



**Premier
League**

Inspiring stories
2015/16

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to read more and watch our
exclusive videos

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Our virtuous circle

Play the most competitive and compelling football in vibrant stadiums full of committed and engaged fans

Inspire through participation and opportunity, connecting with local and global communities

Create interest and invest to benefit the whole of football and beyond

“If Stoke City can get the best players it shows what a powerful league we’ve got. There’s nothing near it globally. We’ve spent a lot on the stadium, we’ve got a new training ground. You never stop working on improving.”

Peter Coates,
Chairman, Stoke City

“I still drop into my old Kicks project sometimes – the sessions make a big difference to young people. I’m proud to say that I’m a product of the Academy and of what the club delivers on estates.”

Arsenal’s Kaylen Hinds,
pictured above playing against Derby County in the U21 Premier League

“The grounds are as full as they’ve ever been and we’ve engaged a lot more people. The success of the clubs inspires young people to get involved – sport and education gives them opportunity.”

Richard Scudamore,
Premier League Executive Chairman

Go to premierleague.com/strategy to find out more

We all dream

Our competitive and compelling football
inspires performance and ambition.
Clubs create opportunities for the next
generation of players and coaches.

**“I never thought
I could make it to
the Premier League.
It really has been a
dream come true.”**

Jamie Vardy,
Leicester City

“You just can’t write scripts like this”

Sky Sports’ Martin Tyler described the 2015/16 Premier League Season as “the greatest story ever told”, as Leicester City clinched their first ever top-flight title.

Go to premierleague.com/seasonhighlights to see our exclusive Sky Sports season highlights video

“I love it that the Premier League can attract players like Shaqiri.”

Jamie Redknapp, Sky Sports

“Leicester have given inspiration to every football club, every manager, player and supporter all across the land that one day it could be them.”

Jamie Carragher, Sky Sports

Jamie Vardy scored in a record 11 consecutive Premier League matches.

“Lashed in by Kone. The survival specialists have done it again.”

Martin Tyler, Sky Sports

Harry Kane won the Barclays Golden Boot award, with 25 goals.

BT Sport – Stepping up

Whilst teamwork mattered most, many players took their game to the next level.

Here are two of Michael Owen’s picks:

Dele Alli

PFA Young Player of the Year winner – involved in more goals than any other English midfielder this season.

Dimitri Payet

delivered the highest number of crosses and created the second highest number of chances in the League.

Go to premierleague.com/players to see Owen’s top 5 picks in our exclusive video

BBC Sport

@GaryLineker

The last day of a most extraordinary **@premierleague** season. How fitting that the sky is blue and the air is fresh.

31.3 million people in the UK watched Premier League coverage on Match of the Day this season.

Home-grown ambition

Our three-phase system of youth development places the player at its heart; focusing on education, coaching and preparation for their professional debut.

Foundation Phase – For the love of football

Twelve year old Ryan has been in Southampton's Academy since he was eight. He spends a day each week at the Academy, with half of it in the classroom and the other half on the pitch.

Boys like Ryan develop a love of the game alongside their education, in a way that is enjoyable and engaging.

“We understand that there has to be a good balance between getting our school work done and improving as footballers. Although it's fun, it's also structured.”

Ryan Finnegan, Southampton Academy

67 Home-grown Premier League debuts in 2015/16

91% of scholars achieved advanced apprenticeships of sporting excellence

Youth Development – Coaching for progress

“Every player develops from the moment they join the Academy and that continues right through to the first team. This really is a family club and there are so many coaches and players around to give you advice.”

Marcus Rashford, Manchester United and England

Marcus Rashford burst onto the scene this season, with displays of speed, agility and composure that have seen him adapt to first team football.

The Youth Development Phase sees players prepared for progress as their coaches have helped them realise their talent and reach the next level.

With a record number of home-grown players making their Premier League debuts this season, our clubs are giving opportunities to more youngsters than ever before.

Professional Development – Excelling in an elite environment

“Everton's investment in Finch Farm has been really important to me. It's helped me become the player I am today.”

Ross Barkley, Everton and England

Ross Barkley joined Everton's Academy, based at Finch Farm, aged ten and has never looked back. A regular for England and a key player for the club since his debut in 2011, having graduated to the first team via the Premier League's U18s and U21s Games Programmes.

Training and playing in the best possible environment means players can focus on their continued progress and performance.

Go to preml.ge/homegrown for full stories
Go to preml.ge/barkley for our exclusive video
Go to preml.ge/rashford for our exclusive video of Marcus in action

We all support

Committed and engaged fans are vital to our clubs and the competition. Home, away or abroad, their support is valued.

“Selhurst Park has been rocking this season, the atmosphere is amazing. The fans don’t stop singing for 90 minutes!”

Tim,
Crystal Palace fan

Full and vibrant stadiums:

96.3% full – a record high

Of all fans who attended a Premier League match:

40% were aged 18-34

25% were female

14% were from BAME (Black, Asian and Minority Ethnic) groups

Like father like daughter: Ali and Sana's story

"It was like discovering Narnia – we were dumbstruck!" says Ali Shah, as he recalls the moment in 1978 that he and his brothers accidentally discovered Vicarage Road.

"It took weeks for us to persuade Dad to let us go to a match but we pestered and pleaded with him and eventually he relented. I remember the smell, the noise and the excitement of that first match so well."

Ali's daughter Sana, 24, also a long-standing Watford season ticket holder who goes to as many home and away games as she can, remembers her first match just as vividly.

"When I was ten years old, my Dad took me to my first game. It was a night game and I was so excited."

And Sana's friends think her football-mad Dad is great, "My friends always tell me how cool my Dad is. We both love the build-up, the walk to the ground and the songs. Seeing Leicester do so well this season has given hope to us all."

Go to premierleague.com/alisana to read the full story and watch our exclusive video of Ali and Sana

Connecting the football family

A glorious goal: George's story

Nine-year-old Everton fan George, who suffers from cerebral palsy, captured the hearts of millions after a video of him playing football in the park with his Dad went viral. Gerard Deulofeu, whose name was on George's shirt, was so moved by George's determination that he offered him tickets to a Premier League match.

At the game, George was then invited onto the pitch at half-time to fulfil his dream of scoring a goal in front of the famous Gwladys Street end. The club entered George's strike into their Goal of the Month competition, which he won, with an incredible 86% of the votes in the fan poll.

George's Dad has been overwhelmed by the response, "George works so hard and he's shown other children that you can do it. We were basically told when George was very young to try to keep him away from sport and football, and that maybe by the time he was 12 he would be in a wheelchair. But George's character has just come through and he's pushed so hard, worked so hard, and this is just reward for him."

"I've been a Bournemouth fan since I was seven – and we've been following them as 'Lads and Dad' since my boys were three and five."

Family away days

Steve and his sons Luke and Ben have been exploring new cities as they support Bournemouth on the road.

"Historically we've been a tiny club and this is uncharted territory following the Cherries to these huge iconic stadiums – but it's been 100% brilliant being in the Premier League."

The Premier League clubs' away ticket pricing cap of £30 for the 2016/17 season helps more fans like Steve and his boys carry on supporting their team on the road. AFC Bournemouth Chairman Jeff Mostyn said, "As one of the Premier League's recently promoted clubs, we have found the impact of away fans one of the League's most remarkable features. Our fans have been terrific in the way they have supported the team away from home, and visitors here have added to an already great atmosphere. We appreciate how many hurdles away fans face when they travel and this cap is a great way to help them."

Safety supporter

Arsenal Safety Officer Sharon Cicco is responsible for ensuring a safe environment for all fans and guests who visit the Emirates Stadium.

"I have one of the best views in the stadium – the control room overlooks the pitch. However, I rarely see a kick of the ball. Having been a fan since childhood, I am proud to be part of this great club – I work with some amazing people."

Go to preml.ge/awaydays for full stories

Fans across the world

Fernanda's story

Although her dream is to watch a live Premier League match at the Etihad Stadium, 29 year old Fernanda is still able to soak up plenty of the atmosphere by watching it on ESPN at home in Santa Catarina, Brazil.

"I love football and I always heard that the Premier League is the most fantastic and amazing championship in the world.

"In fact, the Premier League is the most exciting league. It is the most competitive, very organised and no one can say who will be the champion in the beginning of the season.

Look at Leicester this season – who bet on them to be champions? The stadiums are incredible and the support of the fans is amazing in every game.

"I think I was lucky for Manchester City. I started supporting them in 2013/14 and they were champions that season after 44 years! I really believe that the greatest asset of a club is the fans."

Fernanda is a proud member of a Brazilian Manchester City fan group that brings them the latest club news in Portuguese.

The Premier League is broadcast to 900 million homes in 190 countries

Go to premierleague.com/espnbrazil to see our exclusive ESPN Brazil video

BPL Live: A friendly rivalry

Ceciro and Gareth have been friends for over 20 years. Now both in their mid-30s, they've been through a lot together – not least their friendly Premier League rivalry. Ceciro grew up as a fervent Manchester United supporter, whilst Gareth's heart lies with Liverpool.

Their different allegiances didn't stop them enjoying Barclays Premier League Live together in their home city of Cape Town. They were two of the 35,000 people who flocked to the fan park in the shadow of Table Mountain. Eleven Premier League clubs entertained fans for two days, with legends such as Lucas Radebe, Peter Schmeichel and Robbie Fowler mingling with the crowd.

The fan event included a live screening of the Manchester derby on a giant screen. "We couldn't go to England, so them coming to us was an amazing feeling – like when you see your wife coming down the aisle." said Ceciro. Gareth added, "The atmosphere was amazing. It's like a dream come true."

Go to premierleague.com/fansabroad to see our BPL Live video

The Communities

Go to premierleague.com/communities
for more stories and videos

We all belong

Our clubs continue to inspire
young people in their communities.
We create opportunities to learn
skills for life and to love sport.

**“Premier League Kicks
is a place like home.
They supported me
when no-one else did.”**

Richard Allicock,
Tottenham Hotspur Foundation

Primary connections

We have committed to extending our Premier League schools offer to every primary school in England and Wales, using the appeal of sport to connect with and inspire girls and boys.

Generation next

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

Alongside Premier League School Sport and Premier League Reading Stars, we will be introducing resources covering topics ranging from maths and writing to healthy eating. Our digital resources will be available to all primary schools.

We will be promoting the importance of equality, as well as anti-bullying messages, helping children gain crucial skills for life, such as teamwork and resilience.

Shooting star

Captaining Prescot Primary School, Liam scored an amazing hat-trick in the Liverpool qualification rounds of the Premier League Schools Tournament. An outstanding team performance led to his school being chosen to represent Liverpool.

Liam was one of 14,000 pupils from 1,700 schools who took part in our Premier League Schools Tournament this season. This included the chance to represent a Premier League club in the finals at Everton's Goodison Park.

Teacher training

Jess Reay is a Year 2 class teacher at St John's Walham Green Primary School who has been impressed by the support her school receives from Fulham FC Foundation. Along with the 20 Premier League clubs, Fulham was one of 47 English Football League clubs supported to offer the Premier League School Sport programme.

"It's common for Primary School teachers to feel out of their comfort zone doing PE and the amount of training we receive can be minimal. Fulham's Teacher Training Programme is tailored for each person. They observe us teaching PE and then work out how to help us improve. The children benefit from sessions, which are great fun – and we can help them make better progress. I think it's really good that we have this partnership and the kids know that we are learning too."

14,000 pupils from 1,700 schools took part in our Premier League Schools Tournament.

Go to premierleague.com/schools to watch our Schools Tournament video.

A place to play

Arsenal U21 and England Youth star Kaylen Hinds grew up in an area of London where great new facilities are transforming football opportunities.

From the streets to the stadium: Kaylen's story

"I grew up around Elthorne Park and Islington and there was definitely more gang-related stuff when it was just concrete. This area means a lot to me because it's come from concrete to the facilities we have now. I've been doing the Kicks project here since I was about 11 and kids who aren't really doing much outside school come here to keep themselves out of trouble and have fun."

There's a real feeling that football investment in the area has changed people's lives. Alongside our continued belief in Premier League Kicks, we have built facilities that ensure more people have a top-class place to play.

Kaylen has now played in a wide range of venues, "I was playing at Market Road from age seven with people from lots of different areas in North London. It's changed massively and is a big improvement.

"It was a proud moment when I scored at the Emirates. My friends at Elthorne see me come from the area and I think they are proud of me – because a boy from the area has done good."

Go to preml.ge/places to watch Kaylen's video

Inspiring the next generation

Ten year old Arda was born in the same year Premier League Kicks was founded – and couldn't wait to join in as soon as he was old enough.

"I started coming to the Kicks sessions at Elthorne as soon as I was allowed, because my big brothers have been coming for ages and they love it here. I come down two times a week and I really love it too."

Market Road is one of 589 artificial grass pitches supported by the Premier League to date

"I was playing at Market Road from age seven with people from lots of different areas in North London. It's changed massively and is a big improvement."

Kaylen Hinds, Arsenal U21 and England Youth

Ten years of Premier League Kicks

Andrejus's story

Lithuanian-born Andrejus moved to the UK aged two with his parents and brother. He lived next to a West Ham United Kicks project for years and was a shy 11 year old by the time curiosity got the better of him.

"One evening I decided to go and see what the football was that I could hear going on near my house. I met George the coach, who told me how Kicks could help me develop as a footballer and as a person. He was right. It's a good vibe with the other players and the coaches at Kicks."

It's now been five years since Andrejus discovered Premier League Kicks. George says he's grown to be a fantastic role-model through the programme, which is part of a successful partnership with Sport England. As a member of West Ham's Youth Consultation Group, Andrejus also helps provide the voice for young people to shape Kicks for the future. He was proud to captain West Ham United Kicks to victory at our 10th Anniversary Kicks Cup.

"I would tell anyone who has the chance that they should join Premier League Kicks, as you learn a lot of new things that you can take with you for the rest of your life."

Over 162,000 young people have engaged in Premier League Kicks to date which is now run in 854 venues across England and Wales.

Go to preml.ge/kicks to read the full story and watch our Premier League Kicks Cup 2016 video

Premier Skills for global citizens

Liezl's story

"When I was playing football at school, my mother never had the chance to come and watch me. The one time she did manage to come, I beamed with pride. I want to use football as a tool to teach kids but also to get parents involved.

"I almost didn't make it onto the Premier Skills course. They were only supposed to take on 38 coaches but they had 72 people turn up. In the end they didn't turn us away, they made it happen for all of us and I'm so grateful for that.

Premier Skills is our flagship international community programme run in partnership with the British Council. It helps people like Liezl in Johannesburg develop their life skills – which they then in turn use to inspire others through the power of football.

"I am naturally very shy but Premier Skills has made me a more confident person. Thanks to Premier Skills I have the courage to take a leap of faith. I have been able to say to myself, 'This is what I want to do. I can take this further, I can start my own business and look after myself but I can also give back'."

We now have 9,000 Premier Skills referee and coaching graduates in 26 countries, who have in turn reached a further 1.3 million young people to date. Liezl is one of our coach-educators who is fully trained and delighted to pass on her skills to the next generation.

Go to preml.ge/skills to read more

This is Premier League

We create a League where all clubs have an opportunity to succeed, invest in their development and connect with their communities.

“There are inspiring stories all over the League. It has been a great season.”

Richard Scudamore,
Premier League Executive Chairman

Competitive and compelling

While Leicester City quite rightly dominated the headlines, the competitive nature of the Premier League meant other clubs wrote their own inspiring stories, by also claiming their highest League finishes of all time.

“We’ve got a top-class manager and a chairman who backs him. We’ll carry on recruiting top players and carry on improving.”

Ryan Shawcross,
Stoke City defender

“As we know in this League, nobody gives you anything – you’ve got to earn it.”

Eddie Howe,
Bournemouth manager

“For me, it’s important to assess our season and how we can compare with us not how we compare with another team. If we finish in the top four it’s a success because we will have improved on last season.”

Mauricio Pochettino,
Spurs manager

“Now it is a case of having the confidence to do it in the Premier League without crossing over to arrogance. That will be the big thing.”

Troy Deeney,
Watford striker

“We kept believing and working hard and to finish one position ahead of last year, we should take a lot of positives from that.”

José Fonte,
Southampton defender

Inspiring excellence

Natalie’s story

She may not fit the stereotypical mould of an elite football coach – but at just 24, Natalie Henderson is used to challenging people’s perceptions.

As part of the Premier League’s Elite Coach Apprenticeship Scheme (ECAS), Natalie is already working full-time to inspire the next generation of footballing talent.

“I could never have imagined the experiences the Premier League would give me through ECAS; studying different sports and environments at the Lawn Tennis Association and Valencia FC, watching Tom Daley train and listening to speakers from the SAS. Some of these opportunities may sound strange but all of them have proved very significant for myself and the other elite coaches to learn from.”

Go to premierleague.com/natalie to read more of her story

Building opportunity

Thomas's story

Thomas grew up in Fallowfield, Greater Manchester and left school aged 15 with no qualifications. For the next few years, he worked in a variety of jobs and ended up as an office cleaner, unhappy at work and disillusioned with working on a zero-hours contract.

"Looking towards the long-term future, I wanted a job with good career prospects and job satisfaction, which would give me skills for life. I was so pleased that I got through the assessment and interviews to work on Manchester City's project. I've now been to college and got my NVQ Level 2 in Bricklaying."

Thomas is one of 148 Apprentices who benefitted from Manchester City's commitment to using local labour in the construction of their City Football Academy – all of whom went on to secure full-time jobs or long-term apprenticeship positions. The project created 5,500 jobs and 60% of them were taken by people living in Greater Manchester.

"I'm proud of the end result and pleased I've contributed to Manchester's footballing future – and lots of my friends and family were jealous of me getting to work on this project! Having a new family, this opportunity meant all the world to me."

Go to premierleague.com/thomas to read the full story

Global appeal

It's not just in the UK that the positive effect of the Premier League is felt. Research agency Populus asked 4,000 people in eight countries around the world to rate 15 'British icons' on a range of attributes that included being admired, trusted and successful. They analysed the resulting 60,000 data points to find the 'X factor' of these great British icons.

It was good news for the UK abroad, with the Premier League, British Universities and the BBC being fantastic exports. What Populus found that sets the Premier League apart is the breadth of our appeal. The results also highlighted the League's ability to reach a younger, global audience and 84% of those polled said the Premier League makes them feel more positive towards the UK.

In Indonesia, Premier League football ranks number one in the British Icon Index. Young Indonesians are more likely to know and like the Premier League than any other iconic British export. Social media and Fantasy Football are at the heart of Indonesian fans' interaction with the Premier League and getting together to watch matches is a big social occasion.

"The Premier League has become this fast and furious, dramatic contest. Here there is a huge appetite for the League; it is so addictive and exciting that it has become an asset to the UK."

Agung,
Indonesian Chelsea fan

Go to premierleague.com/indonesia to see our fan video

Player progression

“The facilities we now have are the perfect platform for our young players to progress into the first team. It gives us another dimension to the way we want to develop our players. It really is a top-class facility at Landore.”

Nigel Rees,
Academy Manager, Swansea City

Beacon of Light

“We’re proud to be developing ‘The Beacon of Light’ – an inspiring facility right alongside the Stadium. It’ll house our new Free School as well as sports halls, football pitches and flexible education spaces. Thousands will benefit from the health and fitness, sport and play and employability opportunities.”

Lesley Spuhler OBE,
Chief Executive, Sunderland AFC Foundation of Light

Raising standards

“Having talented and highly trained match officials is vital to successful football competitions. We have appointed a new group of 18 full-time referees called Select Group 2, which doubles the number of referees who can give full-time focus to football. The aim is to create a pathway to the Premier League.”

Mike Riley,
General Manager, Professional Game Match Officials

The final standings

The competitive and compelling nature of the League saw Leicester City secure their first ever top-flight title with a record swing in points accumulated – from 41 in 2014/15 to 81 in 2015/16.

Go to premierleague.com/results to see full table

The equitable league

Our revenue distribution is the most equitable of Europe's major football leagues. This season's 1.52:1 ratio of top to bottom earning clubs is the lowest in Premier League history.

Pos	Club	W	D	L	GD	Pts	Total payment
1	Leicester City	23	12	3	32	81	£93.2m
2	Arsenal	20	11	7	29	71	£101.0m
3	Tottenham Hotspur	19	13	6	34	70	£95.2m
4	Manchester City	19	9	10	30	66	£97.0m
5	Manchester United	19	9	10	14	66	£96.5m
6	Southampton	18	9	11	18	63	£84.8m
7	West Ham United	16	14	8	14	62	£85.8m
8	Liverpool	16	12	10	13	60	£90.5m
9	Stoke City	14	9	15	-14	51	£79.5m
10	Chelsea	12	14	12	6	50	£87.3m
11	Everton	11	14	13	4	47	£83.0m
12	Swansea City	12	11	15	-10	47	£75.8m
13	Watford	12	9	17	-10	45	£74.6m
14	West Bromwich Albion	10	13	15	-14	43	£73.3m
15	Crystal Palace	11	9	18	-12	42	£72.1m
16	AFC Bournemouth	11	9	18	-22	42	£70.8m
17	Sunderland	9	12	17	-14	39	£71.8m
18	Newcastle United	9	10	19	-21	37	£72.8m
19	Norwich City	9	7	22	-28	34	£67.1m
20	Aston Villa	3	8	27	-49	17	£66.6m

Premier League clubs

Season 2015/16

AFC Bournemouth
Arsenal
Aston Villa
Chelsea
Crystal Palace
Everton
Leicester City
Liverpool
Manchester City
Manchester United
Newcastle United
Norwich City
Southampton
Stoke City
Sunderland
Swansea City
Tottenham Hotspur
Watford
West Bromwich Albion
West Ham United

UK broadcast partners

Sky Sports
BT Sport
BBC Sport

Official partners and licensees

EA Sports
Nike
Barclays
Tag Heuer
Carling
Sporting ID
Topps

UK radio broadcast partners

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