



**Premier  
League**

**Connecting with  
communities**  
2015/16

# Our communities strategy

Through participation and opportunity, we inspire and connect with local and global communities. We aim to:

- Use our ability to connect to help young people realise their potential
- Inspire ambition in communities and schools
- Support young people to improve their skills on and off the sports field
- Invest in facilities and create opportunities in high-need areas

**“The Premier League and clubs are using their ability to connect with kids in schools and communities, and it’s backed up by funding facilities, which gives more opportunity to play. I’ve seen the results – with young people inspired to play sport and lives transformed by new skills and confidence.”**

**Jermaine Jenas,**

Former Premier League player

Go to [premierleague.com/communities](https://premierleague.com/communities) to find out more

# “Kicks is a place like home”

Richard grew up playing football on Ferry Lane in Tottenham and coached at the first Premier League Kicks session there in 2006, when the scheme was being trialled in just four sites.

## **Richard’s story**

“I wasn’t good at school work and had a long period of time just signing on, surrounded by people who were bad news. Luckily a friend told me about a coaching course and then another friend at Spurs suggested I come down for an interview – and football literally saved me.”

Now a Community Development Manager for Tottenham Hotspur’s Foundation, Richard has helped many young people move from participant to volunteer and even into employment. Premier League Kicks programmes are now run by 56 clubs in 854 venues in England and Wales.

Richard believes that it’s the self-sustaining system that helps Premier League Kicks keep inspiring new generations of participants, volunteers and coaches, where other schemes haven’t stood the test of time.

“Ten years is a fantastic achievement for Kicks. It has given so many kids something constructive to do instead of just hanging around. The people who have grown up with the programme over the last ten years are the ones who run it now. For so many of us, Kicks is a place like home.”

**“Through Kicks you’re bringing a community of young people together under the Premier League umbrella and upskilling them using the knowledge and talents of local people.”**

**Richard Allicock,**  
Community Development Manager,  
Tottenham Hotspur Foundation

# Getting involved

Megan is a Development Officer for the Premier League Girls Football project at Chelsea.

“The best thing about coaching young girls is that they’ve got such a love of the game. If we capture it early, we can continue that as they get older – whether it be playing or coaching. It’s an opportunity for us to grasp them as individuals and let them develop. They are a team as players but at the same time they each bring something totally different. Women’s football has increased dramatically but it’s so important that we continue to provide them with these opportunities.”

Chelsea Foundation is one of 36 Premier League and English Football League clubs running regular Premier League Girls Football sessions up and down the country. With early teenage years being a key time that girls often drop out of sport altogether, the focus is on regular sessions that help develop a passion for sport and a lifetime of getting involved.

**“It’s great to see so many girls playing week in, week out, training and developing themselves. And I think that the future for women’s football is bright.”**

**Eni Aluko,**  
Chelsea and England

Go to [premierleague.com/premierleaguegirls](https://premierleague.com/premierleaguegirls) to watch the Match of the Day video

# Premier League Primary Stars

We have committed to extending the Premier League schools offer to every primary school in England and Wales by 2022.

## **Rising stars**

Building on the great work already delivered by clubs, we are working with experts in different fields to design resources to get children learning and developing.

There will be more schemes in addition to Premier League School Sport and Premier League Reading Stars. This means that football and an array of other sports can be used to connect with and inspire boys and girls at a key stage in their lives.

Topics will cover areas such as physical literacy, maths, writing and healthy eating. We will promote the importance of equality, as well as anti-bullying messages. We aim to help children gain crucial skills for life, such as teamwork and resilience.

**“It’s great that the Premier League is supporting clubs like Fulham to deliver Teacher Training Programmes. We’ve had excellent feedback from the teachers we work with and have fine-tuned the programme to suit the needs of different schools.”**

**Joe Mead,**  
Physical Education Co-ordinator,  
Fulham Football Club Foundation

Go to [premierleague.com/schools](https://premierleague.com/schools) to see more

# From Malaysia to Merseyside

We have committed to extending the Premier League schools offer to every primary school in England and Wales by 2022.

## Kelvin's story

Premier Skills is our flagship international initiative, which is part of a long-standing partnership with the British Council.

Kelvin is a Premier Skills Coach Educator who is a prime example of what Premier Skills achieves. As a coach who came through our full three-phase training programme in Malaysia, he has been passing on his knowledge to a new generation of coaches.

Working alongside coaches from Everton, Stoke City and Arsenal at the 2015 Barclays Asia Trophy, Kelvin was seen in action by Robert Elstone, Everton's CEO. Robert was so impressed by Kelvin that he offered him the chance to come to the UK and work at Everton in the Community. Kelvin in turn has certainly been impressed by what he has seen in the UK.

"This is all far beyond what I expected Everton to offer and it is all run based on needs, research and data. They measure the impact of all their community work before, during and after.

"I really enjoyed being part of the mental health programme. I'd never seen football used as a therapy before but here it is. It's given me lots of ideas for working with new partners and inspiring collaboration back in Malaysia."

Kelvin is one of over 9,000 coaches and referees we have trained since Premier Skills began in 2007 and who in turn have reached a further 1.3 million young people.

# Boxing clever

## Lucy's story

Lucy, 16, takes part in boxing sessions with Crystal Palace as part of our Premier League 4 Sport (PL4S) programme. With the emphasis on discipline and respect, young people such as Lucy have learnt a lot more than just an effective right hook.

"Boxing is a sport that girls or people my age are not often introduced to and I have been very lucky to have been given the chance to get involved. I now go every Friday and the equipment and coaches provided by Crystal Palace FC Foundation has made it much more enjoyable.

"The boxing programme has helped me keep fit, make new friends and to keep pushing myself to do what I thought I couldn't do. It has made me much more confident and given me the chance to gain skills in sports I never thought I would even try. I would definitely recommend it to anyone as a great way to get involved and get active."

Crystal Palace is one of 36 clubs helping to motivate people like Lucy to keep trying new sports and developing other skills through PL4S. They teach young people not to give up if things seem too difficult at first – but to get up and keep on trying.

Boxing is one of 12 sports delivered in PL4S which, along with Premier League Kicks, is part of a successful partnership with Sport England.

This season PL4S has engaged 33,341 young people in 721 venues.

Go to [premierleague.com/PL4S](https://premierleague.com/PL4S) to watch the video

# Positive pathways

We are developing potential through participation, competition and opportunities to volunteer. Results include improved health, confidence, employment and even careers in football.

## Opportunity

Fun, inclusive sessions in schools and communities to develop a lifelong love of sport.

## Progression

Progression to teams and leagues and playing in local and national competitions.

**“This kind of tournament inspires them and gives them the belief that they can succeed. That’s life skills, not just football.”**

**Gemma Brown,**  
Sunderland teacher

**“Marcus (Rashford) used to come down to our Wythenshawe community sessions on his bike – he’s still in touch and even dropped back in the day after he made his first team debut. His brother used to help out at one of our partner primary schools too.”**

**Nick Bradshaw,**  
Manchester United Foundation

## Ambition

Finding talent and developing home-grown players in our Academies.

**Premier League clubs player progress in 2015/16:**  
325 male community participants registered with a club Academy

203 female community participants progressed to a development centre/centre of excellence

## Elite

A Games Programme that ranges from U9 festivals to an U23 Premier League International Cup.

# Our year in numbers

## **National scale**

Over 550,000 young people engaged in projects we directly fund

38% Female

26% Black, Asian and Minority Ethnic

## **International reach**

4,000+ coaches trained in 26 countries

Working with 480,000 young people

## **Wider support**

160 football clubs supported to deliver community programmes

Premier League: 20 clubs

English Football League: 72 clubs

National League: 68 clubs

328 community participants gained employment with a Premier League club

## **Schools supported**

4,500+ primary schools benefiting from a Premier League Schools Offer

14,000 pupils from 1,700 schools in the Premier League Schools Tournament

185,746 primary pupils in the Premier League School Sport initiative

## **Facilities funded**

69 artificial grass pitches

112 grass pitches with drainage

135 football stadium improvement grants for lower-league grounds in both the professional and amateur game

# Premier League clubs

## Season 2015/16

Find out more about their  
work in communities

**AFC Bournemouth**  
@AFCBCommunity

**Arsenal**  
@AFCCCommunity

**Aston Villa**  
@AVFCOfficial

**Chelsea**  
@ChelseaFC

**Crystal Palace**  
@CPFC\_Foundation

**Everton**  
@EITC

**Leicester City**  
@LCFC\_Community

**Liverpool**  
@LFCFoundation

**Manchester City**  
@citctweets

**Manchester United**  
@MU\_Foundation

**Newcastle United**  
@NU\_Foundation

**Norwich City**  
@NorwichCityCSF

**Southampton**  
@SFC\_Foundation

**Stoke City**  
@StokeCity\_CT

**Sunderland**  
@SAFCFoL

**Swansea City**  
@SCFCCommunityTr

**Tottenham Hotspur**  
@SpursFoundation

**Watford**  
@WFCTrust

**West Bromwich  
Albion**  
@WBAFoundation

**West Ham United**  
@WHU\_Foundation

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