Season Review
2020/21
Welcome

The 2020/21 Premier League season was unpredictable and competitive as the COVID-19 pandemic posed considerable challenges, not only for football and wider sport, but society as a whole. Despite everything, all our clubs produced an entertaining and action-packed campaign. There were difficult times, certainly during December and January when we had to postpone matches. The safety of everybody was the priority throughout the pandemic and we adapted our protocols to ensure we could complete the season as scheduled. This would not have been possible without the hard work of so many people.

It was brilliant to see all clubs welcome supporters back for the final two match rounds of the season. I was delighted that additional funding to help clubs survive. Football brings together communities from all backgrounds and it is this diversity that has made the game stronger on the pitch. The launch of our No Room For Racism Action Plan emphasises our commitment to promote equality and tackle discrimination to ensure diversity is reflected across the game.

Our fight against racism and all forms of discrimination remains a priority. The online abuse we see players receive must stop and we will continue to challenge social media companies on this issue. We support players, managers and their families through our proactive monitoring and reporting systems and I was proud to see all clubs come together with our partners, other sports and organisations to stage a social media boycott, highlighting the need for greater action against online hate. We look forward to the 2021/22 season with optimism. Safety will, of course, continue to be the most important factor, but I can’t wait for the vibrant atmosphere at matches that only comes with full stadiums. The Premier League will not fully be back until then. I hope you enjoy this review of a unique season as we reflect on the fantastic work of all our clubs.

Richard Masters
Chief Executive
Premier League

No Room For Racism
The Communities
The Fans
The Football

Gripping drama
Stories of the season
Developing talent
Season awards
06-07
08-09
10-11
12-13
Action against discrimination
Tackling online hate
Creating positive change
14
15
16-17
Everyone’s game
Safe return of fans
Global broadcasting
Digital fan engagement
18-19
20-21
22-23
24-25
A force for good
COVID-19 community support
Inspiring the next generation
Improving physical and mental health
26-27
28-29
30-31
32-33
More than a game
Supporting the whole game
Funding the future
34-35
36-37
38-39
“We will always remember this season for the way that we won. I am so proud to be the manager here and of this group of players. They are so special. To come through this season — with all the restrictions and difficulties we’ve faced — and show the consistency we have is remarkable.”

Pep Guardiola
Manager, Manchester City

Exciting football

A season of competitive and enthralling action presented unparalleled challenges, as the Premier League and clubs demonstrated a commitment to excellence in playing, coaching and safety standards.
Gripping drama in a unique campaign

Clubs contended with continuing COVID-19 challenges to bring action-packed entertainment to a truncated 2020/21 season

After Manchester City were crowned champions for the third time in the last four years, Pep Guardiola hailed this as their toughest Premier League triumph so far.

With the ongoing COVID-19 pandemic leading to a truncated season, there were unparalleled pressures on every club.

Whereas both of City's previous title-winning seasons under Guardiola had seen them set off at a breathtaking pace, their start to 2020/21 was relatively slow. Lying 13th in the table at one point in November, they recorded 15 straight Premier League victories between December and March to take control of the title race and never looked back.

"This has been a season and a Premier League title like no other," said Guardiola after his 31st trophy as a manager was sealed with three matches remaining. "At the start of every season, the Premier League is the most important title for us. This is the one where you have to be there every three days, playing all your rivals home and away. Only by being the very best, week in week out, can you win this competition. It is a huge success."

Although 10,000 fans were back at the Etihad Stadium to see the Trophy lift on the final day of the campaign, the remainder of the League season was played without Manchester City supporters in attendance due to COVID-19 restrictions, and Guardiola had special words for supporters.

"It is so important to say a huge thank you to all our fans," he said. "In our toughest moments, we couldn't hear the crowd get behind us as usual, but we know they are with us everywhere we go and that has lifted us."

“A season and a title like no other”

13 Manchester City set a new record for consecutive Premier League away victories in a season

Competitive and captivating football

The 2020/21 Premier League season will live long in the memory for numerous reasons, with the competitiveness on the pitch evident as a record nine different teams topped the table and a number of clubs took significant strides.

While Leicester City just missed out on a UEFA Champions League spot, they achieved their highest points total (66) since winning the title in 2015/2016 as they finished fifth for the second season running. The Foxes also won the FA Cup for the first time in their history.

West Ham United remained in the running for a top-four spot until late in the campaign, with a sixth-place finish and qualification for the UEFA Europa League a considerable improvement having come 16th in 2019/20. Another club to have made significant strides is Aston Villa, who won seven more matches compared to the previous season.

Newly promoted Leeds United, back in the Premier League for the first time in 16 years, finished with 59 points, the best tally by a promoted club since 2000/01.

A triumph for homegrown talent

For the second time in three seasons, the UEFA Champions League final was contested between two English teams, with young homegrown talent playing a key role for both Manchester City and Chelsea throughout the season.

Phil Foden, Mason Mount and Reece James are great examples of players who have come through their club's ranks and established a place in world-class squads since the launch of the Premier League's Elite Player Performance Plan (EPPP) 10 years ago. The long-term strategy aims to develop more and better homegrown players through the Academy system, ensuring players have access to a varied games programme and regular high-level competition.

Foden netted 17 goals in all competitions in 2020/21, while Mount played more minutes and more matches than any other Chelsea player across all competitions, as well as winning the club's Player of the Year award. James also continued his impressive progress as he featured in 32 Premier League matches. All three have become regulars in Gareth Southgate's England squad and will be hoping to reproduce their strong club form for the Three Lions at this summer's UEFA EURO 2020.

More than a quarter of the players in the matchday squads of the Premier League clubs taking part in the 2020/21 UEFA competition finals were English, with an average age of 24.8.

42.3% Of starters in Match Round 37 were eligible to play for England. The season average of 38.2% was the highest for 12 seasons
Stories of the season

2020/21 saw protocols enhanced and introduced, while clubs remained focused on developing young talent

Pioneering protocols for player welfare

The Premier League and its clubs continued to work closely with Government, public health authorities and other relevant stakeholders to implement COVID-19 operational protocols and maintain the bio-secure environments created during last season’s Project Restart.

Strict health and safety measures remained in place to keep training grounds and stadiums as safe as possible for everybody so we could complete Season 2020/21.

The Premier League’s robust COVID-19 testing programme provided an additional layer of safety and security for all players and club staff throughout the campaign.

When infection rates rose across the country during December and January, that was reflected with an increase in positive results at Premier League clubs. In response, the frequency of testing was increased and enhanced safety protocols were brought in. These were designed to limit infections at clubs, with stricter rules on hygiene at training grounds, travel and stadiums that went beyond those previously in place.

This resulted in the figures reducing significantly in a short space of time, keeping everybody safe and allowing the campaign to be completed on schedule.

Concussion subs and heading studies

A permanent concussion substitution trial was introduced in the Premier League in February 2021 as part of IFAB’s global trial. Teams were able to make a maximum of two concussion substitutes, with the opposition able to use the equivalent number.

The League also began two studies to identify the forces involved in heading footballs. The studies will inform guidelines for heading in training at professional level which are expected to be implemented ahead of the 2021/22 season.

The Premier League also joined the Alzheimer’s Society’s Sport United Against Dementia campaign to help build awareness of dementia in our communities. This builds on the existing work carried out by clubs to increase support for fans and communities and ensure those who need it can access dementia support.

Leading the way on Academy issues

The Players’ Leadership Group was launched by the Arsenal Academy four seasons ago as a way of engaging Under-9 to Under-23 players on key issues and to ensure the voices of young people were heard.

Each season, a new set of players is elected to the group, voted in by their peers and staff. Empowered to share their views and opinions, the group helps to create a more collaborative and youth-led approach to a player’s time in the Academy.

During 2020/21, the group decided to tackle the issue of discrimination and came up with objectives to work on together. This included creating a young person-led protocol for responding to incidents of abuse when they happen on the pitch, as well as a video explaining the need for the protocol.

In spite of the pandemic, four of the young leaders developed and presented their protocol to the club’s Academy Management Team before sharing the idea with the Premier League and The FA. The League has since adapted the group’s idea and created a protocol for all Academy football, aimed at tackling discrimination and using a young person-led approach.

Arsenal’s safeguarding coordinator for men’s football Alex Hepton said: “One of our beliefs at Arsenal is that better people create better players. By helping our young people to develop the skills to communicate their thoughts, feelings and beliefs we are supporting them to succeed in football and in life.”

Big breakthrough

Aston Villa enjoyed a much-improved second season back in the Premier League, with the club also placing their faith in a number of Academy graduates.

Jacob Ramsey joined the Villans at Under-9s and had a campaign to remember after making his Premier League debut in September 2020.

“To make my first start and 21 appearances in the Premier League at the age of 19 makes me very proud and I’m thankful to all the coaching staff for giving me the opportunities,” he said.

The club also gave Premier League debuts to two more players from their Academy: Jaden Philogene-Bidace and Carney Chukwuekwa.
Developing talent

Our commitment to producing the next generation of stars is being delivered through high-standard learning opportunities for players and coaches

Helping players take the next step

Joel Bonner joined the Liverpool Academy at the age of 12 and spent four years with the club before he was released aged 15.

“It’s a really tough experience when any player is told they’re getting released,” explained Joel.

“There’s a lot of support there and there’s a strategy in place for each player when they do get released. So, I went to Loughborough University and studied Sport and Exercise Psychology.”

Now an Under-15s & 16s analyst and coach at the club he represented, Bonner is thankful for the support he received from his time in the youth set-up.

“Looking at the Academy system as a whole, there’s definitely an emphasis on developing the person and making sure that you’ve got that back-up plan, so education and schooling doesn’t get neglected.

“The support you get, just to know you’re not on your own in terms of the next steps you’re going to take, is really important.”

Evaluating the Academy experience

A survey conducted during Season 2020/21 found that parents of players at Premier League Academies believe clubs provide a positive experience with strong practices in place to support players’ holistic development.

An independent study by Sparkler, which surveyed parents of Premier League club Academy players aged between eight and 17, found 93 per cent of respondents said the overall Academy experience was positive.

The Elite Player Performance Plan, launched in 2012, enables clubs to develop both the player and the person, by providing a wide range of educational and welfare activities designed to enhance learning as well as provide life skills.

The effectiveness of this off-pitch activity was underlined by the fact that 91 per cent of parents surveyed believed clubs cared about their child’s development beyond football.

Encouraging diversity in coaching

The Professional Player to Coach Scheme was launched in 2020, aimed at increasing the number of Black, Asian and minority ethnic players who transition into full-time coaching roles in the professional game.

Run in partnership between the Premier League, EFL and PFA Charity, the programme sees up to six coaches per season start a 23-month work placement at an EFL club. One of the first year’s intake was former Aston Villa player Jon-Paul Pittman who is on a placement with Exeter City’s Academy coaching team.

“This scheme will make huge strides in opening doors and breaking down barriers,” Pittman said soon after starting the scheme.

A supportive environment to learn

Neil Ryan is in his 18th year as an Academy coach at Manchester United and says the club’s commitment to developing coaches equals its proud heritage of producing homegrown players.

The Under-18s manager has coached every age group from Under-11s to Under-19s, working with the likes of Marcus Rashford, Mason Greenwood and Scott McTominay along the way.

Neil explains how the club places great importance on investing in its coaches. This included him being supported through the Premier League's Elite Coach Apprenticeship Scheme (ECAS) in 2014/15. “The club has always been a fantastic place for coaches to develop and learn,” he reveals. “I’ve had great coaches and mentors to learn from and I’ve had nothing but support in my desire to become a better coach.

“When I have asked for help to improve, such as joining ECAS, they have fully backed me. The programme opened my eyes and was fascinating to learn how I could improve in terms of management, building relations, presentations and so forth. I still apply the skillsets I learned on a regular basis to this day.”

Making a difference every day

As assistant Under-18s coach at Crystal Palace, it’s Darren Powell’s job to not only deliver training sessions to young players, but also prepare them for life beyond the youth teams and hopefully a pathway to the first team.

It is nearly 20 years since Powell was the youth teams and hopefully a pathway to the first team.

Crystal Palace’s Under-23s won promotion to Premier League 2 Division 1 in their first season as a Category One Academy

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It is nearly 20 years since Powell was released, aged 15. “That ethos’s there and you work hard, then the opportunity is there for you,” he says.

Powell came through the Premier League’s Elite Coach Apprenticeship Scheme as part of the Black, Asian and Minority Ethnic and female coach initiative, and says it has given him the tools to really make a difference.

“Knowledge isn’t enough. It’s about how you deliver it,” he says. “The programme was massive for me. It’s helped me focus on what we can really do to enhance players’ performance.”
Permanent concussion substitution trials were introduced in the Premier League and across English football in February. With player welfare the priority, the protocols allow teams to make a maximum of two concussion substitutes, with the opposition side able to use the equivalent number.

In March, the League began two studies to identify the forces involved in heading footballs, with the aim of making the game as safe as possible for all players. The studies will inform guidelines for heading in training at professional and adult football levels which are expected to be implemented ahead of the 2021/22 season.

The Premier League also joined the Alzheimer’s Society’s Sport Against Dementia board, working alongside other sports and broadcasters to build awareness of dementia in our communities. This builds on the existing work carried out by clubs to increase support for fans and communities and ensure millions more people access dementia support.

Premier League Season Awards

Recognising the individuals whose outstanding contributions during 2020/21 earned them our seasonal honours

Golden Glove
Ederson
Manchester City goalkeeper Ederson retained the Coca-Cola Golden Glove award in 2020/21 after keeping more clean sheets than any other stopper in the League. The Brazilian recorded 19 shut-outs in 36 games, improving on his winning tally of 16 the previous season.

Manager of the Season
Pep Guardiola
Pep Guardiola was named the Barclays Premier League Manager of the Season after leading Manchester City to a third title in four years. Under his tutelage, City set a top-flight record by registering 13 consecutive away wins and also picked up a fourth successive Carabao Cup.

Player of the Season
Ruben Dias
Manchester City’s Ruben Dias was crowned the EA Sports Player of the Season following a dream debut campaign in English football. The Portuguese centre-back, who made 32 Premier League appearances, was a key part of the watertight defence that conceded the fewest top-flight goals as the Citizens marched towards the title. The 24-year-old also added the Carabao Cup and Football Writers’ Association trophies to his collection, becoming the first defender to win the latter since Steve Nicol in 1989.

Golden Boot & Playmaker of the Season
Harry Kane
Tottenham Hotspur’s Harry Kane ended the 2020/21 campaign with two prizes – the Coca-Cola Golden Boot and Playmaker awards – after recording 23 goals and 14 assists for the season. The England captain scored one and assisted another as Spurs beat Leicester City on the final day of the season, sealing his place at the top of both lists in fitting fashion. He is only the second player to have finished with both the outright most goals and assists in the competition after Andy Cole in 1993/94.

Young Player of the Season
Phil Foden
Midfielder Phil Foden’s standout performances for Manchester City have been rewarded with the Young Player of the Season prize. The 21-year-old, who made his senior England debut last September, contributed nine goals and five assists as his team stormed to the League title.

PL2 Player of the Season
Liam Delap
Liam Delap won the Premier League 2 Player of the Season award after helping fire Manchester City Under-23s to the title. The 18-year-old scored the most goals (24) in one season by a player in the competition’s history.

Goal of the Season
Erik Lamela
Erik Lamela’s magnificent ‘rabona’ finish against Arsenal was voted the Budweiser Goal of the Season. The Tottenham Hotspur midfielder swung his left foot around his right and shot through the legs of Thomas Partey to score in the north London derby at Emirates Stadium.
Ongoing action against discrimination

The Premier League and our clubs are committed to eradicating prejudice and continue to promote equality and diversity in all we do.

The commitment of the Premier League and our clubs to promoting equality, diversity and inclusion was more evident than ever this season, as we collectively demonstrated the importance of tackling all forms of discrimination.

The announcement of the League’s No Room For Racism Action Plan in February outlined a series of commitments aimed at creating greater access to opportunities and career progression for Black, Asian and minority ethnic groups in football, along with actions to eradicate racial prejudice. These build on the existing year-round action taken by the League and clubs.

Players and match officials once again wore the No Room For Racism sleeve badge on their shirts throughout the season. The League also continued to support players who took a knee at fixtures and there were more dedicated match rounds than ever to the No Room For Racism initiative, during which fans were urged to challenge and report racism.

Academies and in their future careers, whether in football or elsewhere, regardless of ethnicity or background.

Using the appeal and reach of the League and clubs, working together to help children and young people reach their potential by promoting aspiration, education and pathways to opportunities.

Continuing to take action against all forms of racism so that football is a welcoming and safe environment for all participants and fans.

Providing clubs with a clear framework for achieving and reporting progress against agreed equality, diversity and inclusion targets.

The No Room For Racism Action Plan is underpinned by the following six commitments:

- Increasing diversity in leadership positions in all areas, creating a workforce which reflects the diversity of our industry and communities.
- Increasing the representation of coaches from Black, Asian and minority ethnic backgrounds, addressing the historic under-representation of Black former players in coaching and other technical roles at senior levels in football.
- Ensuring every player has the opportunity to achieve their potential at Premier League Academies and in their future careers, whether in football or elsewhere, regardless of ethnicity or background.
- Using the appeal and reach of the League and clubs, working together to help children and young people reach their potential by promoting aspiration, education and pathways to opportunities.
- Continuing to take action against all forms of racism so that football is a welcoming and safe environment for all participants and fans.
- Providing clubs with a clear framework for achieving and reporting progress against agreed equality, diversity and inclusion targets.

Worldwide social media boycott

The Premier League, our clubs and partners joined forces with the entirety of English football – as well as other sports and organisations across the UK and globally – for a social media boycott.

This was in response to the ongoing and sustained discriminatory online abuse received by players and many others connected to football. The boycott took place over an entire match round, from Friday 30 April to Monday 3 May 2021, and sought to put further pressure on social media companies and demand change on their platforms.

1.7bn
Combined following of the accounts that joined the social media boycott

Addressing the issue of online discriminatory abuse is a priority for the Premier League and our clubs.

Following the launch of the League’s dedicated reporting system for players, managers, coaches and their family members in June 2020, one player to have utilised it is Brighton & Hove Albion striker Neal Maupay.

The Frenchman used the system to report the threatening and abusive messages he received on Instagram.

The Premier League legal team undertook a detailed investigation to successfully identify and locate the offender, before working with Neal, the club and local authorities to pursue legal action.

This resulted in a man in Singapore, Derek Ng De Ren, being prosecuted and convicted of crimes relating to harassment.

Neal said: “I would like to thank the club and Premier League for the support they showed me in this matter, and the professionalism in dealing with it; as well as the police and courts in Singapore.

“The vile and toxic abuse of which I was on the receiving end is a daily occurrence for many professional athletes and public figures, and I hope this goes some way to showing those online trolls that it is totally unacceptable and that the authorities are prepared to take the necessary action.”

The Premier League, our clubs and partners joined forces with the entirety of English football – as well as other sports and organisations across the UK and globally – for a social media boycott.

This included putting stronger preventative and take-down measures in place to stop abuse being seen or sent, protecting users by implementing effective verification and ensuring real-life sanctions for online discriminatory abuse.

The boycott came after English football wrote an open letter to Jack Dorsey, the CEO of Twitter, and Mark Zuckerberg, the founder, Chairman and CEO of Facebook, calling for an end to racist abuse on their platforms. We will continue to apply pressure until significant changes are made.

Reporting online hate

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Creating positive change together

Clubs and players continue to play a vital role in challenging discriminatory behaviour and creating an inclusive football environment

Players supported the Premier League’s ongoing action against racism this season by sharing their own experiences of discrimination to help raise awareness of the issue. Some of these stories have been added to the educational resource available to more than 18,000 primary schools through the Premier League Primary Stars programme.

Crystal Palace players Tyrick Mitchell (left) and Joel Ward were joined by women’s player Leigh Nicol as they discussed the importance of allyship and showing support for others who face discrimination. Mitchell says the threat of online abuse is one players have become accustomed to. “In the back of my mind I’m kind of prepared for it if it happens,” he said. “I shouldn’t have to think it might happen at some point. I should never have that feeling, but that’s how it is now.”

In response, Ward said: “You should never have to think, ‘Oh I’m going to prepare myself for this,’ because it shouldn’t be happening. I hope if Tyrick ever did experience it, we can have a conversation because we’re all in it together.”

Chelsea say No To Hate

Chelsea launched their No To Hate campaign following the discriminatory abuse of several of their players online. The initiative has five focus areas: Education, Social Media, Support, Awareness and Opportunity, all of which complement the club’s support of the Premier League’s No Room For Racism Action Plan.

No To Hate builds upon the work the club already undertakes to tackle antisemitism and all other forms of discrimination, and has been driven by owner Roman Abramovich.

Chelsea defender Reece James, who experienced online discriminatory abuse, said: “I think social media platforms can do more. When anything happens, they should be able to help track the person and go from there. I think more people are getting racist abuse and it only makes sense to put a stop to it.”

In May 2021, Chelsea released their own social media policy as a guide for fans on engaging with the club, players, staff and other fans online. It details the action the club will take, and asks fans to take, should they see online discriminatory abuse. Through this policy, Chelsea aim to create a social media experience that is positive, inclusive, safe and as healthy as can be.

Committed to an all-inclusive cause

The Premier League Equality, Diversity and Inclusion Standard (PLEDIS) has had a hugely positive impact since its inception in 2015, and West Ham United’s commitment to the scheme was rewarded during Season 2020/21.

The Hammers were granted the ‘Advanced Level’ status by an independent panel, underlining the club’s commitment to being a welcoming and safe space for all.

PLEDIS aims to educate and encourage all 20 Premier League clubs, including their charitable foundations and all aspects of their businesses, to develop and evolve into working environments that champion mental wellbeing, positive change and a culture of diversity.

West Ham United Vice-Chairman Karren Brady was delighted the club’s work has been recognised and emphasised the importance of increasing this over coming seasons.

Brady said: “We commit to continue listening to staff, fans and the industry, always reflecting on our approach to equality, diversity and inclusion, and going further than we already do.”

Network of support for fans

Rainbow Blades played a crucial role in ensuring fans kept connected to events at Bramall Lane – and beyond – during the COVID-19 pandemic.

Rainbow Blades is the first official LGBT+ supporters group at Sheffield United and held pre-match online social events so fans could still feel involved with the Blades’ season. They also connected with LGBT+ football supporters groups from other Premier League clubs, including West Ham United’s Pride of Irons, helping to improve and increase a sense of inclusivity and community with fans across the country.

“The socials remain a real highlight for Rainbow Blades and one of our big success stories from our first year,” said the group’s founder James Laley.

“They give us an opportunity to talk about our journeys and share what has and has not worked. Some groups have been going for five years and some, like ourselves, are just coming up to their first birthday.

“There are over 50 LGBT+ and allies supporters groups up and down the country and every one stands for the same thing: football for everyone. So why shouldn’t we be working together? It makes complete sense.”
A season largely without fans was unlike any other, but ensuring supporters around the world remained connected with the Premier League and clubs was of paramount importance.

"It has been a year like no other and a season lost to fans. A season in which the joy and camaraderie of matchday has been replaced by silence and empty seats. The three games in the season where we were able to welcome a limited number of supporters into Goodison Park were very special – and somewhat emotional. Like all Evertonians, I am counting down the days for the return of fans in substantial numbers."

Denise Barrett-Baxendale
Everton CEO
Safe return of supporters

As Season 2020/21 reached its climax and lockdown restrictions eased, overjoyed fans were able to return to stadia and watch their teams in action.

Fantastic to be part of the atmosphere

Richard Beech has been a season-ticket holder at Leeds United for 35 years and was one of a lucky number of fans to secure tickets in the club’s ballot to attend their final home game of the season against West Bromwich Albion.

“Me and my wife have been going together for about 25 years and now both my children are season-ticket holders,” said Richard. “For us all to be part of an atmosphere again was fantastic.”

The club kept fans informed of news relating to their return throughout the pandemic, something Richard believes was important.

“The people who are running the club are very proactive in the way that they communicate. I think Mr Radrizzani is absolutely superb.”

Having watched the majority of his side’s first season back in the Premier League from home, Richard is looking forward to being part of larger crowds at Elland Road next term.

“Marcelo Bielsa’s football is unbelievable to watch. I just can’t wait for 40,000 people to be in that football ground because even our players, the ones who have joined this year, won’t have seen that and it’s a great place to be.”

Maintaining a special connection

Liverpool Disabled Supporters Association (LDSA) Chairman Tommy Hutchinson has praised the club for the work it carried out ahead of fans returning for the final game of the season and their support throughout the pandemic.

Tommy was back at Anfield to see the Reds seal a UEFA Champions League spot with a 2-0 win over Crystal Palace.

“It was fantastic to be back. To get a ticket for the Palace game I felt absolutely blessed,” he said. “The feedback we’ve had from our members who went has been tremendous. We had to make sure it was absolutely safe, and everything we asked of the club, they did for us.

“The club has been in contact with us the whole time during lockdown. They’ve been great, sending us questionnaires to send out to members and keeping in contact with our secretary, asking how everyone’s been getting on.”

LDSA Secretary Ted Morris added: “To many disabled supporters, Liverpool Football Club is their entire world so the fact the club engaged with us was vital for their mental health. From day one, they engaged with the LDSA to facilitate this and we are very grateful.”

Fans at the heart

While the pandemic meant fans were unable to support Brighton & Hove Albion in person for the majority of 2020/21, they remained connected with the club through Fans Forums.

Over the course of the season the club held five of these virtual sessions with Deputy Chairman and Chief Executive Paul Barber, and further Q&A sessions with other senior staff members. These covered issues that directly impacted supporters, including plans for fans’ return and season-ticket renewals, as well as wider football issues.

“We are a community club and it’s a small but practical thing we can do to support people who mean a lot to us and who have been there for the club over many years,” said Barber.

Regular email communication and phone calls of support for vulnerable and elderly fans continued this season and the club’s commitment to its supporters was demonstrated in its flexibility around season-ticket renewals and rollovers for the Seagulls’ next Premier League campaign.

92% Of Brighton season-ticket holders have renewed for Season 2021/22

Turf Moor fans show their support

Burnley gave 3,500 fans free admission to the club’s last home match of the season – and helped out the NHS – as a thank you for their ongoing support during the COVID-19 pandemic.

Ten thousand supporters who retained their season tickets for 2020/21, and had renewed for 2021/22, were eligible to enter a ballot for a free ticket to watch the Liverpool fixture on 19 May.

Fans who were successful in the ballot were then encouraged to make a donation to the NHS following its extraordinary efforts throughout the pandemic.

Chairman Alan Pace said: “This fixture is an opportunity to reward our loyal season-ticket holders who have shown incredible support to the club throughout the pandemic.

“If supporters are able to, the club is encouraging successful applications in the ballot to consider making a donation to the NHS charities.”

Burnley fans cheer on the team at their final home match
A record-breaking season

The Premier League’s UK broadcast partners brought more football to the public than ever before in a campaign like no other.

For the first time in Premier League history, all 380 matches during one season were broadcast live in the UK.

With the pandemic resulting in two further national lockdowns, the frequency of live football broadcasts, including free-to-air matches, was a source of much-needed entertainment for millions of football fans around the country.

Matches were shown live by Sky Sports, BT Sport, Amazon Prime Video and BBC Sport, with record viewing figures and almost one billion viewer hours across live and highlights programming during the season.

Sky Sports showed a record 234 matches and achieved two of its top 10 most-viewed Premier League audiences - 4.496m for Liverpool v Manchester United and 3.386m for Liverpool v Manchester City. The former was Sky’s second highest Premier League audience of all time and the highest ever on its Sky Sports pay channels. A record 42 Sky matches drew audiences of over 2m.

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BT Sport showed a record 108 matches and achieved its three highest Premier League audiences.

More people watched Premier League coverage on BT Sport than ever before and a record 24 matches drew over 1m viewers, compared with the previous high of 15 in Season 2018/19.

Amazon Prime Video showed more matches in a season than ever before in 2020/21, streaming 30 Premier League matches. An estimated audience of more than 3m viewers tuned in to the fixture between Liverpool and Tottenham Hotspur in December.

BBC showed eight live matches, with almost 60 per cent of the UK population watching either their live or Match of the Day highlights coverage.

40% Of the UK population (26.8m people) watched live Premier League coverage in 2020/21

50 Matches drew audiences of over 2m, beating the previous record of 43 in 2019/20

8 Of the top 10 most-viewed Premier League matches of all time have taken place since the start of 2019/20

40% Of the UK population (26.8m people) watched live Premier League coverage in 2020/21

Interacting with a global audience

The Premier League worked in conjunction with its international broadcast partners throughout Season 2020/21 to develop innovative ways of engaging supporters around the world.

Former Premier League players Michael Owen and Richard Dunne were the stars of a pre-match show for Chinese partner Tencent ahead of the fixture between Manchester City and Leeds United in April 2021, interacting live with Tencent’s studio guests in Beijing as well as answering questions submitted by fans.

Linking up with India

In India, Star Sports was involved in bespoke programming tied to the 2021 Next Gen event, which underlined the Premier League and Indian Super League’s (ISL) continued commitment to developing football in the country.

Newcastle United icons Alan Shearer and Steven Taylor took part in a special show which was produced by PLP for broadcast across Star Sports’ network the day before the ISL final. The show offered a new opportunity for ISL fans to engage with the Premier League, as the former Magpies players selected some of their favourite moments of the season.

The Premier League’s ambassador for India, Ranveer Singh, was the face of Star Sports’ ‘Sunday Night Football’ campaign, promoting some of the biggest Premier League fixtures of the season which took place in prime viewing slots on Sunday evening in the country.

Breakfast in Bed for US fans

While fans in Asia watch Premier League matches at night-time, US-based supporters often get up in the early hours to tune in to live fixtures broadcast by NBC Sports.

To thank dedicated fans for their commitment, the Premier League distributed an exclusive ‘Breakfast in Bed’ kit including a Premier League-branded dressing gown, breakfast tray and mug so they could enjoy a #MyPLMorning breakfast while watching matches.

In November, 1,000 lucky Stateside fans were served up tasty Thanksgiving treats as a show of gratitude for their support.

Protecting the game from piracy

Thanks to its comprehensive anti-piracy programme, the Premier League was able to shut down the world’s largest infringing streaming app Mobdro.

The protection of copyright is hugely important to the Premier League and our broadcast partners, as well as the future health of English football. The League continues to fight against piracy of its content, working with broadcast partners and authorities to bring down illegal streams and investigate and prosecute suppliers of illegal streaming devices.
Bringing fans into the action

Exciting opportunities to interact with the Premier League helped engage our global audience

Hall of Fame honours our legends

Alan Shearer and Thierry Henry became the inaugural inductees of the official Premier League Hall of Fame, which was launched to recognise and celebrate the exceptional skill and talent of individuals who have played in the League since its inception in 1992.

Shearer, the League’s all-time top scorer having netted 260 goals across 14 Premier League seasons, said: “When you look at some of the unbelievable players to have graced the Premier League – week in, week out, year in, year out – I feel very honoured to join the Hall of Fame.”

Four-time Golden Boot winner and Arsenal’s record goalscorer Henry said: “If you asked me at the start of my career about entering the Hall of Fame, I wouldn’t have believed you. It’s an amazing honour.”

The next six players to receive the Premier League’s highest individual honour were voted for by the public and Premier League Awards Panel from a shortlist of 23. David Beckham, Dennis Bergkamp, Eric Cantona, Steven Gerrard, Roy Keane and Frank Lampard all took their place in the Hall of Fame in 2021.

An expanding Fantasy world

The popularity of Fantasy Premier League (FPL) continued to grow in 2020/21, with a record 8.2m managers, a 10 per cent increase on the previous season.

Fans in India were able to take part in the Star Sports Cup, the first bespoke FPL cup competition introduced for one of the League’s international broadcast partners.

With Star Sports promoting the tournament, 262,144 fans in the country took part, which represents almost all the Indian FPL players.

Following a successful first outing, this will provide the blueprint for similar competitions run in conjunction with other international broadcast partners.

8.2m
A record number of Fantasy Premier League managers

ePL enthralls competitive gamers

The third season of ePremier League (ePL) attracted thousands of EA SPORTS FIFA 21 players, with Manchester City’s Shaun ‘Shellzz’ Springette sealing a memorable triumph in a thrilling climax to the tournament.

Having narrowly missed out on the live finals in 2018/19, before reaching the quarter-final stage in 2019/20, Shellzz (above) displayed impressive nerve to win his first major esports trophy. He beat ePL newcomer and World No3 Xbox player, Leeds United’s Olle ‘Ollelito’ Arbin, in the grand final on a penalty shoot-out following a 6-6 draw.

“It has been a long ride to get here and I’m so happy to be able to call myself ePremier League champion,” he said. “I have done a lot of work on the mental side of my game and it’s paid off.”

This year’s finals were hosted from the Gfinity Arena in London as gameplay took place remotely for the second season running due to the COVID-19 pandemic. The tournament’s growing popularity was evident, with the finals broadcast live in the UK by Sky Sports, BT Sport and BBC Sport, as well as being shown around the world by 21 of the League’s international licensees. Fans could also watch on the Premier League’s digital channels.

Success in China

The first international ePL event took place in May, with ePremier League China – in association with our broadcast partner Tencent Sports and lead partner EA SPORTS – bringing together some of the best Chinese gamers alongside hand-picked content creators and influencers on EA SPORTS FIFA Online 4. All 20 Premier League clubs were represented, with Chelsea victorious.

To coincide with the start of ePL China, the Premier League launched an official channel on video-sharing platform Bilibili, providing fans in the country with a range of long-form video content.

This came after the Premier League was named the No 1 online European league in China for the third successive year in the Red Card report, as well as becoming the most-viewed football account on Douyin, the Chinese version of popular video-led social media platform TikTok.
The role of Premier League clubs within their communities is always important and that special connection has been particularly vital during COVID-challenged times.

“A force for good

“In donating our Centenary Pavilion as a vaccination centre for Leeds, along with a cohort of volunteer Leeds United staff to assist with stewarding, we have played our part in helping our city return to normality as quickly as possible. We are proud to have been able to support the national vaccine effort.”

Angus Kinnear
CEO, Leeds United

The Communities

A force for good

The role of Premier League clubs within their communities is always important and that special connection has been particularly vital during COVID-challenged times.
Serving the community

Premier League clubs continued to play a key role in society by bringing much-needed support and relief to their local region in times of need.

Providing food and education resources

In January, the Wolves Foundation launched their Feed Our Pack initiative, with the aim of helping to reduce the effects of food poverty and to support residents of Wolverhampton impacted by the COVID-19 pandemic.

Funded by a £250,000 grant from the Premier League PFA Community Fund and a personal donation from Head Coach Nuno Espirito Santo, the activity supports local food banks and ensures children most in need receive meals outside of term-time to combat ‘holiday hunger’.

Head of Wolves Foundation Will Clowes said: “The simple objective is to increase the volume of food distributed through the food banks. Then from a school point of view, it’s working closely with families during these difficult times, to make sure they have everything they need. Not only food, but education resources and physical activity opportunities, when restrictions allow.”

Club captain and Wolves Foundation ambassador Conor Coady helped staff with the assembly of food packages at Molineux and said: “This goes to show how important this football club is in the city and how important the city is to the football club.

“We are lucky to get to play football during the pandemic when people can’t go to work and can’t do things that they want to do.

“We understand the privileges we have got, so if there is anything we can do to give back, like with the Wolves Foundation and this project, then we will always do our best to help.”

Connecting generations

The Saints As One campaign launched in 2020/21 to demonstrate Southampton and Saints Foundation’s ongoing support for their community, most notably for isolated or vulnerable people during the pandemic.

Over the festive period, as part of their continued outreach work, the Foundation sought to connect generations. Pupils on the Premier League Primary Stars programme at Foundry Lane Primary School were encouraged to create and share homemade Christmas cards with participants on the Senior Saints programme.

As part of one of their weekly check-in calls, the Senior Saints group shared their cards and the heartfelt messages from the children. “Dear Jenny,” one wrote, “I know you can’t see your family because of coronavirus but hopefully you can see them soon. Please remember to be happy even when you’re not because you are amazing!”

Through the campaign more than 88,000 minutes of one-to-one calls with older adults have also taken place. This activity is just one of the ways in which Saints Foundation stayed connected to those in their community during the pandemic.

Tottenham Hotspur welcomed NHS staff from both the North Middlesex University Hospital and Whittington Hospital to their stadium in May, giving them the opportunity to play on the pitch.

Club legends Gary Mabbutt and Ossie Ardiles took charge of the hospital teams for the activity, which was a thank you to the medical staff who have continued to support the local community during the pandemic.

Tottenham Hotspur and their partners’ ongoing help for both hospitals during COVID-19 included North Middlesex moving its Women’s Outpatient Services to the stadium in April 2020. That service alone saw more than 41,500 appointments delivered at the stadium.

The on-pitch activity saw North Middlesex run out 4-3 winners and Sonny Driver, captain of North Middlesex University Hospital, said: “The past year has no doubt been a challenge but having the opportunity to step away and play on an iconic pitch which is home to football legends was an incredible experience – one that we will never forget.”
Inspiring the next generation

COVID-19 lockdowns affected the education of many young people but the Premier League and our clubs continued to support families and teachers with innovative and exciting content to aid home-learning.

Discussions on diversity

Education around diversity remains a vital part of the work delivered through the No Room For Racism Action Plan.

In October, a new suite of free resources and videos around race, heritage and allyship were released to encourage conversation among primary school-aged children.

The videos included players’ own experiences of discrimination and the support they have had from others when faced with this.

One of the players to take part was Leicester City’s Hamza Choudhury (right), who said: “Not everyone’s cultures are the same but it’s okay to be different. I feel that was very much a big part of my upbringing. It’s okay to be who you are and it’s everyone’s duty to accept that.”

Check-in with Chelsea

The Chelsea Foundation launched their Check-In programme to support the wellbeing of children who had been learning remotely during lockdowns and were returning to the classroom.

The sessions, run as part of Chelsea’s Premier League Primary Stars delivery, enabled pupils to ‘check-in’ with a member of Foundation staff who supported them with their return to full-time education, while encouraging them to take part in daily physical activity.

One of the schools working with the Chelsea Foundation was Holy Cross Primary in Fulham. Teacher Anna Banner said: “The children have loved the sessions. Some of the tasks covered things we had learned previously so it was nice for the children to recap and feel that they were able to complete the tasks, but also to take their learning further.”

Positive role model

Premier League Inspires launched in 2019 with the mission of inspiring children and young people to develop the personal skills and positive attitudes to succeed in life. It uses the power of football to support marginalised or vulnerable 11-to-25-year-olds through the education system and early adulthood.

This season, 31 Premier League and EFL club community organisations have run Inspires sessions at their stadiums, or in local schools or education settings.

Mr Thomas, a teacher at Elmgreen School in West Norwood, London, says the scheme has been a massive help to his pupil Franklin (right), who has been having one-to-one sessions with Fulham FC Foundation Inspires coach Richard Morris.

“Last year we had a few issues with Franklin struggling to work with others,” said Mr Thomas. “He’s very competitive, and sometimes that spilled over into the classroom, but it’s a totally different story now. He’s matured and Inspires has helped him work much better as a team member and his behaviour issues have considerably dropped.”

Franklyn has seen the change in himself too. “Inspires helped me enjoy school more,” he explained. “Since I’ve been on Inspires my behaviour has got better and my communication is better as well. It feels good to be seen as a positive role model.”

A decade of community support

The Premier League celebrated the positive impact of football clubs in their communities when the Premier League Charitable Fund (PLCF) marked its 10-year anniversary during 2020/21.

The PLCF was established in 2010 to distribute funding provided by the Premier League to professional football club community organisations across England and Wales, supporting them in their delivery of local outreach initiatives.

One young person who has been involved in these initiatives is Ryan Johnson, a huge West Bromwich Albion supporter. Ryan has become a regular attendee at the Premier League Kicks sessions, run by The Albion Foundation, and his social skills and self-confidence have both improved dramatically since becoming involved.

Ryan has been named the winner of The Albion Foundation’s Kicks Participant Award and continues to regularly benefit from the programme.

Ajay Gill, Ryan’s PL Kicks coach at The Albion Foundation, said: “Being at the Kicks session has brought him outside of his comfort zone. He’ll turn up and interact with people that perhaps he wouldn’t normally have the opportunity to in his day-to-day life and he does that fantastically well.”
Making a positive difference

Helping to fund Holiday Camps

Premier League Kicks began in 2006 and sees clubs work together with young people, local police forces and other stakeholders to help build stronger, safer and more inclusive communities.

The continued community support for young people was more crucial than ever during the pandemic and led to the Premier League and Barclays partnering to fund Premier League Kicks Holiday Camps. This additional funding enabled 70 professional football club community organisations across England and Wales to enhance their Kicks delivery. They provided those most in need with nutritious meals and access to positive activities during the Christmas and Easter school holidays.

Supporting Kicks kids during Ramadan

Burnley FC in the Community (BFCitC) supported its Muslim Premier League Kicks participants throughout Ramadan, providing refreshments to those who had been fasting.

Through their delivery of the community programme, BFCitC provides free football, cricket, dance, multi-sports and educational workshops to local young people. Umar, who attends football sessions at Burnley's Leisure Box every Friday, said: “It was a really nice touch that they provided us with refreshments and something we all really appreciate. They understood we need longer, extra breaks and haven’t pushed us too much during the session.”

Building confidence with Kicks

The Newcastle United Foundation has been running girls-only Kicks sessions to encourage more females to participate and stay engaged in sport and physical activity.

One of the attendees at their weekly sessions is Kacy, who started attending in 2017. She is now part of a local grassroots club and works with Newcastle United Foundation coaches to help lead Kicks sessions.

“What I really like about the sessions is that you get to communicate with a lot of people and grow bonds,” she said. “I was a bit shy at first but once I got into it, it became more fun and there were more things to learn.”

Supporting mental health

To celebrate Mental Health Awareness Week in May, Everton in the Community (EitC) launched the ‘Out of the Blue’ initiative aimed at supporting participants’ mental health and wellbeing.

The six-week long online education course gave participants the opportunity to speak to experienced counsellors and therapists about a range of topics including self-esteem, dealing with stress and pressure and addictions.

Out of the Blue is the latest wellbeing initiative from EitC which aims to support individuals’ mental health. It complements the monthly drop-in service and the charity’s 13 other mental-health focused programmes, including their Veteran’s Hub project.

“The need to speak to each other, check in on friends, check in on our family and let people know that you care for them, are here for them and give them that feeling of belonging,” said Everton midfielder Tom Davies.

EitC is committed to promoting positive mental health and is due to start construction on a purpose-built facility, The People’s Place, close to Goodison Park in the coming months. This will become a delivery site for the charity’s existing mental health programmes, enable signposting to other services and deliver support relating to suicide awareness and prevention.

Davies offers wellbeing insight

Tottenham Hotspur defender Ben Davies was one of the Premier League players who opened up about the ways he stayed positive during the challenging times prompted by COVID-19.

As part of the Premier League’s #StayWell hub, which was set up to offer resources on promoting positive mental health during the pandemic, Davies was one of several players speaking about the importance of looking after mental wellbeing.

The Wales international believes physical exercise can have a huge role to play and also did his best during lockdown to stay in touch with his family, friends and help his elderly neighbour.

“Even on days off, sometimes where I felt a bit lost or a bit lonely, I always found that exercising helped me, especially during lockdown when there wasn’t much to do,” he said.

“I was always helping out my elderly neighbour as well. We did his shopping, helping out with his transport needs and his appointments.”
We’re proud of our roots as a working-class club in east London, the foundations of which lie deep in the local community. By the end of this year, we will have invested £28 million across our local communities via our Players’ Project, inspiring, educating and responding to those most in need during these unprecedented times.

Karren Brady
Vice-Chairman, West Ham United

More than a game

Thanks to the success of the competition, the Premier League is able to deliver a wide range of economic and social benefits.
Supporting the whole game

The Premier League and our clubs have a significant impact on communities across the football pyramid while continuing to generate economic benefits through tax revenues and employment.

Premier League and club activity generates a wide range of economic benefits. Our most recent study in conjunction with EY, based on Season 2019/20, showed this remained the case despite the significant financial impact of COVID-19.

In the first season of a new three-year broadcast cycle, which was heavily disrupted by the pandemic, Premier League football contributed £7.6bn in economic activity to the UK (GVA), which has risen from £3.4bn in 2013/14.

The League and our clubs made a total tax contribution of £3.6bn in 2019/20, providing an additional £300m compared to the previous EY study three years ago. Players accounted for a sizeable direct contribution to the Exchequer, paying an estimated £1.4bn in income tax, national insurance and VAT.

The Premier League supported 94,000 jobs in the UK, with 12,000 of those directly employed by the League and clubs. Over Season 2019/20, clubs also invested £399m in capital projects including infrastructure and facilities development, which contributed to the wider support of employment.

The Premier League funding distribution model means the League and its clubs provide world-leading levels of financial support to the football community through solidarity, youth development and wider community and good causes contributions.

Clubs across the pyramid have continued to face significant financial challenges as a result of COVID-19. In December 2020, the Premier League announced a relief package to support EFL clubs and ensure no club need go out of business due to the pandemic.

A fund of £50m in the form of a grant and monitored grant payments was agreed for League One and Two clubs as well as the Premier League committing to assist the EFL in securing a loan facility up to the value of £200m for Championship clubs to utilise interest free. This is in addition to the existing solidarity payments, youth development grants and community funding provided for all EFL and National League clubs.

Season 2020/21 also included additional support for lower-league clubs to prepare for the resumption of football and get grounds ready for the return of supporters.

More than 1,000 football clubs across 65 leagues in England and Wales, including women and girls’ football, received more than £5m from the Premier League through the Matchday Support Fund, awarded through the Football Stadia Improvement Fund (FSIF).

This investment followed the provision of the Pitch and Club Preparation funds last season, which saw £8.7m awarded in grants from the Premier League, The FA and Government via the Football Foundation.

The Pitch Preparation Fund helped improve more than 9,500 football pitches with 33,153 football teams benefitting. Club Preparation grants were provided to more than 3,000 clubs to improve and modify their club facilities to help them complete their seasons.
Funding the future

Working alongside our partners, the Premier League is committed to investing in clubs and communities throughout the football pyramid to deliver a positive legacy.

Building facilities to benefit all

Thanks to a £2m investment by the Football Foundation – the Premier League, The FA and Government’s charity – a new community hub will open just a five-minute walk from St James’ Park in 2022.

NUCASTLE will be the main hub of the Newcastle United Foundation and aims to attract more than 100,000 visitors annually. The Football Foundation funding will go towards the cost of building the centre, which will include a 4G rooftop pitch, a multi-purpose sports hall, classroom facilities and accessible changing areas.

“It’s amazing to see the development at NUCASTLE so far, especially as we know how important the finished building is going to be to people around the city and from all over the area,” said Newcastle United first-team player Sean Longstaff, who joined his brother Matty and other guests at the construction site in May.

Making an impact with improvements

For more than 20 years, clubs throughout the football pyramid have benefited from Premier League grants to improve the comfort, safety and accessibility of their grounds via the Football Stadia Improvement Fund (FSIF).

Ilkeston Town, who play in the Northern Premier League Division One, received £150,000 from the FSIF for ground improvement and upgrade works including walkways, dugouts and a pitch perimeter barrier.

Ilkeston Town’s New Manor Ground

Club Operations Manager Mark Frost said: “Our FSIF grant has made a huge impact on both the club and wider community. COVID hit our attendance numbers, but it is very apparent the upgrades have led to an increase in younger spectators, while still serving the older supporters of the club.”

Since 2000, investment by the Premier League into the FSIF has provided almost 6,000 grants worth £167m. This has supported 1,510 clubs across 59 leagues.

9,958 Facilities funded by the Football Foundation since 2000

Ilkeston Town’s New Manor Ground

Final Standings 2020/21

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Ilkeston Town’s New Manor Ground

To read more and to watch our videos please visit premierleague.com/season-review