

Premier League

Economic and social impact

July 2026

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Disclaimer

This report was prepared by Ernst & Young LLP for the Premier League, using information provided by the Premier League and its clubs, and other information sourced by EY. EY has been commissioned by the Premier League to provide an independent assessment of the social and economic contribution of the League. The report focuses primarily on the 2023/24 season and the evidence of economic and social impact relating to this season. The report does not seek to offer opinion or judgement regarding sport-related policy or governance.

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Considerations and limitations

This report assesses the economic and social contribution associated with the Premier League and its clubs. The analysis is primarily focused on measuring activity generated through operations, supply chains, visitor spending, infrastructure investment and community programmes. While the report identifies a range of economic and social benefits associated with these activities, the extent to which individual outcomes can be directly attributed to Premier League interventions may vary and may also be influenced by external factors. In addition, some

estimates are based on forecasts, economic modelling and social value methodologies, and should therefore be interpreted as indicative rather than precise measures of impact. The report does not seek to quantify wider considerations such as environmental impacts, the extent to which spending may be displaced from alternative leisure activities or sports, or the broader distribution of benefits and costs across society. As such, the findings should be considered alongside these broader factors when interpreting the overall impact of the Premier League.



I am delighted to introduce this report on the economic and social impact of the Premier League.

Over three decades, the Premier League has grown from a domestic football competition into one of the UK's most successful global exports. Watched around the world and followed by millions of supporters, it has influence that extends far beyond the pitch.

Its popularity, compelling football, and full, vibrant stadiums are well known. In this report, we analyse aspects people do not usually see: the economic value created across regions, the League's contribution throughout the football pyramid and communities, and the international standing generated for the UK.

The League's success brings significant benefits to the economy, supporting tax revenues, businesses and jobs across a range of sectors. This contribution is forecast to continue growing, with £33b in GVA and £14.8b in tax revenue

between 2025 and 2028, while supporting more than 107,000 jobs each year. In 2023/24 alone, £5.9b of GVA was generated outside London, reflecting the competition's regional economic footprint.

The Premier League's international appeal is a significant source of value too. Its broadcast content reaches 189 countries, with broadcast revenue exports totalling £1.8b in 2024/25, helping to attract visitors, talent and investment, and reinforcing the League's role as a major soft power asset.

Across the wider football ecosystem, this report shows how the Premier League's cycle of growth helps support clubs and leagues throughout the pyramid; academy system; grassroots facilities; and community programmes that create opportunities for people and places across the country.

Independent analysis by social research agency Substance found that Premier League Foundation

funded projects and Premier League club charities' delivery is projected to generate £4.3b of social value during the 2025-2028 seasons, including £21 in social value for every £1 invested by the Premier League Foundation in club projects across the country.

Together, these impacts illustrate how domestic success, international appeal and reinvestment across football and communities reinforce one another, and how a world-class sporting competition can deliver lasting value for the economy and society alike.

Peter Arnold
Chief Economist, EY UK & Ireland



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Executive summary

National economic impact

The domestic and global success of the Premier League and its clubs enables a significant and growing contribution to the UK economy nationwide.

This impact extends far beyond football. It supports a wide range of sectors, sustains employment, generates substantial tax revenues for the exchequer, and contributes significantly to the wider game and communities across England and Wales.

Premier League economic growth, 2025-2028 forecasts

£33b

GVA 2025-2028, sustaining record levels of economic contribution

107,600

jobs supported each year across multiple sectors

£14.8b

tax revenue 2025-2028, including £7.3b from player and staff wages

14x

growth in economic contribution, 1998/99-2023/24

See later sections of this report for sources used in executive summary data.

National success, global appeal

The Premier League's impact is supported by a combination of capacity stadiums and record attendances, extensive broadcast reach and sustained interest from domestic and international audiences. These factors support commercial activity, contribute to the League's economic footprint and underpin its reach across global markets.

>98%

full stadiums for four consecutive seasons

15.9m

record total attendance, 2025/26

Global interest in the Premier League continues to grow, supporting commercial success and making the competition a significant UK cultural export. In 2024/25, Premier League broadcast revenue exports totalled £1.8b, broadly comparable to the combined TV exports of more than 20 UK distributors.

The Premier League's global success also reinforces its position as a significant soft power asset for the UK. The League ranks 1st in Yonder's British Icon Index.

1st

in the Yonder British Icon Index 2026

1.9b

people follow the Premier League worldwide

£1.8b

Premier League broadcast revenue exports, 2024/25

Driving nationwide growth

The Premier League is forecast to continue increasing its contribution to the UK economy between 2025 and 2028, building on record economic impact in 2023/24.

The League's economic footprint extends to regions across the country. To date, 51 clubs from towns and cities throughout England and Wales have competed in the competition, benefiting regions through club operations, supply chains, matchday spending and long-term stadium, training ground and regeneration projects.

In the 2023/24 season alone, £5.9b of gross value added (GVA) was generated outside London, including £3.1b in the North West. The League's community impact is also felt nationwide, with 83% of Premier League Foundation social value generated via investment outside London.

£5.9b

GVA generated outside London, 2023/24

Investing in world-class talent

The League's global appeal is strengthened by a mix of internationally recognised and homegrown players. 46% of the world's top-rated 100 players compete for Premier League clubs, more than any other individual football league.

Significant investment in the Elite Player Performance Plan has supported the development of high-quality academy environments across the country and strengthened the pipeline of talent across the football landscape.

163

Premier League players at the 2026 FIFA World Cup, more than any other league

£3.2b

of investment across the academy system since 2012, supporting 107 Premier League, English Football League (EFL) and National League academies

Infrastructure investment
shaping local places

Premier League clubs continue to invest in major infrastructure improvements, including stadiums, training grounds, academy facilities and community hubs. These projects generate value for local economies, support jobs and spending, improve the fan and player experience, and can act as anchors for regeneration and urban renewal.

Of the 51 clubs to have played in the Premier League since 1992/93:

22 have built or moved to a new stadium | 27 have delivered stadium upgrades

55% increase in average Premier League stadium capacity since 1992/93

Through the Premier League Stadium Fund, non-league and women's clubs are also supported to make their facilities more sustainable, improve the matchday experience and create revenue-generating opportunities.

1,000+ non-league and women's clubs across 100+ leagues supported with Premier League Stadium Fund grants



Supporting the football pyramid

The scale of Premier League support reaches beyond the 20 clubs competing in any given season, extending across the football pyramid in England and Wales. This includes all levels of the EFL, the National League System, women's and girls' football, grassroots facilities, supporter initiatives and community programmes.

Funding is provided through a range of mechanisms, including solidarity payments, academy funding, community programme investment and facility grants. This support helps clubs invest in players, staff, facilities, youth development, community activity and long-term sustainability.

164 clubs supported in 2025/26, plus women's, girls' and grassroots football

£1.6b invested into the wider game, football pyramid and communities from 2022-2025

Supporting the wider game
and communities

Premier League success has enabled long-standing support for the wider game and communities across England and Wales. The Premier League Foundation and Football Foundation are two principal vehicles for this investment, supporting professional club charity delivery and grassroots facilities.

For 15 years, the Premier League Foundation has helped professional football club charities grow and deliver programmes in schools and community settings. Investment from the Premier League and partners including the Professional Footballers' Association (PFA) also supports Premier League, EFL and National League club charities through core funding and targeted programmes shaped around local need.

The Football Foundation extends this support into grassroots facilities, improving places to play and helping clubs and communities access high-quality pitches and community spaces.

Generating social value
and impact

An independent report by social research agency Substance found that Premier League Foundation-funded projects and Premier League club charities' delivery are projected to generate £4.3b of social value during the 2025-28 seasons. For every £1 invested by the Premier League Foundation in club projects, £21 of social value is generated.

Outcomes include improvements linked to education, employment, crime reduction, mental health, physical health, wellbeing and community cohesion.



15 years of impact



£450m+

committed up to 2028 into the Premier League Foundation and 106 club charities to deliver national community programmes

2.5m+

people have benefited from community activity to date

£4.3b

projected social value from Premier League Foundation-funded projects and Premier League club charity delivery between 2025-2028

83%

of social value generated outside London

25 years of the
Football Foundation



£1.3b+

invested into grassroots sites, alongside The FA and government

127,000+

grassroots teams have used Football Foundation-funded sites, with more than 1,300 3G pitches and 15,250 grass pitches built or improved

2

Economic impact

Driving nationwide economic growth

The Premier League and its clubs make a significant and growing contribution to the UK economy, generating economic activity nationwide through their operations, supply chains and capital investment.

The League’s impact extends far beyond football. It supports a wide range of sectors and communities across the country, generating GVA, sustaining employment and generating substantial tax revenues for the exchequer.

Rising economic contributions and continued growth

The economic contribution of the Premier League has grown significantly over time. Since the 1998/99 season, GVA generated by the League and its clubs has increased 14-fold, reflecting the competition’s continued expansion and global success.

The Premier League delivered a record level of economic impact in 2023/24. It generated £9.8b in GVA, supported 104,500 full-time equivalent (FTE) jobs across the UK, and contributed £4.4b in tax revenues. This included £2.1b of tax contribution from players and staff (including Income Tax and National Insurance contributions).

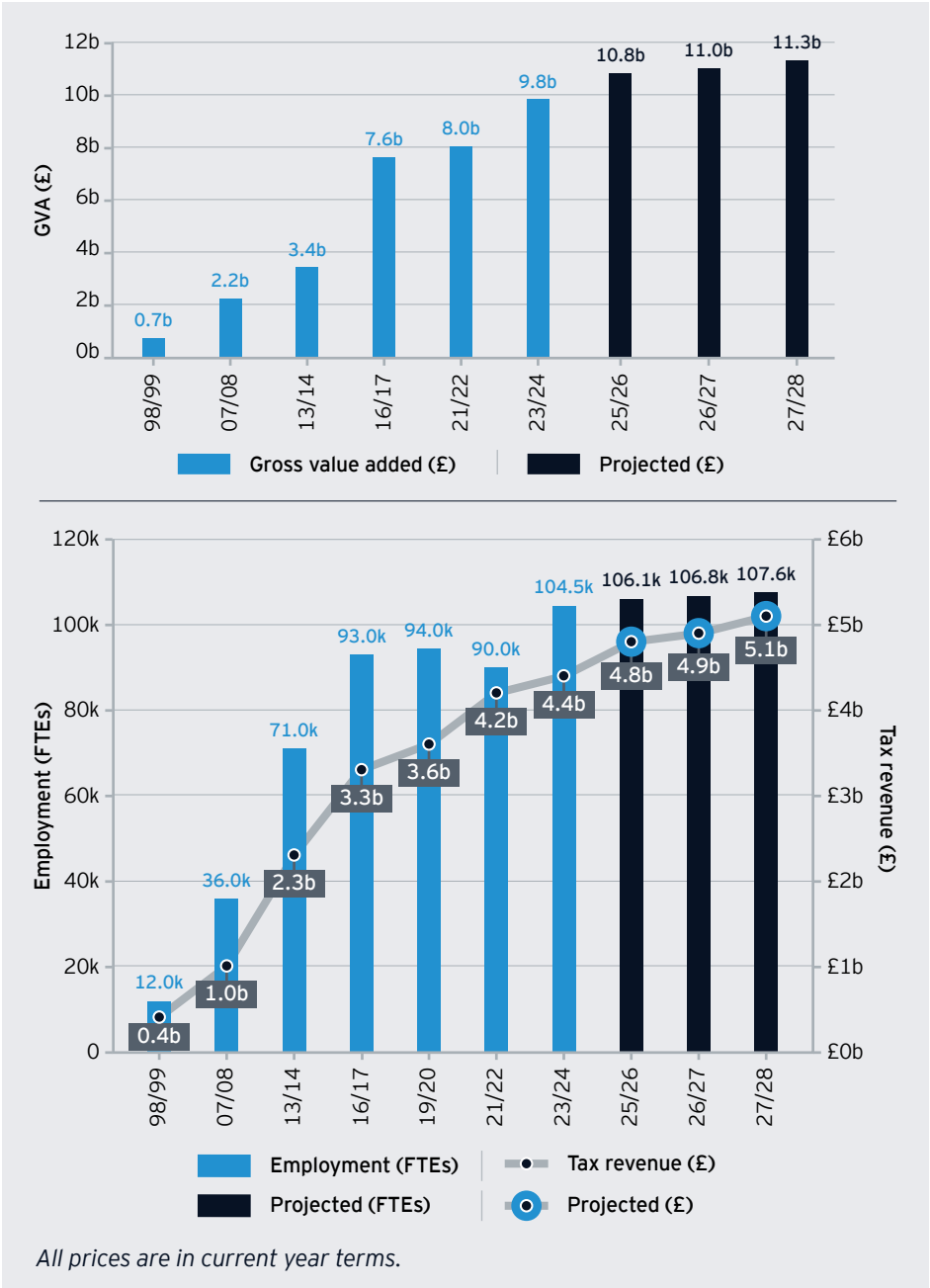
This sustained growth underlines the strength of the Premier League and its ability to deliver increasing value to the UK economy.

Premier League forecasted growth

The League is expected to continue building on this success across 2025-2028, cumulatively reaching £33b in GVA, £14.8b in tax, and over 107,000 full-time equivalent (FTE) employees.

This is underpinned by the Premier League’s commercial model, its sustained popularity in domestic and international markets, and continued spending and investment across the wider economy.

Economic contribution projected to increase



Projected economic impact 2025-2028

£33b

GVA, sustaining record levels of UK GDP contribution

£14.8b

tax contributions, including more than £7.3b from players and staff

107,600

UK jobs supported each year by 2027/28 across multiple sectors

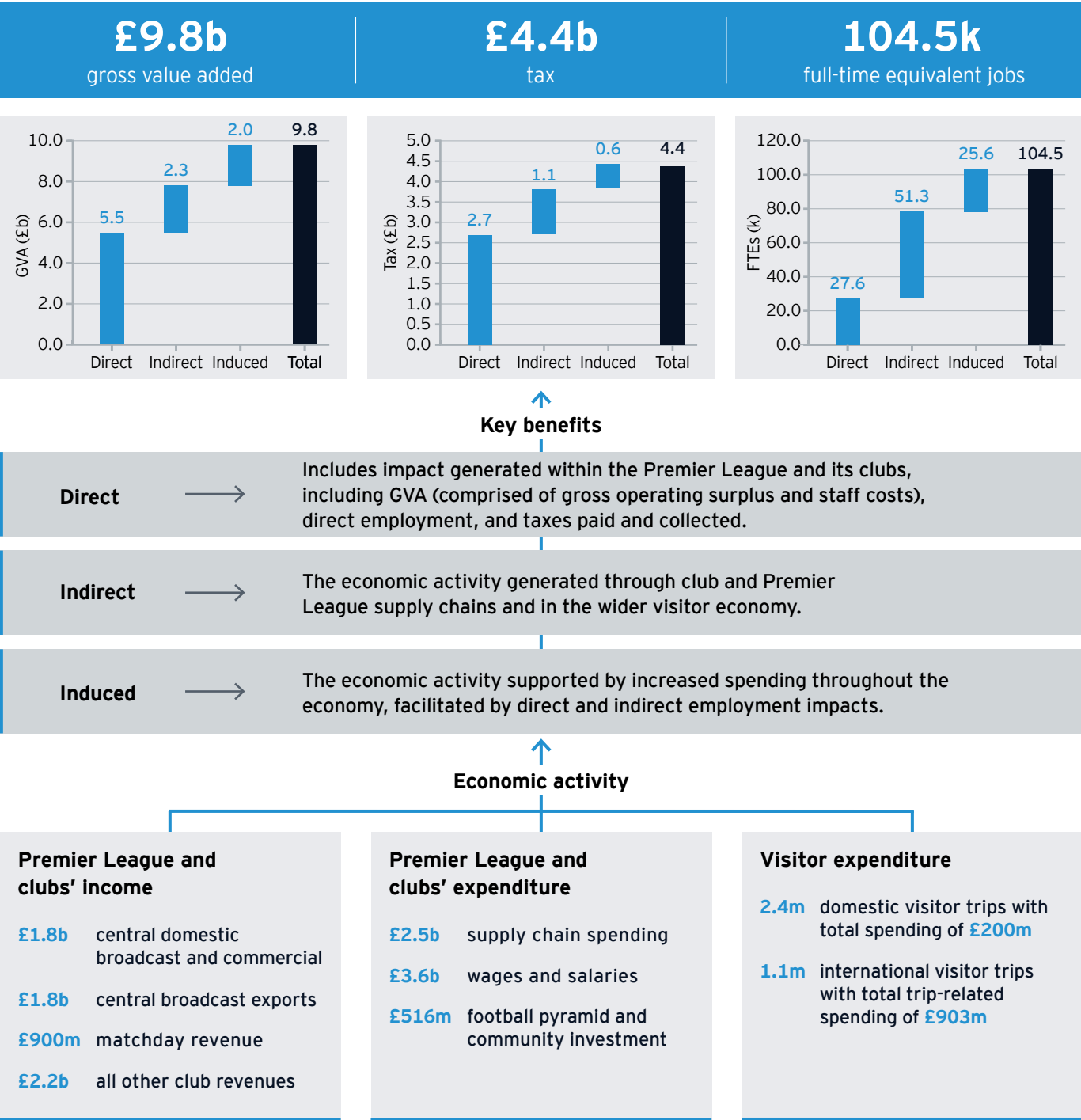
1: EY Economic Impact Assessment and previous Premier League Economic Impact Assessments.

Significant economic impact: season 2023/24 breakdown²

Economic activity and drivers

The Premier League's economic impact is underpinned by strong revenues, significant expenditure across the UK economy, and additional visitor spending linked to match attendance. This activity flows through the economy via supply chains and consumer spending,

generating direct, indirect and induced impacts across multiple sectors. The Premier League supports a broad economic ecosystem and 44% of total GVA impact was generated beyond clubs in 2023/24, through supply chains and induced spending.



2: EY Economic Impact Assessment.

Contribution across key sectors

The Premier League accounts for a significant proportion of the activity in several key sectors of the UK economy, including tourism, hospitality, construction and the creative industries.

The Premier League drives significant economic activity, with examples including:

Travel and hospitality

3.5m domestic and international trips to Premier League fixtures

Match attendance drives spending across accommodation, hospitality, retail and transport. Local businesses - from hotels, pubs and retail to transport providers - benefit from the Premier League's ability to attract visitors and drive tourism across the UK. This activity supports employment and wider supply chains across the visitor economy, with matchdays facilitating demand throughout the season.³

Construction, infrastructure and regeneration

55% increase in average stadium capacity since 1992/93

Ongoing investment in stadiums, academies and community facilities supports construction activity, jobs and local regeneration. Investment and increases in overall capacity across all 51 clubs to have played in the Premier League will be significantly broader. Further investment is also planned or proposed across a number of Premier League and EFL stadiums, driving significant economic benefits across the country.⁴

Creative industries

The Premier League supports over 2,500 jobs in the creative sector, of which 300 will be through the new Premier League Studios from 2026/27

Companies invest heavily in production, distribution and marketing to deliver content worldwide.³

Sports

40% of GVA in the sports sector is generated by the Premier League

The Premier League and its clubs, through their annual operations and capital expenditure, are the single largest contributor to the UK's sports economy.³

Premier League Studios and the creative sector

From the start of season 2026/27, the Premier League will bring all international media content production and distribution in-house through the creation of Premier League Studios, underlining the League's contribution to the UK's creative industries. Significant investment will be made in offices and facilities, expanded studio infrastructure and the integration of cutting-edge technology at One Olympia. The 20-year-long commitment to residing at Olympia represents a long-term investment, and is expected to support 300 jobs, contributing to economic activity within the UK's media and production sector.⁴



3: EY Economic Impact Assessment. All ratio-based figures are benchmarked against the latest ONS National Accounts (2023). All prices are in current year terms. 4: Premier League communications and proprietary data.



Widespread regional benefits

The Premier League's economic footprint extends across the country, delivering tangible benefits to regional economies.

£5.9b of GVA was generated by clubs based outside London in 2023/24

31,700 jobs supported in the North West

In addition to London, which accounts for the largest share of GVA, the North West represents one of the League's most significant regional economic centres. More than £3.1b in GVA is generated there, and 31,700 jobs are supported, with £1.6b and 13,700 jobs in Greater Manchester alone. In 2023/24, one in every £73 of GVA in the North West was generated by the Premier League and its clubs (including direct, indirect and induced impacts). Across the country, Premier League activity supports regional economies through club operations, supply chains and local spending, with impacts reflecting club geographic distribution.⁵

The League's support is not confined to club investment. Economic activity in lower leagues and local economies is also stimulated through solidarity payments, dedicated community funds and investment into academies and women's football across the entire pyramid, from the EFL to grassroots.

Impact by region⁵



The League's regional impact is also felt in local communities, with over £700m of social value estimated to be generated annually by Premier League Foundation work outside of London.⁶ This highlights the scale of the Premier League's economic and social contribution across UK regions, supporting local businesses and employment through direct operations, wider supply chain spend and employee spending.

5: EY Economic Impact Assessment. All ratio-based figures are benchmarked against the latest ONS National Accounts (2023). All prices are in current year terms. 6: Substance Social Value Report 2025/26.

Economic and social impact across the country

Since its inception, 51 clubs have competed in the Premier League. The geography of the League's economic footprint changes each season in line with the clubs competing, with regions across the country benefiting accordingly. Economic impact ranges from GVA to driving regeneration through stadium and infrastructure investment.

Annual impact extends across all regions and the football ecosystem through significant long-term funding contributions to clubs across the domestic football pyramid, academy system, grants for community programmes delivered by 164 Premier League, EFL and National League clubs, and investment in grassroots facilities supported via the Football Foundation.

51 different clubs have played in the Premier League



127,000+ grassroots teams have used Football Foundation-funded sites, with more than 16,550 pitches built or improved ⁷	1,000+ non-league clubs funded to improve infrastructure ⁷	164 club charities across the Premier League, EFL and National League supported ⁸	107 licensed Premier League and EFL academies supported since 2012 ⁸
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7: Football Foundation. 8: Premier League proprietary data.



Cycle of growth

The Premier League's growth model

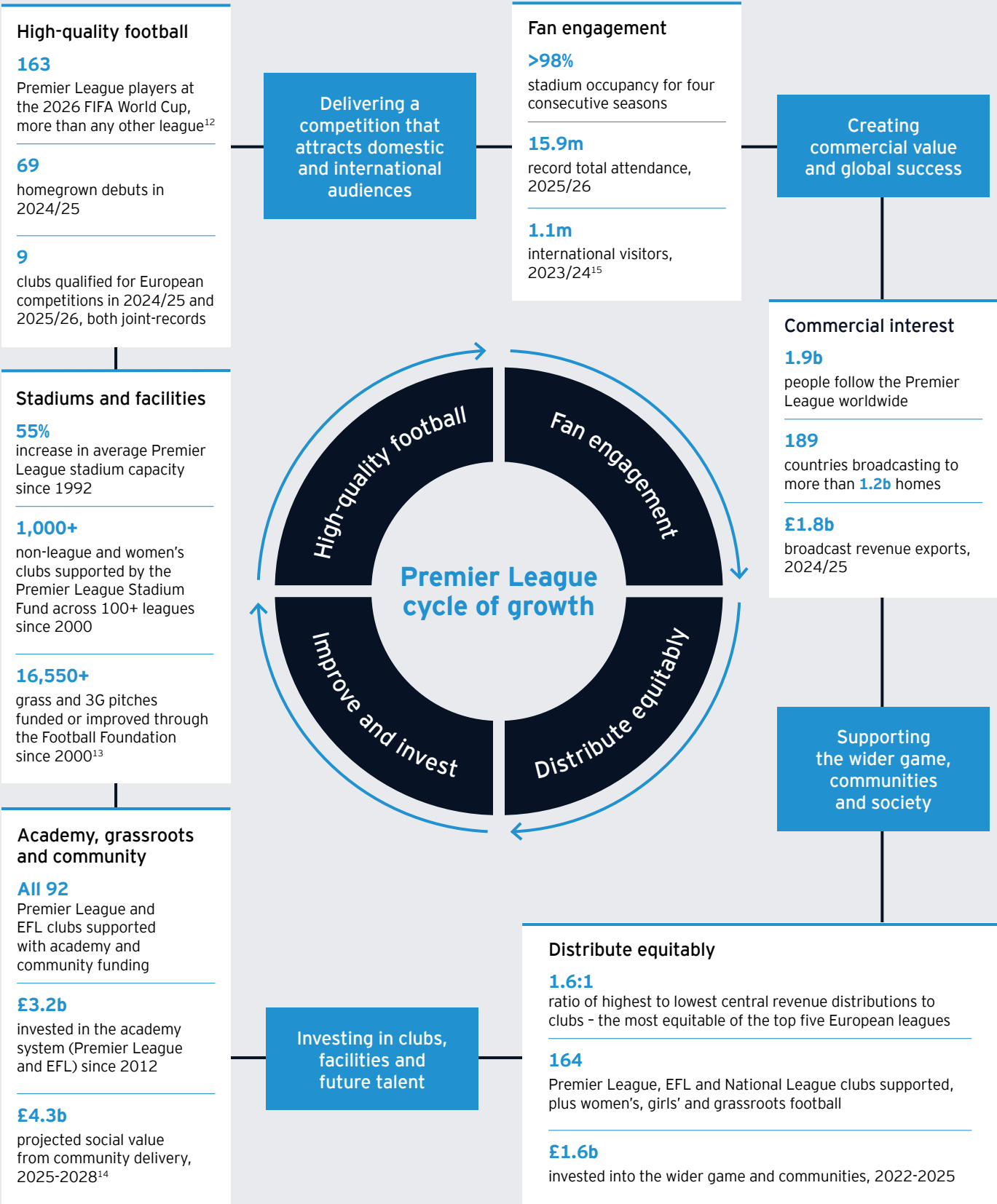
The Premier League operates on a cycle in which high-quality football fuels domestic fan engagement and global demand. This generates revenue which has supported long-term reinvestment across football, from professional competitions to grassroots and community activity nationwide. The quality of the competition attracts fans, generates sustained revenue and supports the wider game through equitable redistribution.

This cycle fuels improvements in clubs, infrastructure, talent and innovation. It sustains growth and ensures the League continues to deliver economic, cultural and social value across the UK and internationally.

Among the world's football leagues, the Premier League is:

- The highest attended and most watched - in stadiums and through broadcast⁹
- The highest revenue-generating¹⁰
- The most equitable across Europe's top leagues¹¹
- A major contributor to the wider game across the country

9: EY analysis on Premier League proprietary data, Barlovento Comunicación, Calcio e Finanza, DLF, and Onefootball. 10: Premier League Club Broadcast Revenue, Deloitte Annual Review of Football Finance. 11: EY analysis on Premier League proprietary data, Calcio e Finanza, Yahoo Finance, and Football Finance.



12: Football Benchmark; Guide to the FIFA World Cup 2026. 13: Football Foundation. 14: Substance Social Value Report 2025/26. 15: EY Economic Impact Assessment. All other statistics: Premier League proprietary data.



World-leading clubs and players

The Premier League is currently the most represented competition in UEFA tournaments, with multiple clubs reaching the latter stages, demonstrating the depth of quality within the League.

In 2025/26, nine clubs qualified for UEFA European competitions for the second season (more than any other season). Additionally, all three UEFA finals contained a Premier League club for the first time, with two champions (Aston Villa, Europa League and Crystal Palace, Conference League).

The Premier League is also strongly represented on the international stage, with 163 players at the 2026 FIFA World Cup – more than any other league. This underlines the depth and mix of international and homegrown players represented worldwide.

£3.2b

invested across Premier League and EFL academies since 2012/13

163

Premier League players at the 2026 FIFA World Cup, more than any other league¹⁶

16: Football Benchmark; Guide to the FIFA World Cup 2026. All other statistics: Premier League proprietary data.

Delivering world-class football and talent

The quality of Premier League football attracts significant domestic and international interest, as well as internationally recognised players, managers and coaches.

The League's competitiveness is underpinned by a mix of international stars and elite homegrown talent, with significant and sustained investment in youth development. The Elite Player Performance Plan (EPPP), launched in 2012, has supported the advancement of academy environments across the country. Since its introduction, £3.2b has been invested across Premier League and EFL Academies, with annual investment increasing by 200% from 2012/13 to 2024/25, supporting the development of academy infrastructure and player pathways across the professional pyramid.

In 2024/25, 69 homegrown players across 18 clubs made their Premier League debut - the third highest since the launch of the EPPP. The system has also significantly expanded coaching capacity, with the number of full-time academy coaches increasing from around 250 to over 800.

This creates a consistent pipeline of talent and has supported sustained competitiveness and success at senior and youth international level. The England men's team has reached the final of the last two UEFA European Championships, while England's Under-21s retained the UEFA European Championship title in 2025 with a squad developed through Premier League and EFL academies.

Rising fan engagement

The quality of Premier League football is an important driver of its widespread appeal, both domestically and globally. The Premier League continues to draw the largest crowds in European football, with record attendance levels and stadium utilisation above 98% for four seasons running. This has risen from 69.9% in 1992/93, reflecting both the strength of the competition and its appeal to fans.

Engagement is supported through initiatives across clubs, including the Premier League Fan Engagement Standard, which provides a framework for engagement with supporters. High attendance levels, stadium occupancy rates and away supporter attendance contribute to the matchday and broadcast experience. Measures such as the continued £30 away ticket price cap, alongside investment in stadiums and facilities, have also supported this.¹⁷

European leagues by aggregate attendance and utilisation 2024/25¹⁸

The Premier League draws the highest attendances in European football, with the next closest being the EFL Championship.

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

Driving competition

Most equitable distribution of central revenues to clubs

Central revenues in the Premier League are shared more evenly than in other major European leagues. This contributes to competitive balance across the League, enabling all clubs to invest across squads, facilities and talent development, sustaining the overall quality and compelling nature.



Ratio of central income: top vs bottom clubs (2024/25)¹⁹

League	Ratio
 Premier League	1.6x
Bundesliga	3.1x
Serie A	3.2x
La Liga	3.9x

17: Premier League proprietary data. 18: UEFA European Club Talent and Competition Landscape Report 2024/25. 19: EY Analysis on Premier League, Calcio e Finanza, Yahoo Finance and Football Finance data.



Domestic success, global reach

Sustained international popularity

The Premier League has developed a substantial domestic and international audience supported by its quality football, broadcast reach and long-term distribution across global markets. This has contributed to one of the most extensive international footprints in sport.

The League’s international reach and popularity are further strengthened by its diverse mix of world-class international and homegrown players. This global appeal generates significant broadcast export value for the UK, while attracting international investment, supporting the tourism sector and positively influencing perceptions of the UK among overseas audiences.

1.5b estimated cumulative live TV audience, 2025/26

1.2b homes worldwide can watch the Premier League

128 nationalities represented by players in the Premier League²⁰

20: Premier League proprietary data.

Domestic and international broadcast reach

The 2025/26 season marked the start of a new four-year domestic broadcast cycle, with more matches broadcast live than ever before (outside Covid-affected 2019/20 and 2020/21 seasons). Coverage generated a 13% increase in live viewer hours and a 5% increase in the number of unique individuals watching. Across Sky and TNT Sports, 127 matches drew audiences in excess of 1m viewers. Globally, the season drew an estimated cumulative live audience of 1.5b viewers.

Continued investment in broadcast production and technology supports the League’s international reach and the distribution of content to audiences worldwide.²¹



127 matches drew domestic audiences in excess of 1m, 2025/26

33.2m individuals (54% of the total UK TV audience) watched live Premier League fixtures or Match of the Day highlights, 2025/26²¹

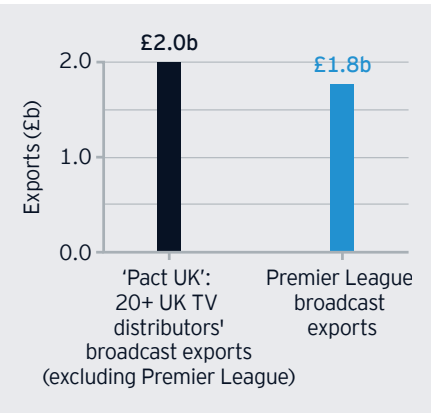
Broadcast exports

The Premier League’s broadcast revenues reflect the scale of its global reach. A significant proportion is generated from international markets, with exports valued at £1.8b in 2024/25.

This makes the Premier League a significant cultural export for the UK economy, with broadcast revenues almost matching the rest of the UK’s TV sector combined (£2b), highlighting its scale within the UK’s creative economy.²²

Premier League broadcast revenues remain significantly higher when compared with other European leagues. La Liga, the second-largest, generates less than half of the Premier League’s broadcast revenue.

Matching the UK TV sector



£1.8b Premier League broadcast revenue exports

Increasing digital engagement

Beyond traditional broadcasting, the Premier League and its clubs maintain a strong presence on digital media channels, strengthening direct fan engagement worldwide.

Combined, they boast over 1.25b followers on major social platforms, generating billions of interactions per season. This digital footprint extends global reach and supports commercial activity through digital channels.²³

21: Premier League proprietary data. 22: EY analysis on Premier League data, Pact UK export data and Deloitte Annual Review of Football Finance. 23: EY analysis on social media following.



Leading soft power asset

The Premier League is perceived as one of the UK’s most important soft power assets. Yonder Consulting’s most recent edition (2026) of the British Icon Index ranked the Premier League as the nation’s leading icon internationally, placing it top for the fourth time running. From the 12,000+ individuals from 12 foreign nations asked to rank 14 iconic UK brands, 90% said the Premier League attracts them to the UK and 96% of people interested in the League said it makes them think better of the UK.

British Icon Index

90% of respondents are attracted to the UK by the Premier League

96% of interested respondents think better of the UK

Yonder’s British Icon Index ranked the Premier League as the UK’s leading icon internationally:

1st
The Premier League

2nd
Rolls-Royce

3rd
British Universities²⁴

24: Yonder Consulting British Icon Index (2026).

On the ground overseas

The Premier League’s international impact includes operating four offices (China, India, Singapore and the United States) and a wide range of community delivery. Globally, the League’s international development work has trained more than 41,000 coaches, teachers and referees, impacting 2.3m young people in 29 countries.

International events and activations occur throughout each season, including the Premier League Summer Series and Premier League Mornings Live in the US for 2025/26.

Matches between Bournemouth, Everton, Manchester United and West Ham United saw 148,000 attendees. It was broadcast locally by NBC, and by Sky Sports in the UK, with international broadcasters delivering the games to 189 countries. This contributed to the largest viewership in the US for an opening Premier League weekend at the start of the 2025/26 season.²⁵

The 12th Premier League Mornings Live event, in Tampa Bay, saw record viewership of 6.5m. Manchester City’s concurrent match against Arsenal was the most-watched Premier League match in US history, with 2.6m viewers.²⁶

These events contribute to engagement with the Premier League in the US, supporting interactions with new fans and facilitating broadcaster value.



Premier League Mornings Live supports the competition’s U.S. growth, engaging 120,000 local fans since 2018



25: Premier League proprietary data and case study. 26: NBC Sports press release 2026.

Boosting UK tourism

The Premier League has cultivated a worldwide following through global broadcasting partnerships, pre-season tours and local fan engagement initiatives.

The Premier League’s influence reaches far beyond its clubs’ economic footprint, contributing to tourism and attracting millions of domestic and international visitors each season. Matchday experiences, combined with the global appeal of iconic clubs, stimulate spending in hospitality, retail and transport sectors, generating significant economic activity in local economies.

In the 2023/24 season alone, Premier League club fixtures saw 3.5m non-local attendances (1.1m by international supporters and 2.4m from other regions of the UK).

International fans’ economic contribution to the UK’s tourism economy is substantial. In 2023/24, overseas visitors attending Premier League fixtures are estimated to have spent approximately £903m within the UK, generating more than £1b in GVA and £175m in tax revenue at a direct, indirect and induced level.

The scale of this impact becomes even clearer when benchmarked against the broader UK tourism economy. International Premier League-related visits accounted for 2.6% of all international tourist trips to the UK and related spending in 2023/24.



3.5m non-local supporter attendances at Premier League club fixtures in 2023/24

Premier League-related international tourism 2023/24

The Premier League’s ability to attract international fans is the outcome of sustained internationalisation strategies pursued by both the League and its clubs over the past two decades.



The tourism contribution measures the impact generated exclusively by inbound international tourism spend in the UK at the direct, indirect and induced level. This includes exclusively the spend by tourists on the relevant tourism SIC codes as defined by the ONS.

27: EY analysis on Premier League average away fan and international fan attendance data, proprietary data and Visit Britain data.

Impact on the hospitality sector

Premier League fixtures drive significant activity in the hospitality sector through live broadcasts in pubs, bars and hotels. An estimated 8.5m British consumers watch live sport in pubs and bars over a six-month period, with almost 80% of them viewing the Premier League.

The social nature of football viewing encourages longer stays and higher per-customer spending on food and drink, reinforcing the League’s role as a catalyst for local hospitality businesses. Evidence suggests that 83% of viewers spend more during live sports than they would otherwise (with pub-sport enthusiasts spending

around 36% more per month than non-viewers), 87% stay in venues for longer when live sports are on, and 89% are more likely to return when matches are shown.

As a result, Premier League matchdays have increasingly become important periods of commercial activity, influencing operational decisions for some venues, for example shaping staffing levels, promotional activities and venue layouts. According to recent Sky Sports estimates, 81% of pub-going sports viewers planned to watch more Premier League matches in pubs during the 2025/26 season.²⁸

£244m

spent by international fans on accommodation

8.5m

Britons watch live sport in pubs, with 80% watching the Premier League²⁹

Newcastle and STACK partner for fan development

A partnership between Newcastle United and STACK converted a former car park into a fanzone and leisure destination. This attracted more than 38,000 visitors during its first four days of operation alone and the project employs 165 people across eight small businesses.

The development illustrates how Premier League clubs can act as catalysts for urban regeneration, while boosting the hospitality and fan experience.³⁰



28: Sky Business. 29: Ipsos Out of Home Viewing Panel. 30: Case study on Newcastle United communications and Newcastle Magazine.

5

Stadium-led regeneration

Investment and infrastructure

Premier League clubs have consistently invested in their infrastructure - stadiums, training grounds, academy facilities and community or grassroots hubs - which improve the fan experience and benefit local communities.

These projects generate significant value for regional economies, catalysing jobs and stimulating local consumption through a wide range of sporting, entertainment and community events. These projects have contributed to changes in the physical and economic landscape of clubs' regions and have formed part of broader regeneration, growth and development initiatives.

Of the 51 clubs to have played in the Premier League since 1992/93:

22 have built or moved to a new stadium

27 have had stadium upgrades

31: Premier League proprietary data.

Stadium capacity reaches record highs

During the Premier League era, the average stadium capacity has increased from 27,299 (1992/93) to 42,291 (2025/26) - a growth of 55% and equivalent to a cumulative rise of over 290,000 seats.

This comparison reflects the change in total Premier League capacity over time (across 20 clubs). For all 51 clubs to have played in the competition, the overall increase is significantly greater.

55%

growth in average stadium capacity since 1992/93

Significant investment from the top of the pyramid supports the national football ecosystem. As clubs invest in facilities and infrastructure, this can contribute to development activity in local areas, converting capital expenditure into tangible regeneration outcomes for communities.

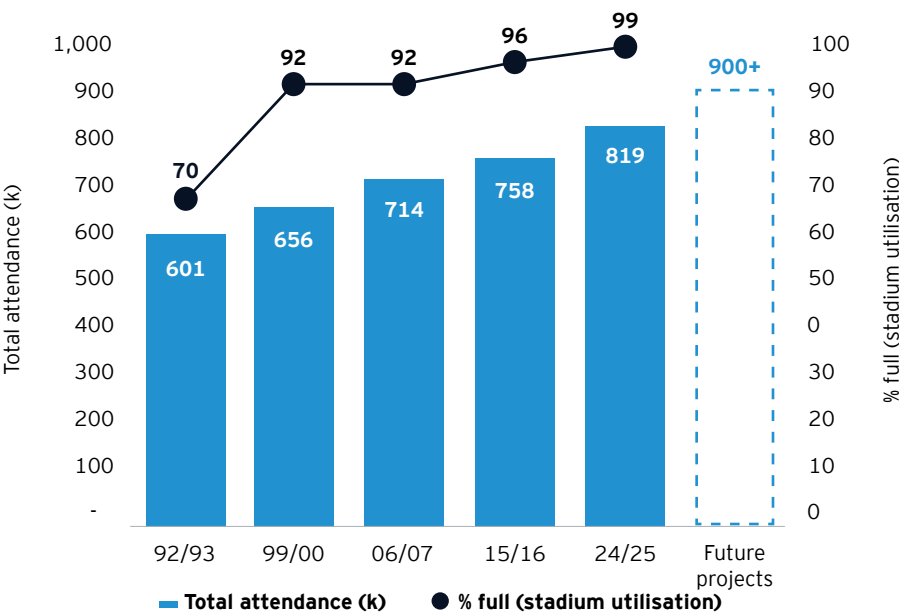
Premier League investment in infrastructure flows via dedicated channels to support the wider football pyramid, including National League System and grassroots clubs, as well as the women's football pyramid.

These efforts support upgrades in infrastructure, benefiting local communities and fans alike, enhancing financial and environmental sustainability, fan experience and commercial potential. They also simultaneously stimulate local businesses, create jobs and generate increases in regional GVA.

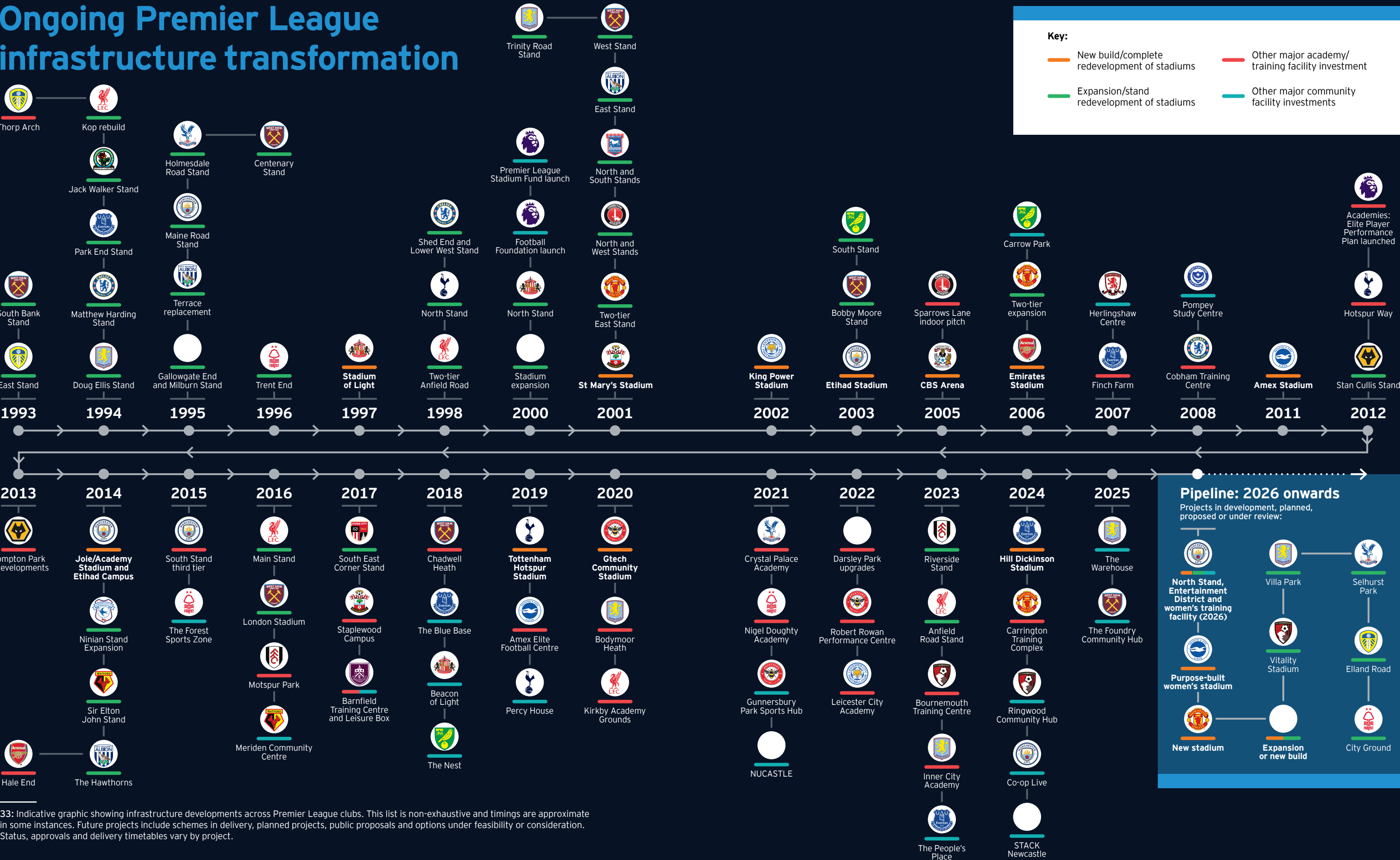
32: Premier League proprietary data.



Rising Premier League stadium capacity



Ongoing Premier League infrastructure transformation



33: Indicative graphic showing infrastructure developments across Premier League clubs. This list is non-exhaustive and timings are approximate in some instances. Future projects include schemes in delivery, planned projects, public proposals and options under feasibility or consideration. Status, approvals and delivery timetables vary by project.

Recent and planned club impact

Hill Dickinson Stadium: successful regeneration

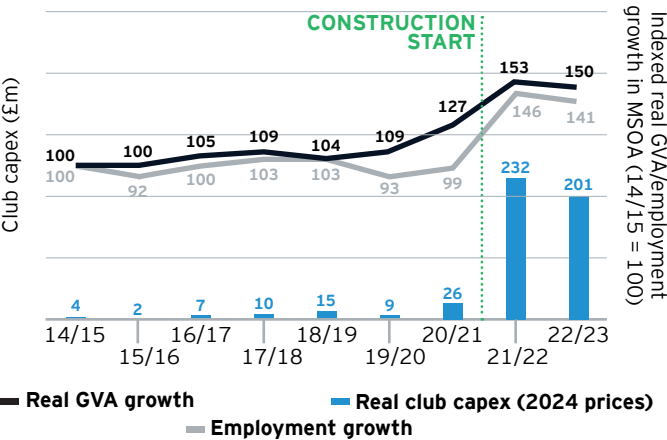
Hill Dickinson Stadium, Everton's new home, opened in August 2025 and was recognised as Outstanding Development of the Year at the Liverpool City Region Property Awards.

The new 52,769-capacity ground, set to host UEFA European Championship 2028 games, is a multi-purpose venue and cultural asset for the city of Liverpool. It is estimated to generate an additional £1.3b of value for the local economy, create 15,000 jobs and host 1.4m new visitors annually, with a catalytic effect on the wider docklands regeneration.

Beyond enhancing the matchday experience, the development aims to foster local economic growth and reflect the city's heritage. The club has allocated £55m toward preserving and restoring nearby historic assets and partnered with a food service provider focused on locally sourced ingredients.

EY analysis on the area surrounding the stadium shows that GVA and employment have grown in real terms since

Local GVA and jobs boost surrounding Hill Dickinson³⁵



the start of the stadium's construction (above). This may be associated with both the construction of the stadium itself as well as the co-location and investment of businesses around the newly-regenerated area.³⁴

Tottenham Hotspur's economic impact

The opening of Tottenham Hotspur Stadium in 2019 boosted this part of North London as a major sports and entertainment hub. The £1.2b investment - the largest private sector investment in Haringey - has enhanced the local economy, with GVA rising from £120m in 2015 to £344m in 2021/22 in the London boroughs of Haringey, Enfield and Waltham Forest.

In 2021/22, it is estimated that Spurs contributed around £900m in gross output to London and generated £500m

in GVA. Beyond football, the stadium hosts NFL games, concerts and other events, adding £10m GVA in 2021/22 and securing its role as a UEFA European Championship 2028 venue.

The new development also benefited local businesses - with Beavertown Brewery, for example, operating a microbrewery inside the stadium. In an area of high economic deprivation, this project continues to be a catalyst for regeneration and long-term economic growth.³⁶



34: Case study on Everton FC news communications in 2025. 35: EY analysis on Premier League data on club capital expenditure and ONS data on GVA/employment growth by Middle Layer Super Output Area (MSOA). 36: Case study on Tottenham Hotspur news communications in 2023 and EY analysis.



Manchester City's Etihad Campus

Manchester City's £300m Etihad Campus expansion - which includes increasing stadium capacity by over 7,000 seats to reach more than 60,000 overall, a 3,000-capacity fan zone, museum and hotel - represents a major regeneration initiative for East Manchester. The development creates hundreds of new local jobs and stimulates year-round economic activity across hospitality, retail and visitor services.

As part of this expansion, the area also contains the Co-op Live arena. With a capacity of 23,500, the arena

soon became Europe's top-grossing venue in its first year of operations, hosting more than one million visitors. It also created thousands of construction and operational jobs, and contributed more than £1m annually to community programmes.

Together, these projects illustrate Manchester City's contribution to local infrastructure, expanding employment, and wider social and economic outcomes associated with long-term capital investment.³⁷



Old Trafford: An upcoming regeneration project

Manchester United's planned redevelopment of Old Trafford would become one of the most significant sports-led regeneration schemes in the UK. The project includes a new 100,000-capacity stadium as part of a wider masterplan that will transform Trafford Park into a mixed-use destination for sport, leisure and business, creating nearly 15,000 new homes.

Building on the success of the London 2012 Olympic regeneration strategy, the development aims to deliver major socio-economic benefits to local communities. It will support economic activity, growth and development across Greater Manchester, with aims to encourage business and leisure opportunities in the area.

In addition to developing matchdays, the scheme will integrate sustainable design features and public realm improvements, reinforcing the club's commitment to environmental responsibility and community regeneration.³⁸

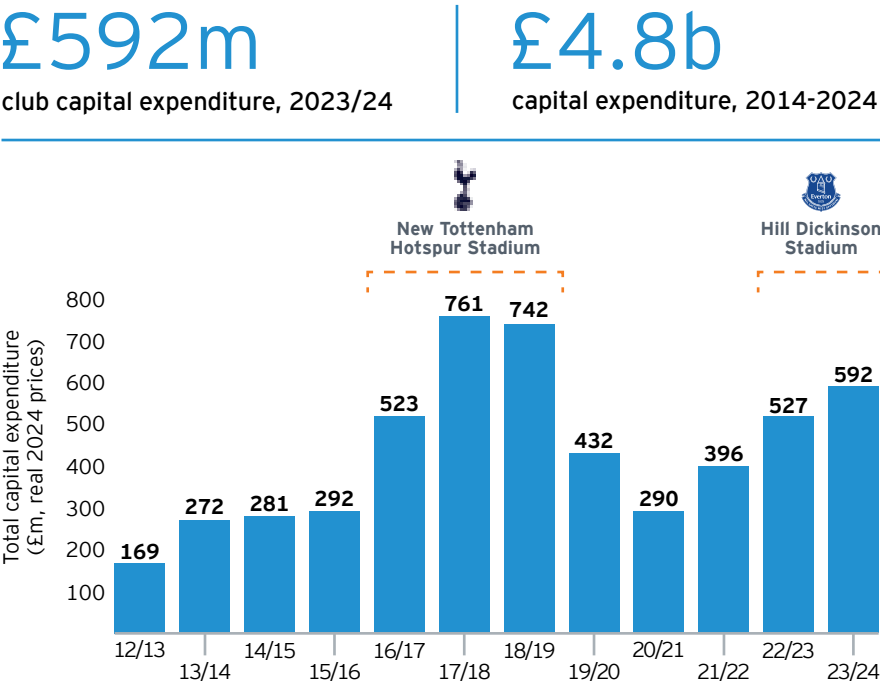
37: Case study on 2025 Manchester City and Co-op Live news communications. 38: Case study on Manchester United, Trafford Council and Oxford Economics press releases.

Rising club investment in infrastructure

Premier League clubs operate on a continuous cycle of infrastructure improvements, regularly upgrading and expanding their facilities. In 2023/24 alone, Premier League clubs invested £592m in capital expenditure, taking total spend over the last 10 years to more than £4.8b.

This level of investment has supported the development and upgrade of infrastructure for players, fans and local communities, while contributing to economic activity and growth in surrounding areas. Since the 2012/13 season, club capital expenditure has increased by 3.5 times in real terms, illustrating the scale of investment over time.³⁹

Club capital expenditure by season



Continued investment into academies and training grounds

Premier League clubs continue to invest heavily in their academies and training grounds, with a sustained pipeline of projects designed to enhance player development, modernise facilities and strengthen local talent pathways.

Examples of recent investments include:



Bournemouth's new training facility opened in March 2025 after a £32m investment on an indoor dome and outdoor pitches extending over 57 acres for both the men's and women's team, as well as academy players.⁴⁰



Brentford invested more than £30m on seven outdoor pitches and a new academy building with classrooms, changing rooms, offices, medical facilities and a gym for young players and academy staff.⁴¹



Crystal Palace spent £20m redeveloping their academy with new training and education facilities, including six pitches, a 500-seater stand and an indoor pitch. The club was awarded Category One Academy status through the project.⁴²

39: Premier League proprietary data. 40: BBC coverage on Bournemouth's investment. 41: Brentford communications and contractor data on Brentford's investment. 42: Crystal Palace communications.

Stadium projects to deliver further benefits

The pipeline of club-led capital expenditure is robust. Planned and proposed expansions are projected to deliver 95,000 new seats across Premier League stadiums, reaching a total capacity of more than 900,000. Proposed developments include new training facilities and mixed-use schemes incorporating retail, leisure and community spaces, with intended investment totalling between £3.7b and £9b.⁴³

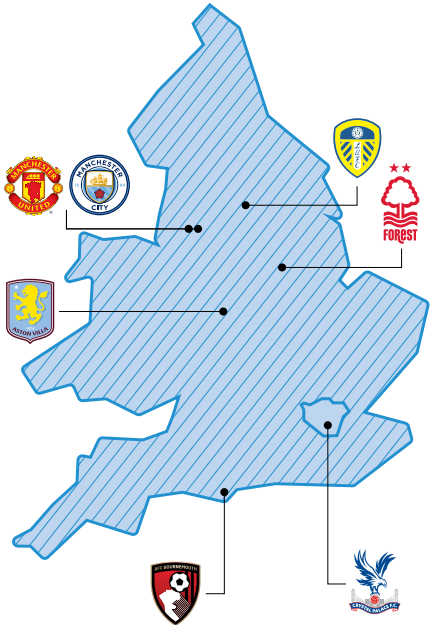
These initiatives will increase capacity and enhance the matchday experiences for fans, as well as generating important economic and social benefits locally. The construction of the current pipeline of Premier League stadium investments could support between 50,000 and 110,000 FTE jobs across the UK. Increased capacity and improved infrastructure is also expected to boost

local business activity, with some projects supporting improvements in transport and public spaces, and enabling a greater number of football-related visits across the UK.⁴⁴

The timing of project delivery can influence overall costs and the start of associated economic activity. Timely delivery is important for clubs, fans and communities. Delays may result in additional financing and insurance costs, inflation on deferred spend and foregone revenue for delayed openings.

Considering the Premier League's current development pipeline (see table below), a reduction in project timelines by six months may lower projected delivery costs by between £174m and £365m collectively. That is a 4-5% saving compared to initial stadium budgets. More efficient projects allow clubs to reinvest elsewhere, reduce disruption for fans, and benefit supporters and communities through their impact sooner.⁴⁵

Club	Project	Capacity boost	Headline regeneration benefits
Aston Villa	North Stand expansion	7,000	Train station upgrades will double passenger handling capability ahead of Euro 2028.
Bournemouth	South Stand rebuild and corner infills	8,440	New fan zone, access improvements and refreshed transport routes.
Crystal Palace	Main Stand expansion	8,100	Significant accessibility improvements, alongside a brand-new club shop, club museum and cafe.
Leeds United	West and North Stand expansions	15,000+	Expansions form part of multi-billion-pound local regeneration planning, supporting 2,000 new homes, leisure, education and commercial activities.
Manchester City	North Stand expansion	7,900	A 400-bed hotel, 3,000-capacity covered fan zone, museum and commercial workspace.
Manchester United	New stadium	25,000	A potential new stadium, together with the Old Trafford/Stadium District and Trafford Wharfside masterplans, could deliver a net additional £4.2b GVA contribution to the Trafford economy by 2039. ⁴⁶
Nottingham Forest	Peter Taylor Stand expansion and Trent End corner infills	22,500	£1m investment into public realm and bus network upgrades as part of a new sports quarter.



93% of planned investment is located outside of London and the South East

43: Premier League estimates on planned stadium investment. 44: EY estimates on Premier League data on planned stadium investment. 45: EY analysis on additional lifetime 'opportunity costs' (i.e. additional cash costs and foregone revenue) of an assumed six-month delay in Premier League stadium pipeline, introduced at the end of the pre-construction period. Future projects include schemes in delivery, planned projects, public proposals and options under feasibility or consideration. Status, approvals and delivery timetables vary by project. 46: Case study on Manchester United, Trafford Council and Oxford Economics press releases, comparing the project with the existing stadium and no regeneration.



Support for non-league facilities

For 25 years, the Premier League Stadium Fund has directly supported clubs in the National League System and Women’s Pyramid with investment for infrastructure. This enables those outside the professional game to upgrade and invest in their grounds, improving the fan and player experience, enhancing sustainability and facilitating community programmes.

Such funds are an important source of support for many clubs, safeguarding the sustainability of the football pyramid and promoting healthy competition, also acting as a catalyst for growth and local development.

Since its inception in 2000, the Premier League Stadium Fund has provided £225m through more than 6,300 grants. This has benefited over 1,000 clubs across more than 100 leagues in England and Wales.

1,000+

clubs across 100+ leagues supported through £225m of Premier League Stadium Fund investment



6,300+

grants, providing:

570+ pitch improvements

770+ floodlights

620+ clubhouses and changing rooms

960+ stands

Impact throughout the leagues

National League

Rochdale promoted with new funded pitch

The Premier League Stadium Fund provided £250,000 towards a new pitch at Rochdale AFC when, after it became unplayable, the club had to rebuild during the playing season. The club described the grant as “supporting an ambitious professional club currently playing lower down the football pyramid.” Four months after the new pitch opened, Rochdale were promoted back into League Two.



Step 3

Revenue doubled at Heaton Stannington

Newcastle-based Heaton Stannington used £250,000 from the Premier League Stadium Fund to increase their financial sustainability, highlighting the long-term impact that support can have. The club has invested in covered seating, as well as upgrading its bar, hospitality room and club shop. The improvements have led to revenue doubling on matchdays.



Women’s National League

Funding supports Crystal Palace Women at Sutton

The Premier League Stadium Fund has invested over £1m into Sutton United’s Gander Green Lane, to support their promotion into League Two, but also to allow them to host Crystal Palace Women since 2023/24. The main development of their works was a new hybrid pitch to accommodate both teams. At that point, now-Women’s Super League side Crystal Palace were one of 54 Women’s National League teams playing at funded stadiums.



Step 6

Ingles benefit from lowered costs

As part of the Premier League’s Sustainability Strategy, funding for LED floodlights has enabled more than 280 clubs to reduce their energy consumption and bills. At Ingles FC, this has helped to host more evening events, opening up facilities to the community seven days a week. The club hosts an inclusive team midweek, helping more than 50 disabled and neurodivergent children access football.

6

Wider football and community impact

Support for the football pyramid

Premier League success has enabled increasing investment into the wider game and communities across England and Wales, supporting the development of football from the professional pyramid to grassroots.

Between 2022 and 2025, the Premier League invested £1.6b into the wider game and communities. This support helps clubs and organisations improve facilities, develop players, coaches and the wider workforce, engage fans, support inclusion and deliver community programmes.

This investment strengthens football at every level and extends the benefits of Premier League growth into regions, towns, cities and communities across the country.

164

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

£1.6b

invested into the wider game, football pyramid and communities from 2022-2025

49: Premier League proprietary data.



Funding for football at all levels

Premier League support reaches beyond the 20 clubs competing in any given season.

The League's investment spans the professional game, the EFL, the National League System, academies, women's and girls' football, grassroots facilities, supporter initiatives and professional football club charities.

Support is provided through financial distributions, academy investment, community programme funding and facility grants. This includes solidarity payments for EFL clubs not in receipt of parachute payments, other academy, community and development support across the EFL, and investment benefiting all 72 National League clubs.

Since 2012, £3.2b has been invested across the academy system⁵⁰, while more than 1,000 lower-league and women's clubs across over 100 leagues have been supported through the Premier League Stadium Fund.

The Premier League also funds the Premier League Foundation and co-funds the Football Foundation – two of the world's largest sports charities – supporting club charities, community programmes and grassroots facilities nationwide.

Women's and girls' football

Premier League support for women's and girls' football covers community programmes, grassroots participation, talent pathways and the professional game.

Between 2025 and 2028, the Premier League has committed a further £12.7m specifically into women's and girls' football, in addition to a £20m loan to Women's Super League Football. This support helps remove barriers to participation, develop talent pathways and create more opportunities for women and girls across the game.

Funding for FA Girls' Emerging Talent Centres enables 70 sites to provide free football nationally, helping to grow the number of girls in the talent pathway by an estimated 265%.⁵¹

50: Premier League proprietary data. 51: The FA.



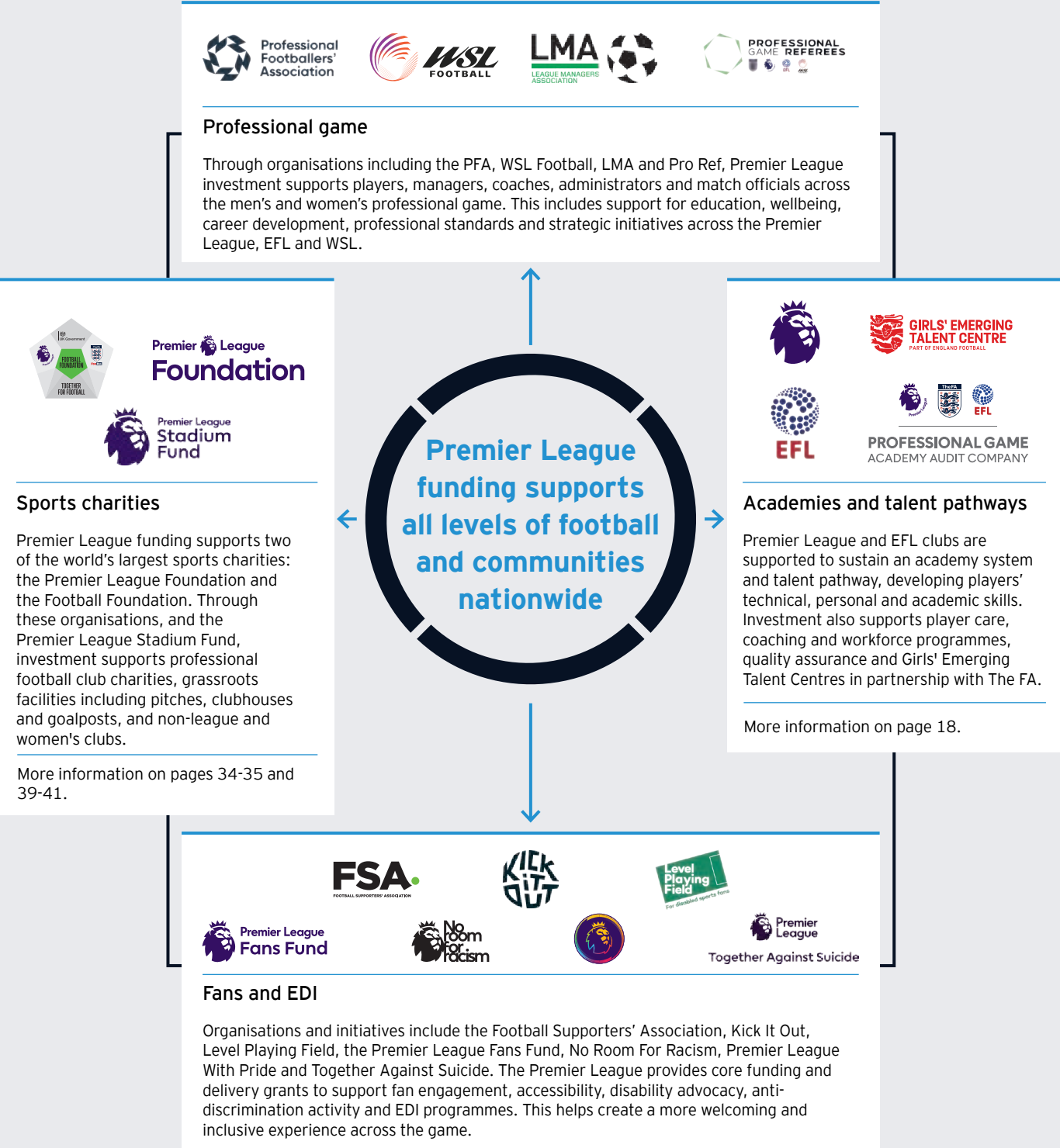
Organisations supported by Premier League investment

Premier League investment is delivered and distributed through a wide network of clubs, leagues, charities, representative bodies and partners nationwide.

Support includes direct funding, core grants, programme delivery, training, competitions and strategic support across

the professional game, academies and talent pathways, sports charities, fan engagement and inclusion.

The organisations below illustrate how this support reaches across football, clubs and communities.



25 years of grassroots investment

The Premier League's investment reaches into the most widely-played level of football. Established in 2000, the Premier League, FA and Government's Football Foundation funds grassroots sports facilities in local communities across England, with more than 75,000 grants totalling £1.3b provided since its inception.

Alongside local partner contributions, this has supported £2.8b of investment into grassroots football since 2000, transforming infrastructure and access to sport across the country.

Funding provides support for new pitches and grassroots facilities, as well as items such as goalposts, benefiting more than 127,000 teams.

52: Football Foundation.



15,250+

grass pitches, and 1,300+ 3G pitches, have been built or improved

127,000+

teams have used Football Foundation-funded sites

£2.8b

total investment, including with local partners, since 2000

Community

Premier League success has enabled long-standing and increased support for communities across England and Wales.

For 15 years, the Premier League Foundation has enabled professional football club charities to grow and deliver programmes in schools and community settings. Annual investment from the Premier League has quadrupled since it was established. This has significantly expanded the scale and capability of the professional football club charity network, supporting their contribution to communities in towns and cities across the country.

15 years of the
Premier League Foundation



106

Premier League, EFL and
National League club
charities supported

£450m+

investment committed via
the Premier League up
to 2028

2.5m+

people have benefited from
Premier League Foundation
community activity

7,500+

people employed across
the professional football
club charity network



Premier League Kicks

Premier League Kicks uses free football and targeted support to engage young people in under-served neighbourhoods. Delivered by 93 Premier League, EFL and National League clubs alongside local police forces and community partners, the programme seeks to provide safe and trusted spaces for young people aged eight to 18.

More than 600,000 young people have taken part to date, with sessions delivered at more than 5,000 venues. The programme is designed to support physical and mental wellbeing, builds confidence and positive relationships, and provides pathways into volunteering, education, training and employment.

93

clubs supported
to deliver free
Premier League
Kicks sessions

600,000+

young people engaged
in Premier League Kicks
to date

40 of 44

police force areas
covered across
England and Wales

93%

of participants
believe the programme
helped them get into
less trouble⁵³

53: Leeds Beckett University Carnegie School of Sport; Premier League Kicks Evaluation Report 2024/25. All other statistics: Premier League Foundation.

Primary and secondary school support

Premier League Primary Stars and Premier League Inspires use the appeal of football to support young people from primary school through secondary education settings. Premier League Primary Stars is available to every primary school in England and Wales, reaching 86% nationally. Club charities deliver school-based activity and free curriculum-linked resources used by 80,000 teachers.

Premier League Inspires provides targeted support for young people at risk of not reaching their potential. Through one-to-one and group sessions, club charity staff aim to help young participants to develop personal, social, employability and life skills, supporting future pathways. More than 40,000 young people have received targeted support through the programme to date.

86%

of primary schools
in England and Wales

20,000+

schools engaged
through the Premier
League Foundation



Core funding and addressing local need

Alongside national programmes, Premier League support helps club charities respond to local priorities. Consistent core funding has supported the long-term development and capacity of Premier League and EFL club charities, while programmes such as the Premier League and PFA Players' Fund and Premier League Fans Fund enable targeted activity shaped around local need.

substance.

Generating social value and impact across the United Kingdom

£4.3b

projected social value, 2025-28, in physical health; mental health and wellbeing; education, skills and employment; and social and community outcomes

£21

of social value generated
for every £1 invested
by the Premier League
Foundation in club projects

83%

of Premier League
Foundation social
return generated
outside London

An independent report by social research agency Substance found that Premier League Foundation-funded projects and Premier League club charities' delivery are projected to generate £4.3b of social value during the 2025-28 seasons.

The methodology estimates that, for every £1 invested by the Premier League Foundation in club projects, £21 in social value is generated. The impact is felt across towns and cities throughout the country, with 83% of the Foundation's social value generated outside London.

This value is driven by participation in programmes and wider club charity activity, generating cost savings, benefits for individuals and additional community value. These include benefits linked to increased activity; improved confidence and life satisfaction; education and employability; volunteering; social action; crime reduction and stronger community cohesion.

The analysis provides a focused measure of the Premier League's community programme impact through club charities. Results should therefore be interpreted as relating to this specific area of activity and not as a measure of the total impact associated with wider Premier League investment across football, such as facilities investment via the Football Foundation and Premier League Stadium Fund.



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ED None

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