

PREMIER LEAGUE YOUTH DEVELOPMENT



STEVE HETZKE

The Premier League

THE BIGGEST LEAGUE IN THE WORLD?

Attendance (2006/07 Season)

Average Attendance 34,459

Average Utilisation 92.4%

Total Attendance 13.1m

Support

20m people (43% UK Adult Population) watch football on television

14m people (30% UK Population) support a Premier League football team

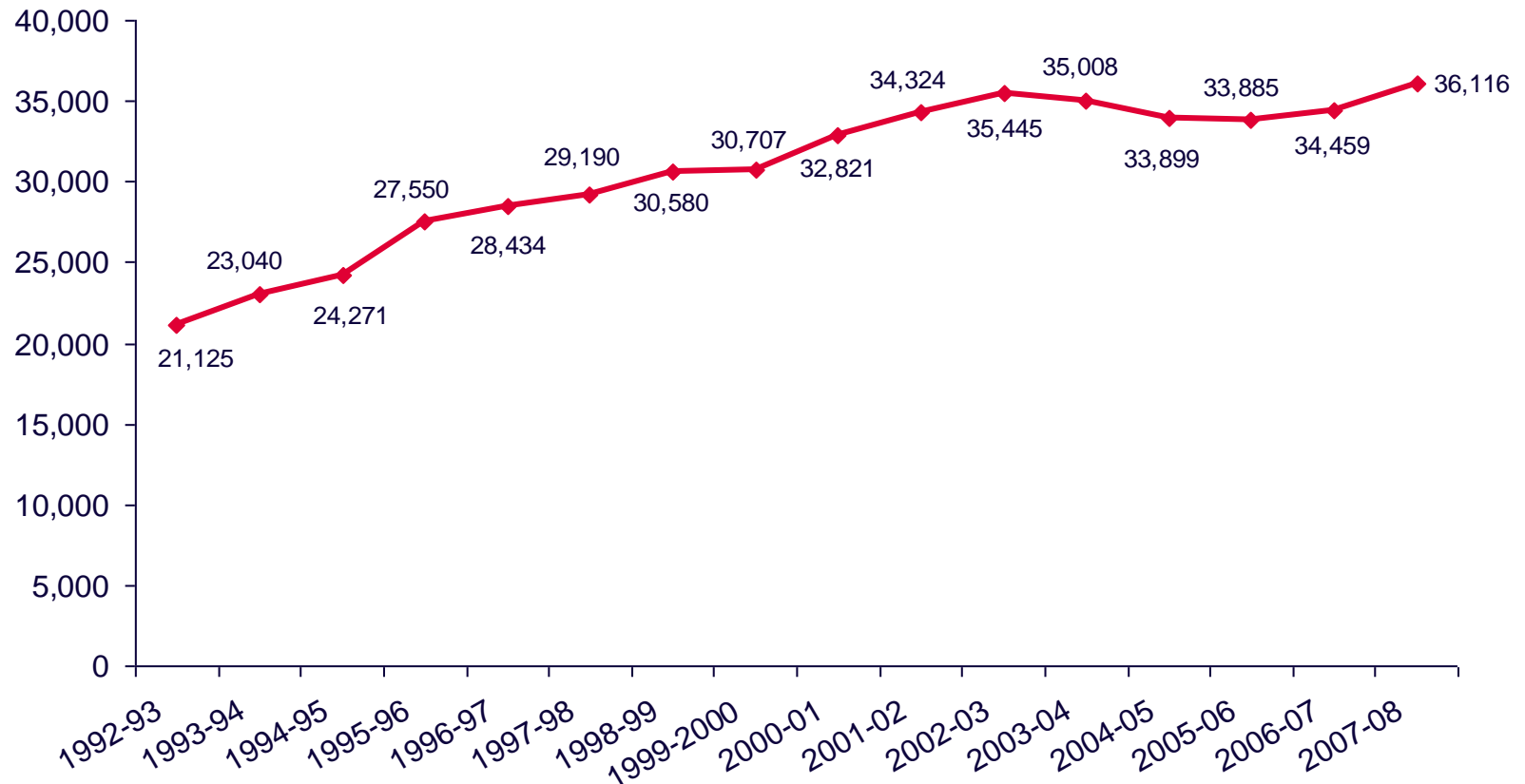
Turnover

£595 m (forecast £940m 07/08 season)

AVERAGE ATTENDANCES

71% higher in 2006/07 than in the Premier League's first season

Average attendance per match



THE BARCLAYS PREMIER LEAGUE IS THE BIGGEST CONTINUOUS ANNUAL SPORTS EVENT IN THE WORLD

Event	Frequency	Duration	Reach
Barclays Premier League	Annual	380 matches over 9 months	Global
Formula 1	Annual	17 races over 8 months	Global
World Cup*	4 yearly	64 matches over 4 weeks	Global
Euro 2008*	4 yearly	31 matches over 3 ½ weeks	Global
Champions League*	Annual	125 matches over 9 months	Global
Olympics	4 yearly	2 ½ weeks	Global
NFL*	Annual	267 matches over 5 months	Primarily N.America

- No other sports platform provides brands with as much coverage throughout the year, every year
- Whilst other events may from time to time have audience peaks greater than the Barclays Premier League's, across the fullness of time no other property is able to provide the same degree of continuity and longevity of exposure for brands

*Qualification and pre-season matches for these competitions are not included in this analysis
Source: Connexus PreciSion

TV COVERAGE – Season 2006/07

Global footprint (UK and non-UK combined)

- Barclays Premier League broadcast in 203 territories
- 611m homes receive the channels broadcasting Barclays Premier League footage
- Average cumulative audience of 82.3m each week throughout the season
- Total global cumulative audience across the season as a whole of 3.13bn

Source: Connexus PreciSion/Premier League/TNS Sport

HOUSEHOLD REACH

The Barclays Premier League is broadcast on channels available in 611m homes around the world



TV AUDIENCE DELIVERY BY CONTINENT - Season 2006/07

Cumulative audiences for Barclays Premier League broadcasts



TOP 20 BARCLAYS PREMIER LEAGUE PLAYER NATIONALITIES

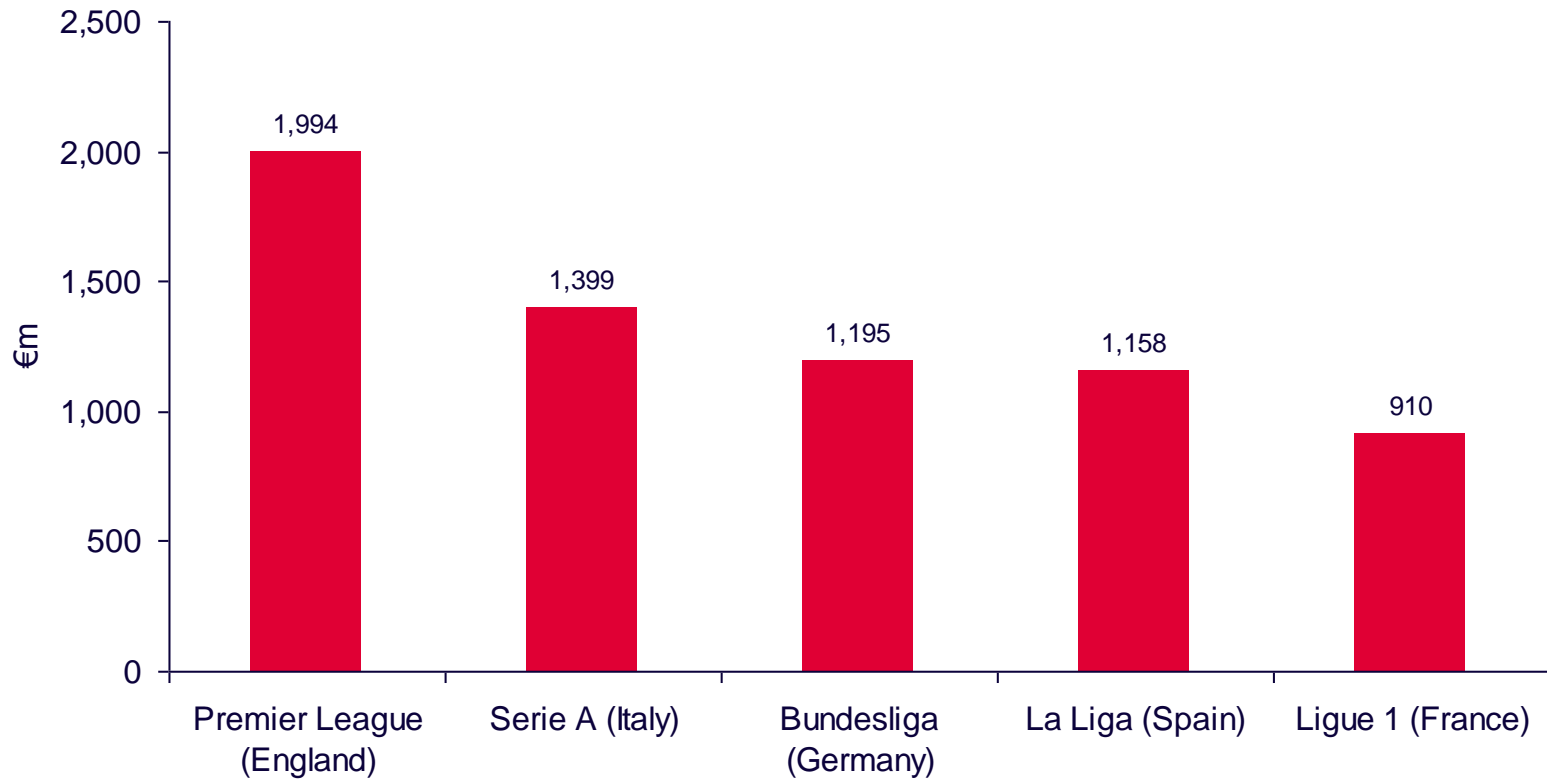
Rank	Nation	No. of Players	Rank	Nation	No. of Players
1	United Kingdom	445	12	Sweden	11
2	France	59	13	Brazil	10
3	Ireland (Eire)	45	14	Denmark	10
4	Spain	27	15	Poland	9
5	Holland	21	16	Switzerland	9
6	Australia	15	17	Hungary	8
7	Germany	15	18	Norway	8
8	Nigeria	15	19	Finland	7
9	Portugal	14	20	Argentina	6
10	USA	13		Other	118
11	Italy	12		TOTAL	877

Source: Premier League

TOTAL REVENUE 2005/06

The Barclays Premier League is the most commercially successful league in the world

Total revenue 2005/06



Source: Deloitte Annual Review of Football Finance 2007

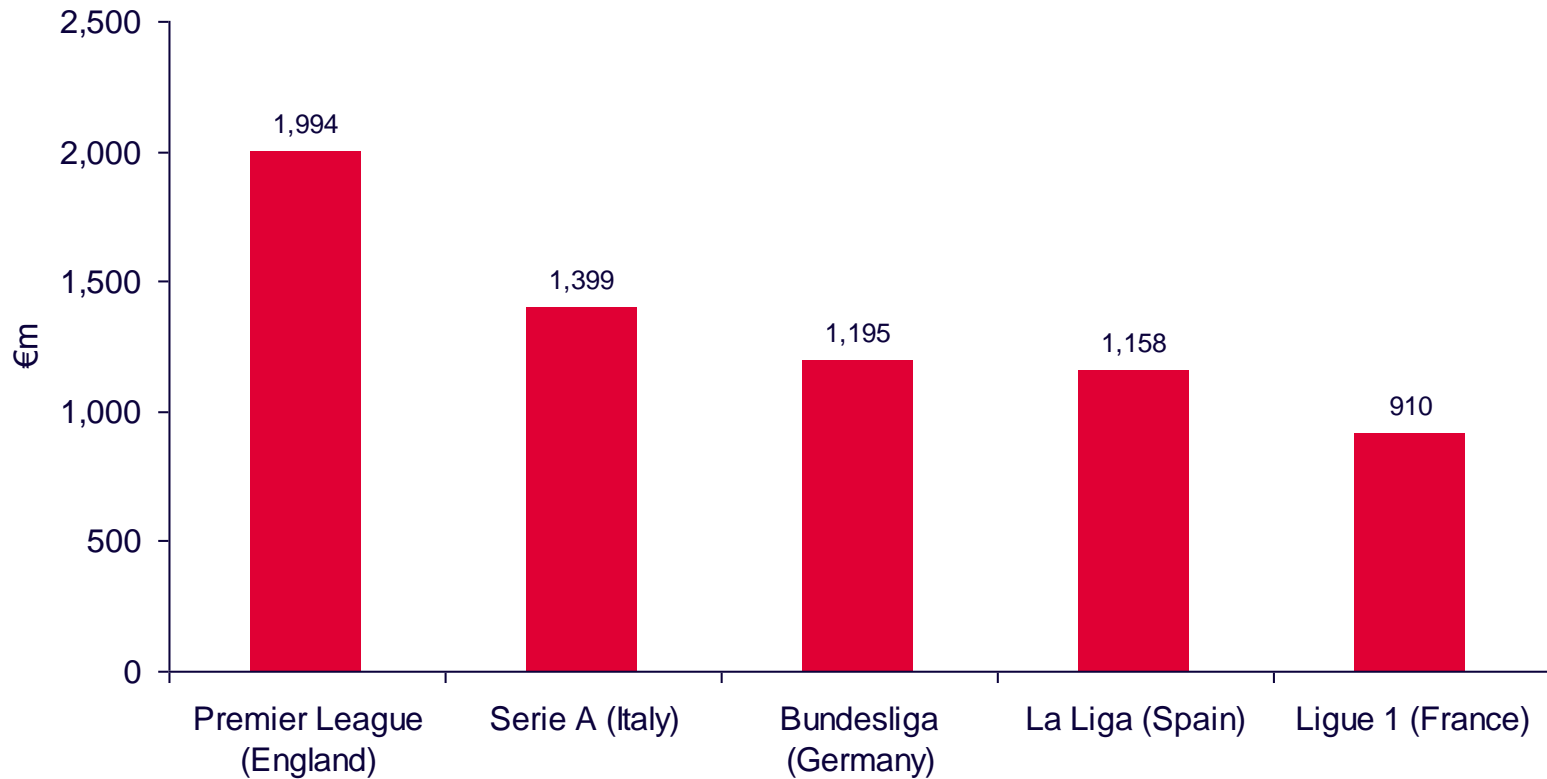
THE COMMERCIAL LANDSCAPE

FIFA	15 Category Partners	£20 - £30m
UEFA	4 Category Sponsors	£12 - £15m per year
THE FA	5 Category sponsors	£5 - £10m per year
CLUB	Shirt Sponsor	£1m - £15m per year
PREMIER LEAGUE	Title Sponsor	£19m per year

TOTAL REVENUE 2005/06

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Total revenue 2005/06



Source: Deloitte Annual Review of Football Finance 2007

PREMIERLEAGUE.COM

2.8m Unique users per month

2m Registered Users (70% International)

1m Visitors passed to Club Sites per month

1.5 Registered Fantasy League Teams

WHY YOUTH DEVELOPMENT?

Vital to the wellbeing of the game.

Clubs must operate a Youth Development process to take part in U.E.F.A. Competitions. Academies represent the 'gold standard'.

Represents sound business practice

Provides senior technical management with first class information regarding character, technical strengths and weaknesses of players.

Home grown products tend to have a close attachment and connection to 'fans' and the community of the Club.

THE PREMIER LEAGUE YOUTH DEPARTMENT

MISSION STATEMENT

**TO PROVIDE THE HIGHEST STANDARD OF INFRASTRUCTURE
IN YOUTH FOOTBALL TO ENABLE CLUBS TO PRODUCE THE
BEST POSSIBLE PLAYERS.**

BACKGROUND 1984-1998

Increase in realisation of the importance of Youth Development.

Programme for Excellence and National School at Lilleshall National Sports Centre introduced in 1984.

Club based Centres of Excellence.

Number of boys allowed to be registered:-

- U9-U12 years 60 (20 per age group)
- U13-U14 years 45
- U15-U16 years 30

Cont...

Three categories of players:-

- A Programme for Excellence/Centres Football
 - B Schools Football
 - C Junior Football
- (boys only allowed to play in two categories
ie AB or BC)

Registration

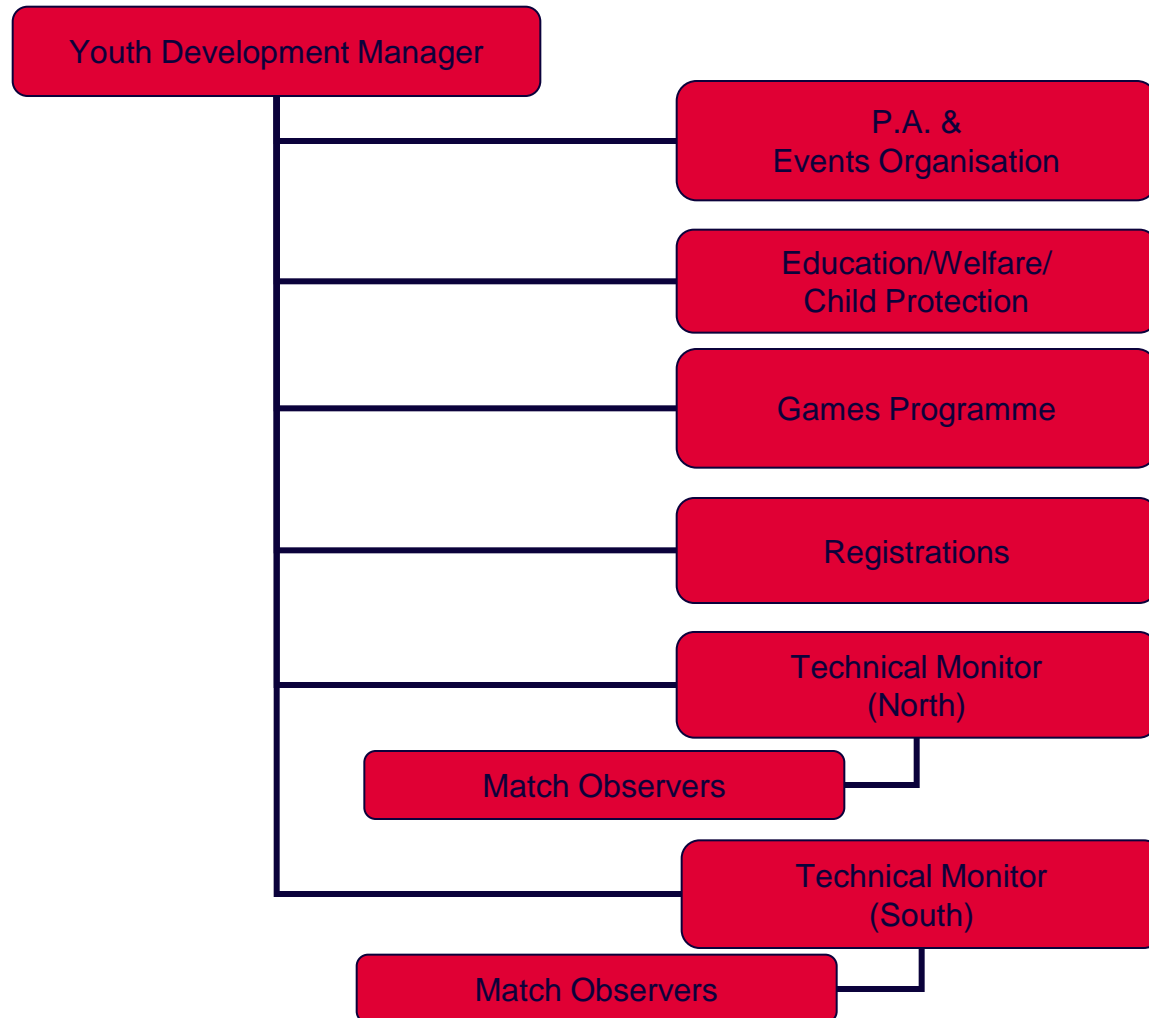
- | | |
|---------------|---------------------|
| - 9-12 years | annual registration |
| - 13-14 years | two years |
| - 15-16 years | two years |

(1 hour travel restriction in first two age ranges)

Cont...

- 1996 The F.A. Premier League Youth League was formed Under 18 with 3 under 19 players allowed 16 Clubs involved.
- 1997 Howard Wilkinson appointed Technical Director of FA.
- 1997 FA produces The Charter for Quality.
- 1998 Start of Academy system.
 - Clubs apply for Licences which are valid for five years and based on agreed criteria for facilities and staffing.
 - Number of Academy Clubs per Season Since Introduction
 - 1998/1999 34
 - 2004-2007 41

DEPARTMENT STRUCTURE



RULES AND REGULATIONS

- Licence criteria
- Player eligibility
- Staff
- Facilities
- Monitoring

CRITERIA REQUIRED BY A CLUB TO OBTAIN A LICENCE

Facilities and Accommodation

Grass pitches as set out in the following table of the various sizes specified by the Board under the provisions of Rule N.95.

<u>Number of Teams</u>	<u>Number of Pitches</u>
5-6	3
7-8	4
9	5
10 or more	6

1 outdoor Artificial Surface pitch

Cont...

1 indoor playing area measuring 60 yards by 40 yards.

Adequate medical treatment and examination areas

Changing rooms equal in number to the number of teams (including visiting teams) playing at the Football Academy at any one time so that each such team has exclusive use of a changing room.

Adequate washing and toilet facilities for the exclusive use of Students registered there.

Separate adequate washing and toilet facilities for the use of visiting teams.

Cont...

Separate adequate changing rooms and washing and toilet facilities for the exclusive use of Match Officials.

Separate adequate changing rooms and washing and toilet facilities for the exclusive use of physiotherapists and coaches employed at the Football Academy.

Adequate homework and study area for 40 students.

Parents' lounge.

Computerised registration and Student records.

Email and Internet links to the FA and the League.

Cont...

Staff Requirements

1 Academy Manager (full-time) who shall hold a current Academy Manager's Licence.

1 Assistant Academy Manager for age group U9 to U16 inclusive (full-time).

1 Chartered Physiotherapist (full-time).

1 full-time Physiotherapist who shall hold the FA's Diploma in the Treatment and Management of Injuries.

Cont...

1 Head of Education and Welfare (full-time) who shall be a qualified teacher who has taught at a primary or secondary school or tertiary college.

1 qualified medical practitioner (on call).

A sufficient number of coaches (full or part-time) to provide a minimum of one coach to every 10 Students for each coaching session.

A specialist goalkeeping coach (full or part-time).

GAMES PROGRAMME

U9-U11 – Primary; Small-sided

U12-U16 – Secondary; 11v11

U18 – Academy Youth League

Reserve Football – Link with Academy

REGISTRATION

The maximum of registered Students permitted by a Club at any one time are as follows:

Age groups U9 - U14 inclusive 30 in each age group

Age groups U15 and U16 inclusive 20 in each age group

Age groups U17 to U21 inclusive 15 in each age group

NB U9-U12 must reside within 60 minutes travel time of the Academy

U13-U16 must reside within 90 minutes travel time of the Academy

Cont...

U9, U10, U11 & U12	–	1 year registration
U13 and U14	–	2 year registration
U15 and U16	–	2 year registration

CODE OF CONDUCT

Written agreement between Academy, Student and Parent which sets out the roles and responsibilities for the three parties as well parameters of the programme for the Student.

TECHNICAL PROGRAMME

- Club ownership of technical programme
- FA responsible for coaching qualifications
- Games designed to be extension of technical training programme

Cont...

QUALIFICATIONS

Assistant Academy Managers shall hold an F.A. Youth Coaches Certificate or U.E.F.A. A Coaching Award.

Other coaches employed at Football Academies shall hold an F.A. Youth Coaches Certificate or U.E.F.A. B Coaching Award.

EDUCATION AND WELFARE

School age (9-16 years)

Scholarship (16-18 years)

Young Professional from (17 years)

Dedicated full-time Club role of Head of Education and Welfare

ASE – ADVANCED APPRENTICESHIP SPORTS EXCELLENCE

The Framework consists of a number of distinct components studied over a two year period:-

The NVQ (Level 3) Sports Excellence requires players to record evidence of their real work experiences at the football club.

The second component is generally based away from the Academy within a traditional College. Players study a sport related qualification at Intermediate or Advanced level up to 12 hours per week.

The third component requires players to provide evidence of competency for key skills including communication and numeracy.

Cont...

Academy players studying the Advanced Apprenticeship study for 12 hours per week over the 2 year Scholarship period.

The programme includes well respected qualifications which will be of value should players not achieve a professional contract.

The content is designed to educate players in areas highly relevant to Elite Sports Performance.

CHILD PROTECTION

Child Protection paramount, separate Rules section

- Club's Child Protection Policies and Procedures
- Registration with Criminal Records Bureau
- Childrens' Officer

ASSESSMENT TRIALS

Event is designed to provide released players with an opportunity to extend their football career.

2004 U19/U18 Assessment Trials:-

Held centrally to secure best potential audience of Club scouts.

Clubs represented are not only from within England but from other home nations, European teams and American universities.

5 players remained at their registered Clubs and signed a contract.

12 players went to another Club and signed a contract.

18 players were registered at another Club as a Non-Contract player.

7 players fulfilled their third year scholarship at another Club.

13 players had their registrations transferred abroad (outside England).

Of the 80 boys that attended the trials 55 were successful in obtaining some form of registration at another Club. This represents approximately a 69% success rate.

SUMMER FESTIVAL

Every Summer a programme of pre-season games are organised for Premiership Football Academies against top European clubs. Past involvement included:- Ajax, Sporting Lisbon, Copenhagen, PSV Eindhoven, Feyenoord, Bayer Leverkusen. In 2006 teams from Asia participated including the Korean U20s.

The programme is organised over a period of 4-5 weeks for age groups U19/U18, U16, U14 and U13. All games are played at Academy grounds.

The exercise is one of development and experience not one of results and awards

CURRENT ISSUES;

1) GRASS ROOTS DEVELOPMENT

Role of FA

Academy links with grass roots:

Development Centres

Football in the Community

Skills Coaches

Pre-Academy

2) U.E.F.A. LICENSING

European youth standard

Squad size

‘Home Grown’ player debate

3) HOME GROWN DILEMMA

4) INTERNATIONAL DEVELOPMENT

THANK YOU

