures for fans about their favourite clubs and players.



## Official Creativity Partner

Adobe and the Premier League are bringing new personalised digital experiences to fans around the world and providing new opportunities for fans to express their creativity.

Adobe's creativity, marketing and AI-enabled technology is unlocking new ways for fans to create and share Premier League content, engage with their Fantasy Premier League teams and enjoy more personalised digital experiences.



## Official Sticker and Trading Card Licensee

Fanatics Collectibles became the exclusive provider of Premier League trading cards, trading card games and stickers for 2025/26 – allowing fans to collect trading cards and stickers from all 20 Premier League clubs. Its cornerstone brand, Topps, has a long history in football, having been a partner with the League from 2007 to 2019.



## History made at ePremier League

In 2024/25, the ePremier League (ePL) crowned its first three-time Champions as Manchester City became the only club in history to win back-to-back titles.

Donovan 'Tekkz' Hunt lifted his third trophy, again partnering with Matias Bonanno to retain their title after defeating Brighton & Hove Albion 6-5 in a thrilling final.

The seventh season of the League's official esports tournament again provided fans with the opportunity to win silverware on behalf of their favourite club. Players competed on EA SPORTS FC 25 for a £100,000 prize pool and seats in the UEFA eChampions League and FC Pro World Championships.

04

# More Than a Game



**6,100+**

stadium improvement grants to more than 1,000 clubs

**88,000+**

grassroots teams playing at funded sites, with 15,900+ pitches improved

**2.5m+**

people have benefitted from Premier League Charitable Fund programmes

The Premier League contributes unprecedented financial investment into football at all levels, as well as communities across the country. The League committed £1.6 billion of investment into wider football and communities between 2022 and 2025, including into two of the largest sports charities in the world: the Premier League Charitable Fund and the Football Foundation.

# Premier League



## More than a game.

The continued success of the Premier League enables widespread support for football at all levels and communities across the country, delivered through a network of football club charities. Funding for the Football Foundation and the Premier League Stadium Fund also enables grassroots and non-league teams to thrive.

### Supporting communities



**600,000+**

participants in free Premier League Kicks sessions



**20,000+**

schools engaged in Premier League education programmes



### Football club community network

**164**

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



**7,400+**



people employed by professional football club charities to support their communities



### Supporting wider football

**14,700+**

grass pitches improved and 1,270+ 3G pitches since 2000



**1,000+**



lower-league clubs supported to improve grounds across 100+ leagues

### Supporting women and girls

**72**

FA Girls' Emerging Talent Centres funded, resulting in 265 per cent more girls in the talent pathway



**100,000+**

girls engaged through League-funded programmes in 2024/25





## Long-term community impact

The Premier League Charitable Fund is one of the world's largest sporting charities, with Premier League success enabling sustained investment to support community impact across England and Wales

Launched 15 years ago 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.

These include major initiatives such as Premier League Kicks, Premier League Primary Stars and Premier League Inspires, delivered through football club charities across the League, EFL and National League.

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 charities attached to Premier League, EFL and National League clubs is supported to deliver these programmes on a vast scale. With 7,400 people employed, the network reaches under-served communities across the country.

Annual investment via the Premier League Charitable Fund has almost quadrupled in over a decade, with the Premier League committing more than £450 million since its formation in 2010 up to 2028.

More Than a Game



15 years of the Premier League Charitable Fund

£450m+

investment committed by the Premier League into the Premier League Charitable Fund and national community programmes up to 2028

106

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



*"The partnership between the police and the Premier League is incredibly important. The opportunities provided for young people in communities are absolutely incredible."*

**Catherine Roper**  
Wiltshire Police Chief Constable



# Helping achieve potential

Premier League Kicks has supported more than half a million young people through free weekly football

Approaching its 20th year of delivery, [Premier League Kicks](#) has been the League's flagship community programme since 2006. With investment of more than £96 million during that time, the programme is delivered by 93 clubs across the Premier League, EFL and National League, alongside local police forces.

Premier League Kicks has supported hundreds of thousands of young people in over 5,000+ venues across England and Wales. More than half of these are within the countries' most deprived neighbourhoods, enhancing the physical and mental wellbeing of over 600,000 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 with routes into education, training and employment. More than 300 people in the club charity workforce are former Premier League Kicks participants.



## 20 years of Premier League Kicks

93

Premier League, EFL and National League clubs



5,000+

venues with free sessions



1,000+

active volunteers



40/44

police force areas covered across England and Wales



600,000+

participants



24%

female participants

36%

ethnically diverse



## 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

## Elba praises "incredible" impact of Premier League Kicks

Renowned actor, filmmaker and activist Idris Elba witnessed the positive impact of Premier League Kicks first-hand when he [visited a session in Dagenham, East London](#).

Joined by West Ham United head coach Graham Potter, captain Jarrod Bowen and former women's team player Princess Ademiluyi, Elba heard from young participants about the safe places and opportunities Premier League Kicks provides them.

"It's incredible witnessing what the Premier League Kicks programme has done and how it engages young people," Elba said. "You never know what any of these kids are going through at home or what their environment is, but here feels like family."

Elba also presented Premier League Kicks coach Arran Johny (pictured top) with the Community Captain award, an initiative that celebrates individuals who have made a significant contribution to their Premier League-funded programmes and society.



## Premier League Kicks Cup

More than 400 young people competed in the [2025 Premier League Kicks Cup](#) national finals at St. George's Park.

After qualifying from regional tournaments attended by over 800 participants from 90 professional football clubs, finalists celebrated the impact of Premier League Kicks throughout the season.

With matches watched on by representatives from police forces, local authorities and local government, players also took part in mental wellbeing and education workshops. Across the two days, the team representing Everton won the mixed trophy and Crewe Alexandra (left) lifted the girls'.



## Developing essential life skills

**Premier League Primary Stars supports schools nationwide to benefit children of all backgrounds**

Premier League Primary Stars is available to every primary school in England and Wales, reaching more than 19,400 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; physical, social, health and economic education; 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 930 free resources have been created in conjunction with subject matter experts, with 1.3 million children engaged online and in person annually between 2022 and 2025.

Attendances by primary school children have now topped 20 million, with sessions delivered by 103 football club charities ranging from the National League to the Premier League.

### Premier League Primary Stars 2024/25



**103**

Premier League, EFL and National League clubs delivering



**19,400+**

schools engaged to date



**77,600+**

teachers using free resources



**20,000+**

children playing in Premier League Primary Stars Football Tournaments



**105,000**

participants in PE/sport sessions in 2024/25

### Hundreds inspired at Molineux tournament

Sixty school teams represented their local club at the [2025 Premier League Primary Stars Football Tournament](#).

More than 20,000 children from over 2,000 schools took part in qualifiers before the two-day finals at Wolverhampton Wanderers' Molineux Stadium. Day one saw under-11 girls and mixed teams compete in Premier League colours. Clubs from the Premier League, EFL and National League were then represented in the National Girls' Football Tournament on day two.

Manchester United goalkeeper Tom Heaton attended the event to support his son. "Seeing these children have a Premier League football experience has been phenomenal," he said.

"It is opening the door to what is possible. It is giving the kids confidence and belief in what they are doing, as well as generating a real positive energy that can lead them on to whatever they want to do."



### Celebrating the impact of football for all

Premier League Disability Football Festivals were held at Everton, West Bromwich Albion and Arsenal during summer 2025. More than 750 participants from 65 clubs competed, showing their skill and enjoying a tournament made accessible to all.

The pan-disability festivals highlight the League's year-round commitment to inclusive football, with Premier League-funded programmes designed to be inclusive for all participants.

Gracie, who represented Middlesbrough at Everton, said: "A tournament like this is so important because anyone with a disability should have the chance to play football."



Premier League  
**Inspires**

Supported by  
Professional Footballers' Association

## Nurturing personal skills to succeed in life

Premier League Inspires helps young people at risk of not reaching their potential to adopt positive attitudes

Premier League Inspires is predominantly delivered in secondary schools and pupil referral units.

Through one-to-one and group sessions, staff from football club charities 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 £16.2 million has been invested by the Premier League in the programme to date, enabling over 40,000 young people from across England and Wales to receive more than 135,000 hours of targeted support. An increased commitment in 2025/26 enabled the number of club charities delivering the programme to rise to 54.

### Premier League Inspires 2024/25

1,000+



schools and alternative education providers engaged all-time

45



Premier League and EFL clubs involved

17,000+



young people engaged

45%



female participants

More Than a Game



## Premier League and PFA Players' Fund

The Premier League and PFA are positively impacting local communities through the influence and passion of players

Building on the League's partnership with the Professional Footballers' Association (PFA), the Premier League and **PFA Players' Fund** seeks to further embed professional players and scholars into clubs' community activity.

Funding is ring-fenced to support initiatives that help tackle inequalities, raise aspirations and inspire positive change in communities across England and Wales. These projects are created in conjunction with current and former first team and Academy players, supported by professional football club charities and player foundations.

In 2024/25, 76 projects were supported across a variety of causes. Wigan Athletic women's captain Abbie Moore and former women's team manager Emmerson Boyce co-designed an education initiative to work with girls and young women at risk of criminal and sexual exploitation.

Elsewhere, Chelsea defender Millie Bright is supporting children with special educational needs through education, and former Brentford player Ben Mee helped to deliver early years mental health intervention through the programme, Being Mee.



Premier League and PFA Players' Fund 2024/25

30,000+

unique participants engaged



42,700+

sessions



590+

venues



334

individual player and scholar engagements



### Moore recognised for funded project

Supported by funding from the Premier League and PFA Players' Fund, Bristol Rovers defender Taylor Moore launched the 5K Your Way initiative to support mental health within the local community.

Motivated by personal experience after his mother attempted suicide, the project encourages open conversations among participants while attending regular walks.

Moore received a range of awards for the initiative in 2024/25, including EFL Player in the Community, League One Community Player of the Season and PFA Community Champion (pictured).

"We've been lucky enough to arrange some events this season," he said. "We've got a few more to come, but it's been really special to help improve people's physical and mental health."

# Investing in women's football at all levels

## The Premier League supports women's and girls' football across the game, from grassroots to career pathways

The Premier League invests into women's and girls' football at all levels, removing barriers through school and community programmes, as well as supporting on- and off-pitch pathways into the professional game.

The Premier League has committed more than £15 million into women's and girls' football between 2025 and 2028, in addition to a £20 million loan to Women's Super League Football ([page 72](#)).

This builds on the League's longstanding investment for girls through school and community funding. In 2024/25, more than 100,000 girls took part in a Premier League-funded programme.

### Supporting career pathways

The Premier League provides a range of support to help develop pathways for women and girls into jobs within football.

The Premier League has invested £2.25 million via The FA to develop and diversify the future football workforce, with a focus on the women's football workforce. It has supported more than 1,200 young people through leadership courses, training and mentoring to learn about and find volunteering and paid roles in football.

Premier League funding has also enabled full bursaries for women employed at clubs across the English football pyramid to enrol onto the Women in Football Leadership Course, and an expansion of the course itself.



### Breaking down barriers

[Premier League Changemakers](#) provides opportunities for girls and young women to access leadership training alongside sport and physical activity. More than 50 participants from 22 professional football club charities joined the 2024/25 celebration event at Wolverhampton Wanderers' training ground (pictured above).

There, they explored gender equality and career opportunities for women within the football industry. To date, Premier League Changemakers has supported more than 1,500 girls and young women.

### Emerging Talent Centres developing girls' talent pathway

The Premier League has invested £6.3 million into The FA Girls' Emerging Talent Centres (ETCs) since Season 2022/23, with more than 6,000 girls enrolled nationwide across 72 sites by the end of Season 2024/25.

The ETCs, which focus on creating a wide and diverse talent pool for the future game, have helped to triple the number of girls aged eight to 16 within the professional football pathway.

Players at [an ETC run by Sunderland's Foundation of Light](#) were surprised by a visit from UEFA Women's European Championship winner Jill Scott MBE, as well as former referee Rebecca Welch.

"You need everyone to have the opportunity and for these young girls, that's what these talent centres do," Scott said. "It's great for the girls here to be playing under the Premier League umbrella. You don't realise what a difference they make in the girls' game."



£15m



committed to women's and girls' football programmes in 2024/25

100,000+



girls on funded programmes in 2024/25

1,200+



young people supported on leadership courses

72



Emerging Talent Centres funded



Funded by Premier League

# Unprecedented support across the game

The continued success of the Premier League enables ongoing support for the men's and women's football pyramid

The Premier League provides a variety of support for WSL Football, the independent company running the top two tiers of women's football.

WSL Football is supported by the Premier League through a co-operation and funding agreement, including a £20 million interest-free loan. This provides 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 £3 million was provided by the Premier League to fund the strategy for The FA Women's National League across 2022 to 2025, strengthening tiers three and four of the women's football pyramid.



Chorley Women are groundsharing with Euxton Villa, who have received a total of £960,000 from the Football Foundation and Premier League Stadium Fund



## Facilities investment for women's football

FA Women's National League club **Chorley Women** are benefitting from a five-year groundshare agreement with Euxton Villa, who have received significant investment.

A £750,000 grant from the Football Foundation, funded by the Premier League, The FA and Government, enabled a new 3G pitch to open in 2024. The Premier League Stadium Fund also provided a further £210,000 towards the pitch and infrastructure upgrades, including energy-efficient LED floodlights.

Former England, Liverpool and Everton goalkeeper Rachel Brown-Finnis joined Minister for Sport Stephanie Peacock to visit Chorley in February 2025. Brown-Finnis said: "You've got thousands, if not millions, more people wanting to play football. You need more facilities, so it's fantastic to see a pathway for girls and an amazing facility that can host training sessions and matches."

Chorley are one of 54 women's teams within Tiers 3 and 4 of the Women's National League playing at stadiums which have received Premier League Stadium Fund investment. More than £10.2 million has been committed towards their improvement over the last 25 years.



## Record investment into the National League

The Premier League's four-year investment package for the National League and its 72 clubs up to 2028 more than doubles that agreed for 2022-2025.

The Premier League will commit £23.6 million, largely to support clubs with their running costs and sustainability, and an additional £3.6 million to the National League Trust and its network of 72 clubs. Over the next three years, further funding will be provided to projects that help clubs enhance their revenue.



## National League Cup boosting opportunities

Introduced for 2024/25, the National League Cup supported non-league clubs across the country – with thousands of fans attending the competition.

The cup sees National League first teams and Premier League 2 sides compete, offering an opportunity for lower-league clubs to play regular matches against England's best Under-21s at their own stadiums.

National League sides keep all gate receipts from these fixtures, as well as a share of the £1 million prize fund provided by the Premier League.

In 2024/25, runners-up Sutton United hosted six additional home games through the competition, including **the showpiece final against Leeds United Under-21s** in front of more than 3,000 spectators.

## Cardiac arrest survivor praises "life-saving" defibrillators

The Premier League has funded more than 2,000 automated external defibrillators (AEDs) at non-league and grassroots clubs across the country.

The AEDs are available to an estimated 1.5 million people, including those who use the facilities of Midland Football League club Saffron Dynamo.

Dave Orton suffered a cardiac arrest there in October 2024 while playing walking football. His teammates swiftly attached a **nearby Premier League-funded defibrillator**, which Dave said "was a life-saver".

"I owe my life to the defibrillator and to my friends," he added. "Many more lives will be saved because of the Premier League's investment."

Below: Dave Orton met Premier League Champion Wes Morgan to highlight the impact of League-funded defibrillators





# Improving the matchday experience across the pyramid

The Premier League Stadium Fund has enabled more than 1,000 clubs to develop their infrastructure for fans, players and officials

The Premier League Stadium Fund provides funding to clubs across the men's and women's football pyramids to help improve the playing and spectator experience, as well as financial and environmental sustainability.

The Premier League has provided more than 6,100 grants to over 1,000 clubs since 2000. Over the last 25 years, investment through the fund, which is administered and delivered by the Football Foundation, has totalled more than £214 million.

By helping to develop facilities, funding often enables clubs to achieve the necessary Stadium Accreditation Criteria needed for promotion or to comply with their league's requirements.

## 25 years of the Premier League Stadium Fund

1,000+ clubs

100+ leagues

6,100+ grants

£214m+ funding

### The fund supports:

- Steps 1-6 of the National League System
- Tiers 1-4 of the women's football pyramid



900+

stands



600+

clubhouses and changing rooms



550+

pitch improvements



720+

floodlights



50+

facilities for disabled supporters



2,600+

emergency grants

### Relief grants aid Tadcaster Albion recovery

**Tadcaster Albion** have benefitted from a series of relief grants from the Premier League Stadium Fund to help recover from and protect themselves against storms and flooding. Situated on the banks of the River Wharfe, the club have used funding to invest in systems that mitigate the impact of flooding – as well as installing LED floodlights.

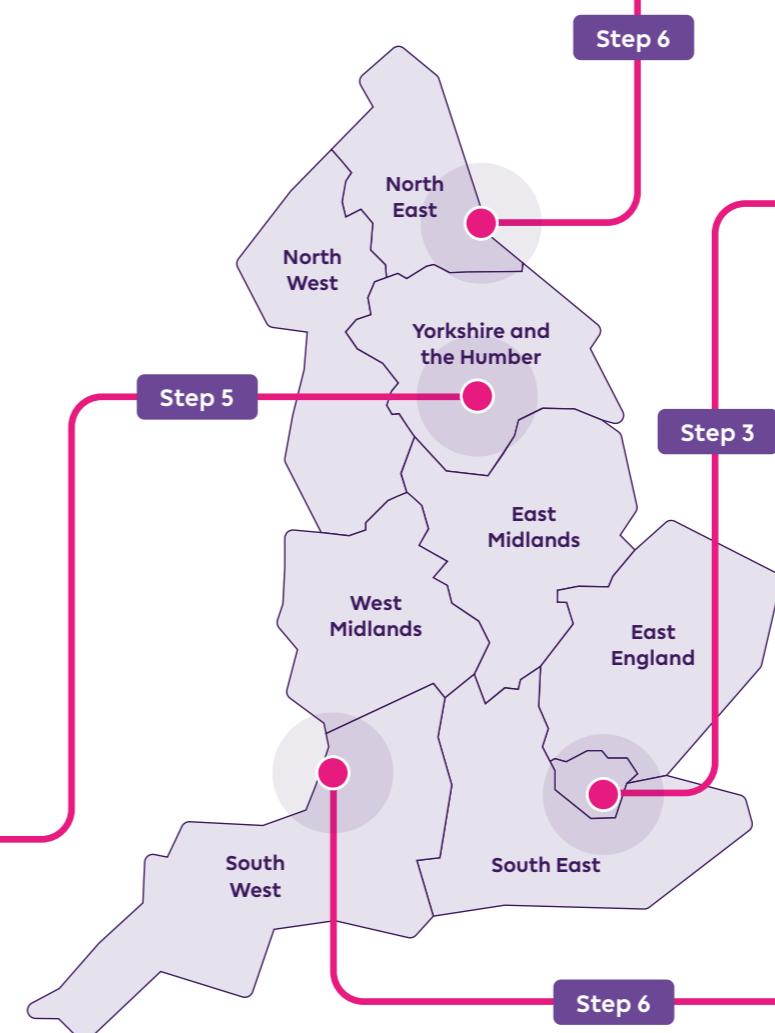
### Funding helps FC Hartlepool support community

When **FC Hartlepool** took ownership of Grayfields Enclosure from the local council, they inherited little more than a pitch. After receiving £97,000 from the Premier League Stadium Fund to meet the Stadium Accreditation Criteria needed for promotion, the club became a thriving community hub.

FC Hartlepool now host almost 800 children across 54 junior teams and tripled their record attendance in 2024.



### Premier League Stadium Fund: Nationwide impact



### Cray Wanderers open first home after 164 years

**Cray Wanderers** opened their first home ground, Flamingo Park, 164 years after founding thanks to support from the Premier League Stadium Fund.

The South London club received £150,000 to help with construction, and now proudly boast a 250-seat covered stand, all-weather 3G pitch and LED floodlights.

Crystal Palace defender Marc Guehi, who started his career with Cray Wanderers, returned to visit the site. "It's important that the Premier League is able to support non-league and grassroots sides," he said.



### Shirehampton return to home ground

**Shirehampton** had to ground-share with Bristol Manor Farm for three years in order to play in the Western Football League Division One after promotion in 2021/22. With £146,000 from the Premier League Stadium Fund, they later achieved the Stadium Accreditation Criteria required to host fans at their own Penpole Lane.

# Improving grassroots facilities for millions

**Co-funded by the Premier League, the Football Foundation has delivered thousands of grassroots football pitches across the country**

**The Football Foundation** has delivered thousands of grassroots football pitches and facilities to benefit tens of thousands of clubs, provided with more than £1.2 billion in funding from the Premier League, The FA and the Government.

Along with local partners, more than £2.7 billion has been invested into grassroots facilities since the Foundation's formation in 2000. This has enabled more people to play football in better environments, helping to transform communities where the need is greatest.

More than 88,000 teams play at sites which have benefitted from this investment, with facilities built or improved across England. Funding provides support for everything from new 3G pitches to goalposts and equipment.

## Recent impact

During 2024/25, the Football Foundation approved funding for major projects across the country, including:

### Football Foundation Hubs

Investment of £10 million towards new Football Foundation Hubs in South Manchester (Wythenshawe Park Hub) and East Sussex (Wealden Community Sports Hub), each featuring multiple 3G and grass pitches as well as community pavilions.

### 3G pitches

A range of 3G pitches, including at the home of Goole Town FC (£2.3 million) in East Yorkshire and at a new site, Parkside, in Barnsley (£1.5 million).

### New PlayZone

A £200,000 grant towards a new Football Foundation PlayZone at Silksworth Colliery Welfare Park in Sunderland, delivered alongside EA SPORTS.



### 25 years of the Football Foundation

**88,000+** grassroots teams playing at Football Foundation funded sites

**74,900+** total grants offered

**14,700+** grass pitches built or improved

**1,270+** 3G pitches

**1,600+** changing pavilions provided

### Foundation grant supports state-of-the-art community hub

The Football Foundation awarded a £2.2 million grant towards the redevelopment of **Foulston Park**, home to Plymouth Argyle's Academy and women's teams, as well as The Hub, a state-of-the-art community centre run by Argyle Community Trust.

Opened in early 2025, The Hub features a gym, fitness rooms and health and support services. The funding also contributed to the wider regeneration of Foulston Park, helping to deliver a new 3G pitch and Football Foundation PlayZone.

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

Mark Lovell, CEO at Plymouth Argyle Community Trust, said: "The Hub at Foulston Park represents a transformative opportunity to deliver a facility in the heart of Devonport that can reduce health inequalities and become a beacon for community provision. It would not be possible to achieve our ambitious plans without the generosity of funders like the Football Foundation."

The full Foulston Park site is expected to be completed in 2026.



### Burgess Park Sports Centre opens in South London

A new sports centre opened in **Burgess Park, South London**, after £2.4 million in funding from the Football Foundation. The site now contains two full-size 3G pitches, doubling the previous capacity, and a new pavilion with modern facilities for players, coaches and the local sporting community.

The site has received significant funding throughout the Football Foundation's existence, with £925,000 first awarded in 2004 to enable a new 3G pitch, changing rooms and grass pitch improvements.

A number of Premier League players have developed at Burgess Park historically, with Reiss Nelson (Arsenal and Fulham) and Jadon Sancho (Manchester United, Chelsea and Aston Villa) both having competed there as children.

05

# Everyone's Game

The Premier League and its clubs are committed to promoting equality, diversity and inclusion (EDI) to ensure football is welcoming for all. A range of initiatives are in place to help fans, players, officials and staff in the League and beyond.

Work includes supporting clubs through the Premier League Equality, Diversity and Inclusion Standard (PLEDIS) and Environmental Sustainability Strategy, as well as initiatives such as No Room For Racism and Inside Matters.

27

clubs are using the PLEDIS to embed EDI throughout their operations



# Embedding equality, diversity and inclusion

## The Premier League Equality, Diversity and Inclusion Standard (PLEDIS) is supporting clubs to further embed EDI across their operations

The **PLEDIS** is a systemic change framework which reflects the League and clubs' commitment to equality, diversity and inclusion (EDI). Through independent accreditation, clubs aim to drive continuous improvement and meaningful culture change.

A total of 27 clubs participated in the PLEDIS during Season 2024/25, with 18 at Advanced Level. The League has started its own assessment to ensure it is measured against the same standards as clubs.

### Evolution of PLEDIS

The PLEDIS was reviewed and refined in Season 2024/25, particularly for clubs who have reached the Advanced Level Health Check. The context within which clubs operate includes EDI work relevant to location, global footprint, areas of strength and priorities for improvement.

Clubs are provided with a suite of learning and development opportunities to further their competency in the core principles of the PLEDIS, such as demographic data monitoring and matchday incident management.

Workshops are reviewed annually to cater to the wide range of EDI priorities at clubs, such as neurodiversity, social mobility and LGBTQ+ inclusion.

In addition, a new member of the PLEDIS Panel was recruited to broaden the range of expertise available.

### PLEDIS summary



Of the 27 clubs currently part of the standard:

- 18** at or working towards Advanced Level
- 6** working towards Intermediate Level
- 3** working towards Preliminary Level



### Forest recognised for EDI advancement

Since promotion to the Premier League in 2022, Nottingham Forest have been working towards the **Preliminary Level of the PLEDIS** across the club and their Community Trust. In 2024/25, they were awarded the Preliminary Level of the standard and are now working towards the Intermediate Level.

The club's EDI leadership was recognised in particular, as well as their mental health work, Forest For Everyone! initiative and strong relationships with supporters' groups such as Proud Forest, Punjabi Forest and Nottingham Forest Disabled Supporters Association.

The club's Equality, Diversity and Inclusion Lead Ericka Williams said: "We are very proud that the Premier League has recognised the club's significant progress and hard work in making Nottingham Forest, both on and off the pitch, a place that genuinely supports inclusion. This recognition reflects Nottingham Forest's dedication to cultivating the right environment and ensuring the club is welcoming to everyone."

### Clubs publish workforce diversity

All professional football clubs published their workforce diversity data in 2024/25 under The FA's Rule N. Clubs participating in the PLEDIS collect this data already, which covers age, gender, sexual orientation, gender identity, disability and ethnicity, to identify areas in which under-representation should be addressed.

The PLEDIS framework supports clubs by providing a mechanism to collect and analyse workforce data.

### Brentford launch inclusive leadership scheme

Brentford launched a two-year inclusive leadership scheme at the start of Season 2024/25 and were awarded with the **Intermediate Level of the PLEDIS** in the same season.

This initiative is tailored for the club's executive committee, board and senior football staff, equipping leaders with the skills to actively champion anti-racism.

It will encourage participants to understand systemic racism in football and beyond, reflect on their own biases, confidently challenge discrimination and actively advocate for anti-racism.

The club also delivered a broad range of work developing a culture of shared values and data-driven decisions to address under-representation.



This enables clubs to plan targeted interventions which address patterns of under-representation across football.

By sharing insights, clubs demonstrated a united approach to further shape the League's ambitions to create and sustain inclusive communities, clubs and stadiums. This cross-football measure to publicise data is a positive step towards greater transparency across the industry.

# Premier League celebrates diversity through No Room For Racism

The Premier League and clubs again highlighted their commitment to inclusion and anti-discrimination throughout 2024/25



The Premier League continued to celebrate diversity within football through **No Room For Racism**, in addition to its ongoing work to promote inclusion and fight discrimination.

In October 2024, all 20 Premier League clubs came together to showcase the importance of diversity on and off the pitch by nominating a No Room For Racism Icon. This highlighted the contribution of black, Asian and minority ethnic people in football.

The Premier League commissioned artist Kingsley Nebechi to develop illustrations of the club nominees (above), which featured across League and club channels, along with a range of content to demonstrate their impact.

In April 2025, the League's four-year No Room For Racism Action Plan update highlighted

**126**

nationalities represented in the Premier League by Season 2025/26



## No Room For Racism Action Plan

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



### Action against racism

The Premier League has a dedicated team investigating discriminatory online abuse targeted at players and others within the game. Mental health and emotional wellbeing support is also provided for players who have suffered abuse. A combination of platform filtering, monitoring activities and real-world sanctions has helped drive down the number of reports received from players and the League continues to work with social media companies and authorities to combat the issue. Additionally, the Matchday Observer Programme monitors fan behaviour at all 380 Premier League fixtures, with a detailed report of incidents submitted from all matches.



### Community support



Premier League Primary Stars **No Room For Racism** education resources on allyship, racism and inclusion help children learn about the negative impact of discrimination. Players including Fulham's Calvin Bassey and Newcastle United Women's Demi Stokes contributed to the latest resources.

"Abuse and racism should never be tolerated, not just in football but in life," said Bassey. "It's about educating people on different cultures and having mutual respect – not seeing anyone by colour."

One in three participants in Premier League-funded community programmes were from ethnically diverse backgrounds in 2024/25.



### Improving player pathways

The **South Asian Action Plan** was launched in Season 2021/22 to address the under-representation of British South Asians in the Academy system. The fourth annual Emerging Talent Festival was held in 2025 and saw more than 400 children, mostly of South Asian heritage, represent 22 clubs in a tournament at Loughborough University.

Premier League Director of Football Neil Saunders said: "We want to make sure our Academies are open to everyone and that, regardless of your background, if you demonstrate potential there is a pathway for you to play in the professional game. The South Asian Action Plan is a core part of that."

**3,000+**

cases of online discriminatory abuse investigated, with reports of racist abuse declining year on year

**475,000+**

pupils and 15,000+ teachers have benefitted from No Room For Racism education resources

**3,000+**

children and 400 coaches have engaged in the South Asian Action Plan

# Working collaboratively to promote inclusion

Alongside multiple partners, the Premier League is committed to promoting equality, diversity and inclusion across football through a range of initiatives

## LGBTQ+ inclusion

The Premier League and its clubs have a longstanding commitment to supporting LGBTQ+ communities. LGBTQ+ inclusion and allyship are encouraged among children and young people involved in community and education initiatives, and within Academies. All Premier League clubs have LGBTQ+ supporters' groups and focused campaign windows each season shine a spotlight on the year-round activity of the League and clubs.



## Ramsdale shows support for LGBTQ+ community

In October 2024, then-Southampton goalkeeper **Aaron Ramsdale spoke about his support** for LGBTQ+ people in football and beyond, as well as the challenges faced by his older brother, Oliver, who is gay.

"It's important for me to speak up," he said. "I wanted to be more like Oliver and have the bravery to say something. I admire him and the way he speaks, the way he is around people, the way he fights for what he thinks is right."

## Women in Football



The League's long-standing partnership with Women in Football provides support for training and personal development, including the Women in Football Leadership Course. This is helping to grow an expanded talent pool of diverse women who are working to progress their careers and achieve success in the football industry. The programme also provides networking, access to mentors and group coaching.

## Bournemouth celebrate and support women across 2024/25

As part of their work through the Premier League Equality, Diversity and Inclusion Standard, and in collaboration with local stakeholders, Bournemouth implemented a season-long focus on celebrating women and girls to create lasting EDI impact. The club delivered matchday activations, training, investment into the women's team, and strategic partnerships with Her Game Too and White Ribbon UK. Their Women's Safety campaign was produced in conjunction with supporters and reached more than four million people online.



## Kick It Out

The Premier League remained the primary funder of anti-discrimination charity Kick it Out in Season 2024/25, with partnership support helping the organisation to tackle discrimination and promote inclusion in the game.

In addition to campaigning, advocacy, training and education, Kick It Out also works with a range of partners on reporting discrimination within the professional and grassroots game.



## Football Black List



**The Football Black List** celebrated leaders of African and Caribbean heritage across the game at its annual event proudly supported for the ninth year by the Premier League.

The awards were founded by sports journalists Leon Mann MBE and Rodney Hinds to showcase influential black people in British football. The latest list featured Premier League players including Raheem Sterling, Tyrone Mings, Richarlison and Ashley Cole (pictured).

Premier League Independent Non-Executive Board member Matthew Ryder KC said: "The Premier League has supported this event for nine years now and we're really committed to it. What it's trying to achieve is fantastic."



## Level Playing Field



The Premier League has continued to fund and support the work of Level Playing Field. The charity campaigns to bring about an inclusive experience for all disabled supporters on matchdays and non-matchdays, including through the annual Unite for Access campaign.

## Everton support accessible matchday planning at new stadium

Ahead of their Unite For Access fixture, Everton hosted members of the Everton Disabled Supporters' Association (EDSA) on a familiarisation tour of the new Hill Dickinson Stadium. The visit was arranged to help disabled supporters plan their matchdays in a new environment, with the EDSA also consulted throughout the construction process.

As part of the tour, **club captain Seamus Coleman surprised attendees** and was named a patron of the association. He said: "Seeing how much they have enjoyed the tour, and learning how their matchday experience will improve here, has been really enjoyable."





## Mental health support for fans, players and communities

The League and clubs' ongoing work to promote positive mental health was again highlighted by the Inside Matters initiative

The Premier League and clubs continued their commitment to integrating mental health and wellbeing into key policies and practices throughout Season 2024/25, supporting players, fans, communities and schools. All 20 clubs have a dedicated Player Care Lead and focus on mental health as a requirement of the Premier League Equality, Diversity and Inclusion Standard ([pages 80–81](#)).

To raise awareness of mental health, the League and clubs encouraged fans to check in on others as part of the Inside Matters initiative, supporting their wellbeing in the build-up to and during UK Mental Health Awareness Week in May 2025.

**Inside Matters** also promoted positive conversations around mental wellbeing and highlighted the work carried out in communities and supporting fans with their mental health.

The Premier League collaborated with Shout, a free, confidential 24/7 text support service for anyone in the UK who is struggling



with their mental wellbeing, run by the charity Mental Health Innovations.

Through the partnership, the League provided funding for Shout's helpline services during the Inside Matters window and throughout Mental Health Awareness Week.

Newcastle United defender Dan Burn (above) joined other players in supporting Inside Matters. He met club legend Alan Shearer to discuss the importance of talking about mental wellbeing in a [BBC Sport feature](#).

**"Mental health does not discriminate, it affects everybody. When I have struggled, I was very lucky that I had a good network around me to help me through difficult times. I would always encourage people to take the time to check in on others."**

**Dan Burn**  
Newcastle United defender

### Premier League mental health support

28



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

168,000+



downloads of Premier League Primary Stars resilience and wellbeing education resources

9,000+



people benefitted from involvement in club-run Premier League and PFA Players' Fund projects supporting mental health and wellbeing in 2024/25

20



Premier League clubs have a Player Care Lead and ensure players across all age groups receive education sessions on mental and emotional wellbeing

### Together Against Suicide

The Premier League launched the **Together Against Suicide initiative** in September 2025 to raise awareness of the information and expertise available to those affected by suicide or suicidal thoughts.

Backed by all 20 clubs, the initiative was created with suicide prevention charity Samaritans in collaboration with broadcaster Roman Kemp and Tottenham Hotspur CEO Vinai Venkatesham. The League is funding a pilot programme, with 11

clubs providing bespoke support for fans at home matches throughout Season 2025/26, and is also hosting an online hub of information about the signs and symptoms for people to look for if they are concerned about how they or someone else is feeling. The hub offers support and referral information to both domestic and international services.

Additionally, Samaritans are providing training to club staff to ensure they feel equipped to lead suicide prevention activity with fans.

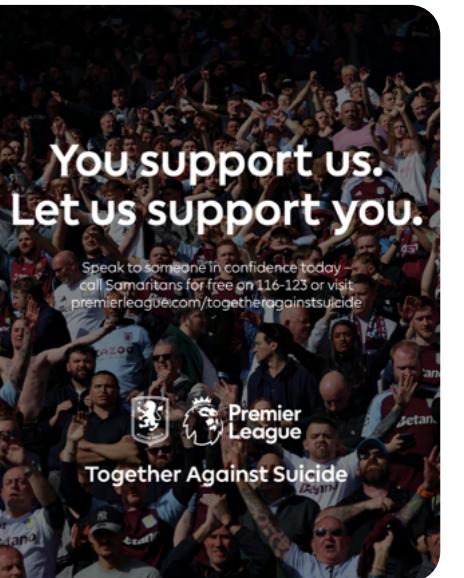


### Players encourage fans to check in

As part of Inside Matters, players and managers from all 20 Premier League clubs were [filmed making a phone call](#) to friends or family, encouraging fans to check in with their loved ones by doing so.

Among them were Brighton & Hove Albion manager Fabian Hurnzeler, who phoned his sister. "It's important for two or three minutes to share your emotions and your thoughts," he said. "It not only has a big impact on yourself but also an impact on others. Family gives you support in the good and bad times."

Others to take part included Wolverhampton Wanderers' Matt Doherty, Aston Villa forward Ollie Watkins and Liverpool defender Andrew Robertson.





## Supporting sustainability across the League and wider football

The Premier League works in collaboration with its clubs to act on environmental issues and support long-term change



### Environmental Sustainability Strategy published

The Premier League set out its mission to accelerate positive environmental change across the League, and through engagement with clubs, fans and communities, in Season 2024/25.

The [Environmental Sustainability Strategy](#) established three strategic priorities:

- 1. Adapt our business**, becoming net zero by 2040
- 2. Future-proof the game** by supporting decarbonisation across the League
- 3. Engage and inspire** by raising awareness through our programmes and platforms

This followed the League and clubs agreeing to a Premier League Environmental Sustainability Commitment in February 2024.

As part of this, all Premier League clubs have received expert support to help develop robust sustainability policies, which set out their commitment to protect the environment.

The League and clubs have pledged to develop a greenhouse gas emissions dataset and to work towards a standardised football-wide approach to measuring emissions by the end of 2025/26.

The League also continues to support sustainability across English football. Through the LED Floodlight Fund, the Premier League has invested £9 million to help all clubs across the National League System and women's football pyramid switch to LED floodlights. These typically consume 50 per cent less energy compared with older systems, meaning they last longer, cost less to run and considerably reduce carbon emissions.

Free sustainability-related teaching resources, Protect the Planet, are available to more than 77,000 primary school teachers through Premier League Primary Stars. They help pupils learn about the changes they can make to have a positive impact on the planet.

### Everyone's Game



### Wolves continue progress through One Pack, One Planet

Wolverhampton Wanderers hosted dedicated fixtures to mark the second anniversary of their One Pack, One Planet programme first launched in 2022/23. In 2024/25, the club made progress across areas including:

- Carbon emissions from energy and fuel reduced by 71 per cent
- Supplying 100 per cent renewable electricity
- Recycling or sending for energy recovery 100 per cent of waste
- A free bus travel scheme for season ticket holders

### Spurs join Sports for Nature Framework

Tottenham Hotspur became the first Premier League club to join the UN-backed Sports for Nature Framework. This saw them commit to additional measures to protect and restore natural environments and built upon extensive existing work.

The club was already actively promoting biodiversity and nature across its sites, planting hundreds of new and semi-mature trees and establishing a wildflower meadow, two wildlife ponds, over 540 bat houses and 25 bug hotels at their training ground.

They also implemented two award-winning biodiversity monitoring systems – a first in sport – to record pollination and bird activity.



### Newcastle United Academy embraces sustainability training

Environmental sustainability training is available to all Academies and first teams as part of the League's Life Skills and Personal Development Programme. Players learn about the fundamentals of climate change, nature and biodiversity loss and discuss practical solutions that they and their clubs can champion.



**Newcastle United Under-18s took part in a session** during which they learned about their role in creating a greener game. Helen Hughes, Newcastle's Sustainability Manager, said: "The workshop provided an effective introduction to the subject, inspiring our young players to consider how they can support the club to become more sustainable."

# 06

# Governance



The Premier League's governance helps to support the competition's continued success and growth. The business is overseen by a diverse and predominantly independent Board, reflecting the League's commitment to best practice corporate governance.

The Board aids both strategic and operational decision-making – subject to the policy direction provided by clubs from time to time – as well as robust regulatory practices to help enforce the Premier League Rules.

The Premier League also prioritises safeguarding and strives to ensure children and adults at risk are cared for and protected.

# 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.

## Shareholders (Season 2025/26)



## Board Sub-Committees

## Premier League Board



## Advisory Groups



## Premier League Executive

## Advisory Groups

In addition to the Sub-Committees of the Board (page 93), a number of Advisory Groups are constituted to provide advice and support to the Board and the Executive on key areas. These include permanent groups such as the Broadcast, Commercial, Game Improvement and Legal Advisory Groups, along with non-permanent groups such as the Financial Controls and Strategic Advisory Group.

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

- **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.

# 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

## Audit and Finance Committee

### Members

**Dharmash Mistry**  
Committee 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 2023/24 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 2025/26 budget

## Nominations Committee

### Members

**Alison Brittain**  
Committee Chair  
**Dharmash Mistry**  
INED  
**Billy Hogan**  
CEO, Liverpool  
**Nicholas Randall KC**  
Chair, 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
- Recommended re-appointment of INEDs reaching the end of their first three-year term
- Review of the Season 2023/24 Board Performance Review
- Approval of senior executive hires

## Remuneration Committee

### Members

**Mai Fyfield**  
Committee Chair  
**Alison Brittain**  
INED  
**Paul Barber**  
CEO and Deputy Chair, Brighton & Hove Albion  
**Susan Whelan**  
CEO, Leicester City. Replaced by Roger Bell, Manchester United CFO, for Season 2025/26

### Main activities and key outcomes

- Approval of the Chair and INED fees for Season 2024/25
- Assessment and scoring of group performance objectives for Season 2023/24 and approval of group performance objectives for the 2024/25 annual discretionary bonus scheme
- Approval of Gender Pay Report 2024
- Salary benchmarking for key executives and approval of packages for senior executive hires
- Approval of proposed salary percentage increases applied to all staff from Season 2025/26 and bonus award arrangements
- Annual review of reward processes



# The Board

## The Premier League Board (the Board) consists of five Directors

**Chair:** Alison Brittain

**Chief Executive:** Richard Masters

### Independent Non-Executive Directors (INEDs):

Mai Fyfield, Dharmash Mistry and Matthew Ryder KC

There were no changes to the composition of the Board during Season 2024/25.

At the Shareholders' Meeting on 26 September 2024, clubs re-appointed Mai Fyfield and Dharmash Mistry respectively as INEDs for a second three-year term.

### 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.

### 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 also chairs the League's Nominations Committee. Alison brings considerable experience of operating in consumer-facing service environments and has been in senior management in major financial institutions and consumer businesses for over 25 years.

Alison previously served as CEO of the FTSE 100 company Whitbread plc, the UK's oldest and largest hospitality company. 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, Alison 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.

## Governance

### 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 business and competition operations, 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 and its clubs to develop strategic growth opportunities and media rights strategies. Richard is also the Chair of the World Leagues Association, a member of the Premier League Charitable Fund and a Trustee of the Football Foundation.

Before joining the Premier League, Richard was Commercial Director at the English Football League, and before that held roles at the World Sports Group and the England and Wales Cricket Board.



## Board activity

During Season 2024/25, the Board met on nine occasions scheduled at the beginning of the campaign, and a further five 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 and key growth initiatives
- Taking regulatory decisions under the Premier League Rules
- Discussions on the Football Governance Bill and engagement with the Shadow Regulator (now the Independent Football Regulator)
- Discussions in respect of the design and implementation of the new Financial System, including consultation with stakeholders and the drafting of Rules
- Commercial matters, including discussions surrounding existing and prospective partners
- Regular updates on safeguarding; equality, diversity and inclusion; compliance and company secretarial matters; risk and the review of financial management reports

### 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.

Dharmash has been a technology venture capitalist since 2008. 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 and Rathbones plc. Dharmash also chairs the Premier League's Audit and Finance Committee and is the Premier League's representative on the board of The FA.

### Matthew Ryder KC



Matthew is a senior barrister (Kings Counsel) and is a highly experienced litigator in complex criminal, civil and regulatory work, as well as in public law, data and human rights.

Between 2016 and 2018, he was appointed a Deputy Mayor of London, overseeing community engagement, community sport, EDI and data use.

He has led teams at the highest level of litigation, including the UK Supreme Court and the European Court of Human Rights. He authored The Ryder Review, commissioned by the Ada Lovelace Institute, which is a comprehensive examination of the law and regulation of biometric data. He also advised The Lammy Review on racial disparity in the criminal justice system.

Matthew has been a Non-Executive Director for a number of organisations and is currently a board member of the Scott Trust (which owns The Guardian).

At the Premier League he chairs the Legal Advisory Group and is a member of the Audit and Finance Committee. He is also the Board Champion for Equality, Diversity and Inclusion. His previous board positions include Chair of the UK's Black Cultural Archive and Governor of the University of the Arts London.

# 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
- Detailed financial controls and anti-circumvention measures in the form of Associated Party Transaction Rules

The following 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 2024/25, and totals of the fines issued to individual clubs. During that period, there were 154 sanctions imposed on clubs. From those sanctions, 130 resulted in fines, which cumulatively amounted to £4,034,500. Monies collected from clubs in relation to financial sanctions are allocated to a specific account with a portion of that money redistributed for the benefit of charitable causes. During Season 2024/25, suspected or alleged breaches of the Rules were referred to independent commission on one occasion. In accordance with the Rules, that referral was publicly confirmed on the Premier League's website.

## Compliance

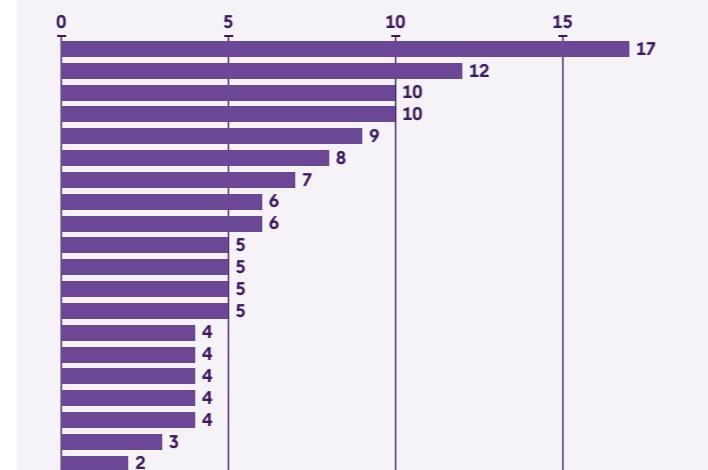
There are a range of disciplinary options available to the Board where a club or individual bound by the Rules fails to comply with them. These include the power to issue fines of up to £100,000, the power to agree sanctions and, where appropriate, to refer the breach to an independent commission.

In 2019, the League moved to an entirely independent Judicial Panel system, with members of the Panel appointed by an independent Chair. 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. In February 2025, following a robust external recruitment process jointly undertaken by the League's Executive and club members of the Legal Advisory Group, clubs provided unanimous approval of the appointment of The Rt Hon. Sir Gary Hickinbottom as Chair for a five-year term.

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.

## Sanctions per club resulting in fines



## Value of sanctions per club



## Owners' and Directors' Test (OADT)

Under the Rules, a club must first make an application to the Board before appointing a Director, whether that is on an individual basis or for multiple Directors as part of a change of control. The Board determines whether an application should be approved following comprehensive due diligence undertaken by the League in respect of the Disqualifying Events contained

within the OADT. That decision is then reviewed by the Independent Oversight Panel which has the power to remit any decision back to the Board, if it considers the decision to be unreasonable. This adds an additional layer of independent scrutiny in respect of all Board decisions relating to Director applications and applies to significant changes to club ownership.

## During Season 2024/25 there were:

**47**



approved applications for new Directors received in respect of 13 clubs\*

**4**



approved changes 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:**

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

\*Of those 47 approved applications, 18 related to applications included within changes of control

# Corporate governance update

## 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)

The Wates Principles provide the Board with a framework to help monitor standards of corporate governance across the organisation and determine where they can be improved across the business. The Board believes this approach has resulted in better engagement with stakeholders and has ultimately built 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 decisions with a focus on the long-term and sustainable success of the competition. An update on the Premier League's corporate governance is reported against these six principles.



## Governance

### Purpose and leadership

- The Board continues to play a key role in developing the Premier League's strategy and purpose, in consultation with clubs, with Board members providing their expertise on key growth initiatives.
- Through reporting and measured via staff surveys, the Board monitors the organisation's commitment to its cultural behaviours. Those behaviours are also embedded as part of individual and group objectives, and Matthew Ryder has been appointed as EDI Champion for the organisation.
- There are various opportunities for staff to provide feedback or raise issues, 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 Mai Fyfield acting as the organisation's Whistleblowing Champion.

### Director responsibilities

- The Board's powers are outlined within the Premier League's Articles of Association and within the Rules, which are publicly available and set out and clarify 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 relevant expertise reflected by Committee 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.

### Remuneration

- A reward policy, which includes remuneration, was last updated in September 2022 and is reviewed each year by the Remuneration Committee. The policy sets out job levels and salary bands, explaining broadly how remuneration is determined, including the consideration of industry benchmarking.
- Staff feedback is also obtained via an annual staff survey to ensure the policy remains fit for purpose.
- The League's second Gender Pay Report was published in April 2025 and reaffirmed the League's commitment to removing barriers and supporting staff across the organisation to progress.

### Board composition

- Board composition is reviewed by the Nominations Committee on an annual basis. The most recent review determined that the current size, experience and expertise remains 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 organisation as a whole, with progress reviewed regularly.
- During Season 2024/25, the Board underwent an internally-facilitated Board Performance Review which included a self-assessment survey, identifying areas of strength and those for potential improvement.

### 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. In addition to formalised periodical updates on high-risk matters, the framework also includes bi-annual Board updates on risks across the business.
- The risk register 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.

### Stakeholder relationship and engagement

- Meaningful engagement with stakeholders is recognised across the organisation as a critical consideration around how the Premier League operates. Stakeholders include the League's 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 organisation, while understanding the wider impact on stakeholders.
- 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.

# Safeguarding

**Safeguarding means individuals and organisations working together to promote and protect the rights, safety and wellbeing of children and adults at risk**

The Premier League and its clubs are committed to delivering positive experiences and upholding the highest standards of care and protection.

## Barnardo's Training and Consultancy

A number of Premier League clubs were subject to an independent audit process during Season 2024/25. The Premier League, in conjunction with the Premier League Charitable Fund, again commissioned Barnardo's Training and Consultancy to conduct independent safeguarding audits of member clubs and their community organisations. The audit process assesses clubs 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. In addition to ensuring staff and partners receive regular training, we work closely with clubs to deliver training and awareness events at both club and national level. In Season 2024/25, the League delivered 18 sessions for Premier League and EFL clubs, covering topics such as safer recruitment, anti-bullying, neurodiversity, adverse childhood experiences, embedding trauma-informed approaches, online safety, and safeguarding adults at risk.



## Creating supportive environments for Academy players

The League's safeguarding and coach development teams have designed and delivered tailored learning for coaching staff across the Academy system. Building on the strong foundations coaches bring to their roles, the training provides space to reflect, share experiences, and strengthen skills that support the dynamic, high-performance nature of Academy life, with a focus on child-centred practice.

Coaches are supported to deepen their understanding of how factors such as adversity, trauma, neurodivergence and life circumstances can affect a young person's behaviour, wellbeing and performance. Through case studies and live scenario work with professional actors, they explore how to respond effectively in complex situations, from holding difficult conversations to recognising when additional support may be needed.

The emphasis is on fostering curiosity, reflection and responsiveness – encouraging coaches to draw on their experience while working collaboratively with interdisciplinary

teams to build safe, supportive environments where children and young people can thrive. Ultimately, the programme invests in the confidence, knowledge and practice of coaches. This equips them to lead with empathy, communicate with impact, and contribute to a culture where every young person is supported to reach their full potential on and off the pitch.

Premier League clubs again supported the national Play Safe campaign, led by The Football Association





"Premier League investment enables us to dream and enables us to have ambitions because there's help for us. That's what football is all about."

**Liam Greening**  
Shirehampton FC manager, on the  
Premier League Stadium Fund

# Premier League

## Season 2024/25 clubs



### Official UK Broadcast Partners



### Official UK Radio Broadcast Partners



### Official Partners



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Partner

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